



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, February 19, 2015

1. **Roll Call**
2. **Approval of Minutes**
 - a. 11/20/14 meeting minutes (*discussion and vote*)
3. **Old Business**
 - a. FY 16 – EDRST Schedule – April 23rd – re-schedule (*discussion*)
 - b. Parking Lot #4 Update
4. **New Business**
 - a. Election of Officers (discussion and vote)
 - i. Chair
 - ii. Vice-Chair
 - iii. Secretary
 - b. 2nd Quarter Reports (informational)
 - c. FY 16 – Economic Development Retail Sales Tax Fund – Applications and Applicant Presentations (*review and discussion*)
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
November 20, 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 4:05 p.m.

Voting Members Present

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

Non-Voting Ex-Officio Members Present

Shelley Welsch, Mayor
Joe Edwards

Non-Voting Ex-Officio Members Not Present

Tim O'Donnell

Staff Present

Andrea Riganti, Director of Community Development
Jodie Lloyd, Manager of Economic Development

Approval of Minutes

The minutes of the May 14, 2014 meeting were reviewed, discussed, and approved by a vote of 4-0.

Old Business

There was no Old Business

New Business

- a. 1st Quarter Reports
The Board reviewed the quarterly reports from the FY 15 EDRST applicants. The Board didn't have specific comments on the quarterly reports, however the Board asked to receive updates on FY 13 and FY 14 projects that are still underway. If projects have not been closed out, the Board wants to receive an update. Staff indicated that they will provide the Board with all previous EDRST project reports.
- b. FY15 Budget Request – Olive Boulevard Study (*discussion and vote*)
This item was removed from the agenda
- c. FY 16 – EDRST Schedule (*discussion and vote*)
Staff reviewed the FY 16 EDRST Budget Calendar with the Board. The intent of setting the schedule early is to make sure people have all the information in advance about the application process and funding availability. The Board asked staff and Gail Snider to help disseminate the applications and information to business and community groups. The staff will place an article in the City newsletter, ROARS and the Chamber will seek input from the business community. The City will also post all the information on the website.
The Board voted unanimously to approve the FY 16 EDRST schedule.

Other Business

a. Public Comments

Gail Snider, Executive Director of the University City Chamber. – Ms. Snider introduced herself to the Board and discussed some of the initiatives that the Chamber is currently working on. Ms. Snider told the Board that the Chamber will seek projects for FY 16 and talk to the broader business community about projects that can be funded. Mr. Kuhlman asked Ms. Snider about a business group at I-170 and Delmar and Ms. Snider indicated that there are businesses involved in the Chamber that are located at and near the intersection but that there is no a specific Delmar/I-170 group.

Reports

a. Council Liaison Report –Mayor Welsch stated that she met Mr. Tucker who started Private Home Care in University City at 6900 Delmar Blvd – a senior service and new therapy center. Mayor Welsch also mentioned the Citizens Volunteer Corp – several volunteer groups working on arts, senior issues, unbanked issues, and more. The Mayor announced the ribbon cutting event for Create Space, the artisan market in the Delmar Loop. On December 6th, Create Space will host 6 U City artists. Mayor Welsch also mentioned that she applied for a Bloomberg Philanthropies grant for art installation.

b. Staff Report- Ms. Lloyd updated the Board on the Olive Boulevard Façade Program, the Olive Boulevard Commercial website, and the Better Block event that took place on Olive and Midland on Saturday, November 2nd. Ms. Lloyd reported that the City held a listening session on August with the Loop Special Business District and in response to business concerns, the City is making changes to the Outdoor Dining legislation. Outdoor Dining will be allowed for a longer period over the year but new regulations will be put in place to ensure adequate space for pedestrians to walk along the sidewalk.

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 5:10 p.m.

Respectfully submitted

Jackie Wellington
EDRSTB Secretary

Prepared by: Jodie Lloyd,
Manager of Economic Development

Economic Development Retail Sales Tax - FY 16 Project List

| Applicant | Project Title | Funding Request |
|--|--|------------------|
| Loop Special Business District | Ackert Walkway | \$50,000 |
| Loop Special Business District | Wrought-Iron Fence - Parking Lot #3 | \$120,000 |
| Loop Special Business District | Loop Brochures | \$12,000 |
| Loop Special Business District | Loop Ice Carnival | \$30,000 |
| Loop Special Business District | Official Visitors Guide | \$10,500 |
| Loop Special Business District | Security Cameras - Parking Lot #3 | \$25,000 |
| Loop Special Business District | Security Cameras - Parking Lot #4 | \$50,000 |
| Loop Special Business District | Loop Tree Grate Improvements | \$80,000 |
| Loop Special Business District | Welcome to the Loop - Prelim Design | \$9,000 |
| | | |
| U City - Community Development | InStore Incentive Program | \$50,000 |
| U City - Community Development | Marketing | \$10,000 |
| U City - Community Development / LSBDD | Trolley Open for Business Program | \$25,000 |
| | | |
| U City In Bloom | Delmar Planters | \$7,818 |
| U City In Bloom | Olive Hanging Baskets - Midland to Grant | \$22,154 |
| U City In Bloom | Olive Hanging Baskets - Grant to I-170 | \$36,867 |
| U City In Bloom | Maintain 9 Olive Gardens | \$13,165 |
| U City In Bloom | Olive Tree Care | \$6,837 |
| | | |
| Midtown Farmers Market | Events and Marketing | \$28,000 |
| | | |
| Create Space | Make Space on Olive Blvd | \$50,000 |
| | | |
| University City Chamber of Commerce | Taste of U City | \$7,000 |
| University City Chamber of Commerce | Lunar New Year Celebration Event | \$15,000 |
| University City Chamber of Commerce | Training Program | \$10,000 |
| University City Chamber of Commerce | North Meets South Event | \$5,500 |
| University City Chamber of Commerce | PR and Marketing | \$20,000 |
| University City Chamber of Commerce | leasethelink management | \$8,000 |
| University City Chamber of Commerce | Advertising Campaign | \$50,000 |
| | | |
| TOTAL REQUESTED | | \$751,841 |



Department of Community Development

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

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD FUNDING PRIORITY GUIDELINES

Purpose

The purpose of these guidelines is to establish priorities for the use of the Economic Development Retail Sales Tax (EDRST) funds. These priorities and associated evaluation criteria shall be used as a guide for the orderly review and disposition of applications and requests for EDRST funds, and will be used to make funding recommendations to the City Council.

Strategic Goals and Objectives or General Funding Priorities

The recommended use of the EDRST funds are aligned with the following University City economic development priorities:

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

These priorities are in keeping with Chapter 2.41 of the City's Municipal Code and other economic development planning documents.

Evaluation Criteria

Applications submitted to the Economic Development Retail Sales Tax Board for consideration will be evaluated on the following criteria:

- Alignment of the project with the City's Comprehensive Plan or other approved planning documents.
- Ability of the applicant to leverage additional financial resources for the project.
- Ability of the project to be a long-lasting and value added investment.
- Ability of the project to redevelop vacant or underutilized commercial and industrial properties located in target redevelopment areas.
- Potential for the project to act as a catalyst for additional development activity.
- Potential for project to provide additional employment opportunities.
- Potential for the project to provide unmet needs, limiting duplication.
- Appropriate alignment of business fit with the target area.
- Other criteria that may be defined on a project by project basis.

Use of Funds

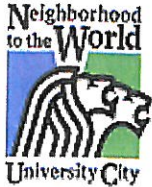
The use of the Economic Development Retail Sales Tax Funds is prescribed by the Municipal Code as follows:

- I 2.41.050 - Use of revenue generated by the tax.
 - A. No revenue generated by the tax shall be used for any retail development project, except for the redevelopment of downtown areas and historic districts. Not more than twenty-five (25) percent of the revenue generated shall be used annually for administrative purposes, including staff and facility costs.
 - B. At least twenty (20) percent of the revenue generated by the tax shall be used solely for projects directly related to long-term economic development preparation, including, but not limited to, the following:
 - 1. Acquisition of land;
 - 2. Installation of infrastructure for industrial or business parks;
 - 3. Improvement of water and wastewater treatment capacity;
 - 4. Extension of streets;
 - 5. Public facilities directly related to economic development and job creation; and
 - 6. Providing matching dollars for state and federal grants relating to such long-term projects.
 - C. The remaining revenue generated by the tax may be used for, but shall not be limited to the following:
 - 1. Marketing;
 - 2. Providing grants and loans to companies for job training, equipment acquisition, site development, and infrastructures;
 - 3. Training programs to prepare workers for advanced technologies and high skill jobs;
 - 4. Legal and accounting expenses directly associated with the economic development planning and preparation process; and
 - 5. Developing value-added and export opportunities for Missouri agricultural products.

Endorsed by the Economic Development Retail Sales Tax Board this 7th day of May, 2013.



Chairperson



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 2016 (JULY 1, 2015 – JUNE 30, 2016)**

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jllloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: FEB, 4, 2015

Project Title: *Lighting and Improvements to plaza where Albert Walkway and Chuck Berry statue are located.*

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Contact Person and Title: JOE EDWARDS, PRESIDENT

Mailing Address: 6504 DELMAR, UNIVERSITY CITY, MO 63130

Phone Number: 314-727-0110

E-mail Address: c/o KRISTIN SYLVESTER AT VISITTHELOOP@GMAIL.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): ALREADY ON FILE AT U, CITY HALL

- a. JOE EDWARDS, 6504 DELMAR, 63130, 314-727-0110, VISITTHELOOP@GMAIL.COM
- b. ANGELA FITZGERALD, COMMERCE BANK, 6630 DELMAR, 746-3515, ANGELA.FITZGERALD@COMMERCE BANK.COM
- c. MICHAEL ALTER, FITZ'S, 6605 DELMAR, 726-9555, MICHAEL@FITZSROOTBEER.COM

Type of Entity:

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

X POLITICAL SUBDIVISION OF THE STATE OF MISSOURI, SALES TAX EXEMPT,

501(c) 3:

Yes No

If no, list type of entity: SALES TAX EXEMPT
POLITICAL SUBDIVISION OF THE STATE OF MISSOURI

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

THIS POLITICAL SUBDIVISION OF THE STATE OF MISSOURI WAS FORMED OCT. 20, 1980
TO IMPROVE THE ENVIRONMENT AND PROMOTE BUSINESS IN THE AREA.

WE STRIVE TO EXPAND ON THE REMARKABLE REVITALIZATION OF THIS EXCITING
RESTAURANT, SHOPPING AND ARTS & ENTERTAINMENT DISTRICT BY ENCOURAGING UNIQUE
BUSINESSES TO LOCATE IN THE LOOP, BY EMPHASIZING DIVERSITY, BY IMPLEMENTING
INFRASTRUCTURE IMPROVEMENTS, AND BY PLANNING SPECIAL EVENTS FOR THE
ENJOYMENT OF RESIDENTS AND VISITORS.

Describe the applicant/organization programs and activities:

BUSINESS PROMOTION/RECRUITMENT/RETENTION, ECONOMIC DEVELOPMENT/PLANNING/
MARKETING, PROMOTION OF TOURISM, SPECIAL EVENTS/DECORATIONS, ADVERTISING,
CAPITAL IMPROVEMENTS/INFRASTRUCTURE INCLUDING DECORATIVE LIGHTING.

SECURITY, CLEANING/TRASH COLLECTION ON WEEKENDS, STREETScape AMENITIES/
BEAUTIFICATION, MONTHLY MEETINGS, NEWSLETTERS FOR GOOD COMMUNICATION,
WEBSITE, CO-PROMOTIONS.

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.).

REQUESTS WERE MADE AT THREE MONTHLY OPEN MEETINGS OF ALL BUILDING OWNERS AND
MERCHANTS IN OCT., NOV. AND DEC. 2014 FOR PROJECTS. JOE EDWARDS LISTED
SUGGESTIONS AND NO ONE OPPOSED. KRISTIN SYLVESTER CAN ATTEST.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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. *Public Works has the plans*

The plaza has multiple trip hazards. The loose "shale" the Colorado design firm chose scatter everywhere - especially when it rains - and make the plaza look dirty all year round. It is dark and gloomy and somewhat unsafe after dark. The \$100,000+ sculpture by Harry Weber does not show up after dusk - we lose thousands of photo opportunities that translate to tens of thousands of social media shares. While competing with other areas we are not able to take advantage of this plaza. (Union Station is spending \$60 million on giant ferris wheel, etc.)

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

The project has already been designed and approved by City Hall. However, the bids came in higher than the consulting firm projected.

Success will be a safer, cleaner, well-lit plaza that will appeal to residents and visitors for a century to come. We need to do this first class - one time.

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

Along Centennial Greenway bicycle + pedestrian path on north side of Dehman at Melville.

Program or Project Timetable:

et. 3 month construction schedule

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: 115,000

Amount of funding requested from EDRST: 50,000

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.

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.

UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Name of Applicant Organization

Joe Edwards

Authorized Signature JOE EDWARDS, PRES.

Date FEB, 4, 2015



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**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
 FISCAL YEAR 2016 (JULY 1, 2015 – JUNE 30, 2016)**

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Application Date: FEB, 4, 2015

Project Title: *Wrought Iron Fencing around Parking lots #3 & #4*

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- c. MICHAEL ALTER, FITZ'S, 6605 DELMAR, 726-9555, MICHAEL@FITZSROOTBEER.COM

Type of Entity:

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

X POLITICAL SUBDIVISION OF THE STATE OF MISSOURI, SALES TAX EXEMPT,

501(c) 3:

Yes No

If no, list type of entity: SALES TAX EXEMPT
POLITICAL SUBDIVISION OF THE STATE OF MISSOURI

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

Yes No

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SECTION 2: PROGRAM OR PROJECT INFORMATION

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.

Safety/Security in The Loop would be enhanced greatly if we would just install wrought iron fencing around parking lots #4 (behind Cicero's and Starbucks) and #3 (behind Fitzir). The decorative fencing would be a great deterrent to car break-ins and person-to-person confrontations/robberies. Entrances would still be open. Cameras could focus on these entrances/exits and get clear images.

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

I would be happy to talk about the success in the East Loop - overnight.

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

U. City
Parking Lots #3 & #4

Program or Project Timetable:

(If) As soon as approved - perhaps two-three months.

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: *Est. 120,000*

Amount of funding requested from EDRST: *120,000*

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.

** could be spread over 3 years, but funded right away.*

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.

UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT
Name of Applicant Organization

Joe Edwards

Authorized Signature JOE EDWARDS, PRES,

Date FEB, 4, 2015



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APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2016 (JULY 1, 2015 – JUNE 30, 2016)

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Application Date: FEB, 4, 2015

Project Title: *Loop Brochures Illuminated Directories*

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501(c) 3:

Yes No

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Print and distribute 50,000 full-color Loop brochures/directories and update/repair illuminated directories.

This is The Loop's most important promotional/informational print piece that we distribute ourselves. For current residents, new residents moving in, and visitors, it's a valuable resource. (Plus with media.)

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

The fact that the Convention & Visitors Commission calls us when they're out is a great sign. The fact that Loop merchants can hand them out to customers is a great tool. The fact that we can show prospective businesses, travel writers and more who we are is invaluable.

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

Loop businesses, U. City Hall "Welcome" packets to new residents, Visitors centers and hotels throughout the region, people/media who request them via our web site or phone voice mail.

Program or Project Timetable:

Annual

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: 18,000

Amount of funding requested from EDRST: 12,000

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.

Valuable every year. Important to keep updating!

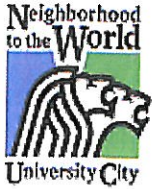
Complete and attach form EDRST B-1 with budget cost summary.

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

UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT
Name of Applicant Organization

Joe Edwards
Authorized Signature JOE EDWARDS, PRES.

Date FEB, 4, 2015



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 2016 (JULY 1, 2015 – JUNE 30, 2016)**

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: FEB, 4, 2015

Project Title: Loop Ice Carnival

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Contact Person and Title: JOE EDWARDS, PRESIDENT

Mailing Address: 6504 DELMAR, UNIVERSITY CITY, MO 63130

Phone Number: 314-727-0110

E-mail Address: c/o KRISTIN SYLVESTER AT VISITTHELOOP@GMAIL.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): ALREADY ON FILE AT U, CITY HALL

- a. JOE EDWARDS, 6504 DELMAR, 63130, 314-727-0110, VISITTHELOOP@GMAIL.COM
- b. ANGELA FITZGERALD, COMMERCE BANK, 6630 DELMAR, 746-3515, ANGELA.FITZGERALD@COMMERCEBANK.COM
- c. MICHAEL ALTER, FITZ'S, 6605 DELMAR, 726-9555, MICHAEL@FITZSROOTBEER.COM

Type of Entity:

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

X POLITICAL SUBDIVISION OF THE STATE OF MISSOURI, SALES TAX EXEMPT,

501(c) 3:

Yes No

If no, list type of entity: SALES TAX EXEMPT
POLITICAL SUBDIVISION OF THE STATE OF MISSOURI

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

THIS POLITICAL SUBDIVISION OF THE STATE OF MISSOURI WAS FORMED OCT. 20, 1980
TO IMPROVE THE ENVIRONMENT AND PROMOTE BUSINESS IN THE AREA.

WE STRIVE TO EXPAND ON THE REMARKABLE REVITALIZATION OF THIS EXCITING
RESTAURANT, SHOPPING AND ARTS & ENTERTAINMENT DISTRICT BY ENCOURAGING UNIQUE
BUSINESSES TO LOCATE IN THE LOOP, BY EMPHASIZING DIVERSITY, BY IMPLEMENTING
INFRASTRUCTURE IMPROVEMENTS, AND BY PLANNING SPECIAL EVENTS FOR THE
ENJOYMENT OF RESIDENTS AND VISITORS.

Describe the applicant/organization programs and activities:

BUSINESS PROMOTION/RECRUITMENT/RETENTION, ECONOMIC DEVELOPMENT/PLANNING/
MARKETING, PROMOTION OF TOURISM, SPECIAL EVENTS/DECORATIONS, ADVERTISING,
CAPITAL IMPROVEMENTS/INFRASTRUCTURE INCLUDING DECORATIVE LIGHTING.

SECURITY, CLEANING/TRASH COLLECTION ON WEEKENDS, STREETScape AMENITIES/
BEAUTIFICATION, MONTHLY MEETINGS, NEWSLETTERS FOR GOOD COMMUNICATION,
WEBSITE, CO-PROMOTIONS.

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.).

REQUESTS WERE MADE AT THREE MONTHLY OPEN MEETINGS OF ALL BUILDING OWNERS AND
MERCHANTS IN OCT., NOV. AND DEC. 2014 FOR PROJECTS. JOE EDWARDS LISTED
SUGGESTIONS AND NO ONE OPPOSED. KRISTIN SYLVESTER CAN ATTEST.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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.

This family-friendly event has evolved into the signature event for The Loop. About 10,000 people participated in a variety of events and games.

A positive image of the area was featured on TV, radio, multiple newspapers, magazines, Internet (see Loop hours letters), It's the biggest weekend for sales (and therefore sales tax). About 15 one-day jobs were created and many more volunteers contributed to make the event successful.

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

Great media exposure, great people-in-the-area exposure, Great day-of sales.
Great sharing of pictures on social media by thousands of visitors and residents.

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

The Loop

Program or Project Timetable:

January 15, 16, 2016

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: 50,000

Amount of funding requested from EDRST: 30,000 (same as 2015)

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.

30,000 + annually

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.

UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Name of Applicant Organization

Joe Edwards

Authorized Signature JOE EDWARDS, PRES.

Date FEB, 4, 2015

10th ANNUAL

THE

LOOP

DELMAR

ICE CARNIVAL

**JANUARY
16th & 17th, 2015**

FRIDAY

SNOW BALL*

ICE CARNIVAL KICK-OFF PARTY
AT THE MOONRISE HOTEL

SATURDAY

ICE SCULPTURES  PUTT PUTT PUB CRAWL

\$1000 IN ICE CUBES GIVEAWAY

+9000 CHOCOLATE COINS IN ICE CUBES

5-K + 10-K FROZEN BUNS RUNS

ICE SLIDES  FROZEN TURKEY BOWLING

TEMPORARY TATTOO SCAVENGER HUNT

"PENGUINS"  STILT WALKERS  JUGGLERS

ICE CARVING DEMONSTRATIONS
BY ICE VISIONS

SYNCHRONIZED HOOP PERFORMANCES

HUMAN DOG SLED RACES

SNOWBALL RACES

HOT CHOCOLATE

S'MORES ROAST

Visit TheLoop.com/IceCarnival



MOONRISE
Hotel

JANUARY 16th, 2015

B Snow Ball at the Moonrise Hotel - 7pm - 11pm

Rooftop Snow Ball. \$25/person (includes 2 drink tickets, hors d'oeuvres). VIP tickets \$55/person (includes open bar, hors d'oeuvres) \$199/couple room package (includes Snow Ball tickets and King & Queen Room. Ice King & Queen will be crowned based on creative, cool attire. For more information: www.MoonriseHotel.com

JANUARY 17th, 2015

A Information Igloo

Get directions and fliers here.

K 5-K + 10-K Frozen Buns Runs - From 10am

Registration information at www.stlouistrclub.com/get-active/frozen-buns-run/ Races start and awards given out at Blueberry Hill.

S \$1000 in Ice Cubes Give Away

Collect ice cubes from 7 stores throughout The Loop. 1,000 different cubes will have a dollar coin inside and 9,000+ cubes will have chocolate coins.

I Temporary Tattoo Scavenger Hunt - From 11am

Collect 15 free tattoos at stores, then pick up your prize at the Pageant.

P Putt-Putt Pub Crawl Noon - 5pm

11 wild & crazy holes of golf. Golf attire optional. Get scorecards & start at Cicero's or The Pageant. Prize awarded/Party 6pm at Cicero's.

1 Ice Sculptures - From 11am

6 Game Booths - From 11am

U Unique Events

Check out various events taking place inside and outside Loop businesses all day.

1 Cosmonauts On Ice - 1 - 4pm

Two Moonrise Hotel Rooftop stations sampling vodkas & cocktails. Hors d'oeuvres, & hot chocolate.

2 Human Dog Sled Races - 11am - 2pm

16 teams compete for prizes and bragging rights.

3 Ice Breaker - From Noon

Test your strength - two swings with sledge hammer at ice block.

4 Ice Carving Demonstrations by Ice Visions

Noon - 4pm at Fitz's parking lot.

5 Ice Slides - From 11am

Great family fun next to Blueberry Hill.

6 Frozen Turkey Bowling - 11am - 4pm

Delmar at Limit Ave.

7 Music Igloo - From 11am - 5pm

Dj's and video mixing.

8 Snowball Races - 2pm - 4pm

Humans racing inside giant snowball in front of The Pageant

9 Moonrise Rooftop Skate - Noon - 4pm

Skateboarding Demo

- "Penguins" walking throughout The Loop
- Stiltwalkers & Jugglers
- Synchronized Hoop Performers
- Fire Performers
- Bands at 8 clubs in the evening.
- Price specials at dozens of unique stores.
- Great restaurants. Gallery exhibits & more.
- Whimsical photo cut-outs throughout The Loop.
- The perfect photo-op. Bring your camera!
- Stay at the Moonrise Hotel and "take the elevator home."

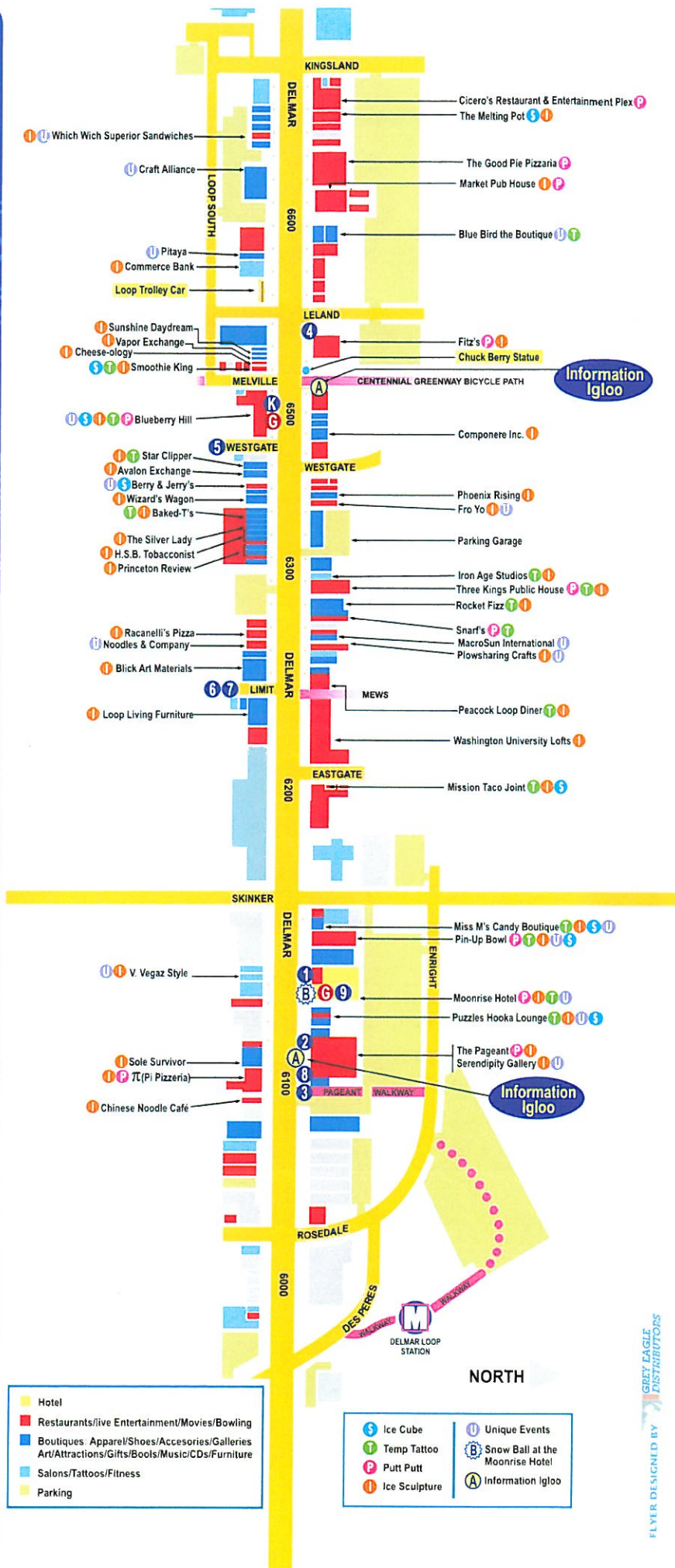
"One of the 10 Great Streets in America"
-American Planning Association.

 facebook.com/TheDelmarLoop

 twitter.com/TheDelmarLoop

 youtube.com/TheDelmarLoop

Visit TheLoop.com/IceCarnival





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APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2016 (JULY 1, 2015 – JUNE 30, 2016)

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Application Date: FEB, 4, 2015

Project Title: *Official St. Louis Visitors Guide adventures/directory*

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Contact Person and Title: JOE EDWARDS, PRESIDENT

Mailing Address: 6504 DELMAR, UNIVERSITY CITY, MO 63130

Phone Number: 314-727-0110

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- c. MICHAEL ALTER, FITZ'S, 6605 DELMAR, 726-9555, MICHAEL@FITZSROOTBEER.COM

Type of Entity:

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

X POLITICAL SUBDIVISION OF THE STATE OF MISSOURI, SALES TAX EXEMPT,

501(c) 3:

Yes No

If no, list type of entity: SALES TAX EXEMPT
POLITICAL SUBDIVISION OF THE STATE OF MISSOURI

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

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INFRASTRUCTURE IMPROVEMENTS, AND BY PLANNING SPECIAL EVENTS FOR THE
ENJOYMENT OF RESIDENTS AND VISITORS.

Describe the applicant/organization programs and activities:

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SECURITY, CLEANING/TRASH COLLECTION ON WEEKENDS, STREETScape AMENITIES/
BEAUTIFICATION, MONTHLY MEETINGS, NEWSLETTERS FOR GOOD COMMUNICATION,
WEBSITE, CO-PROMOTIONS,

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MERCHANTS IN OCT., NOV., AND DEC., 2014. FOR PROJECTS, JOE EDWARDS LISTED
SUGGESTIONS AND NO ONE OPPOSED. KRISTIN SYLVESTER CAN ATTEST.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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.

Official St. Louis Visitors Guide (380,000 printed - distributed year-round in hotels in St. Louis, visitors centers, convention center, sent to students/visitors who request them - the only guide people receive before they move to St. Louis. Enhance add they'll look at U. City for housing, etc. With 3 1/2 pages, The Loop has a huge presence - more than any other area. We also get a lot of editorial coverage.

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

Success has been shown year after year especially in the summer. We need to stay one of the three areas travel writers and local publications urge locals and visitors to check out.

Attached is guide - check out cover and coverage inside.

This is critical and bears positive results.

Program or Project Timetable:

annual

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)

graphic layout

Total Budget: *26,200*

Amount of funding requested from EDRST: *10,500*

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.

please see previous pages

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.

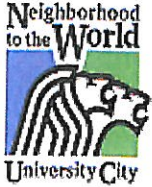
UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Name of Applicant Organization

Joe Edwards

Authorized Signature JOE EDWARDS, PRES,

Date FEB, 4, 2015



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**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
 FISCAL YEAR 2016 (JULY 1, 2015 – JUNE 30, 2016)**

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Application Date: FEB, 4, 2015

Project Title: *Loop Trolley Construction - "Open for Business Program"*

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Contact Person and Title: JOE EDWARDS, PRESIDENT

Mailing Address: 6504 DELMAR, UNIVERSITY CITY, MO 63130

Phone Number: 314-727-0110

E-mail Address: c/o KRISTIN SYLVESTER AT VISITTHELOOP@GMAIL.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): ALREADY ON FILE AT U, CITY HALL

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- c. MICHAEL ALTER, FITZ'S, 6605 DELMAR, 726-9555, MICHAEL@FITZSROOTBEER.COM

Type of Entity:

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

X POLITICAL SUBDIVISION OF THE STATE OF MISSOURI, SALES TAX EXEMPT,

501(c) 3:

Yes No

If no, list type of entity: SALES TAX EXEMPT
POLITICAL SUBDIVISION OF THE STATE OF MISSOURI

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

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Describe the applicant/organization programs and activities:

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SECTION 2: PROGRAM OR PROJECT INFORMATION

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.

Similar to when Forest Park Parkway was rebuilt and I-64/40 was rebuilt, it's very important that the metro area and local residents are kept up-to-date on construction events. We need to let everyone know every business is open regular hours and convey tips on where to park etc. during certain periods.

please see attached program elements.

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

We'll be successful if businesses maintain sales and visitors and residents look at various stages of construction as informative fun and exciting. It's an opportunity to turn weekly updates into positive exposure!

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

U.S. City Library to Limit along Delmar.

Program or Project Timetable:

Approximately one year (fiscal July 1, 2015 - June 30, 2016)
(perhaps a little beyond and/or before)

3. Continued.

Program Elements

Weekly drawing for gift certificates

Open for Business App – iPhone and Android App – “check in”
and win

Signage

Additional Events

Marketing

Social Media

Promotional/branding giveaways related to Loop Trolley - toy
streetcars, kid coloring sheets, buttons, etc.

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: 30,000

Amount of funding requested from EDRST: 10,000

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.

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.

UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Name of Applicant Organization

Joe Edwards

Authorized Signature JOE EDWARDS, PRES,

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Application Date: FEB, 4, 2015

Project Title: Two Security Cameras for Parking lot #4 (behind Cicero's & Starbucks)

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Type of Entity:

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501(c) 3:

Yes No

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POLITICAL SUBDIVISION OF THE STATE OF MISSOURI

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Yes No

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Two additional security cameras (add to U. City Police system)
for U. City Parking Lot #4

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

These will cover areas not covered now.
Better safety/security.

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

Parking Lot #4 (behind Cicero's & Starbucks)

Program or Project Timetable:

As soon as possible.

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: 50,000 (hopefully less)

Amount of funding requested from EDRST: 50,000

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.

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.

UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT
Name of Applicant Organization

Joe Edwards

Authorized Signature JOE EDWARDS, PRES,

Date FEB, 4, 2015

City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary

Applicant
Amount of Request

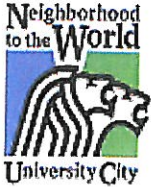
UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

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

| I. Project or Program Direct Costs * | EDRST Funds | Applicant's Cash Funds | Applicant's Non-Cash Contributions | Other Funds | Total |
|---|-------------|------------------------|------------------------------------|-------------|--------|
| <i>Two Additional Security Cameras for D. City Police System (Behind Firehouse)</i> | 50,000 | 0 | 7492 | 0 | 50,000 |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| BUDGET TOTAL - ALL ACTIVITIES | 50,000 | 0 | 7492 | 0 | 50,000 |

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

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



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 2016 (JULY 1, 2015 – JUNE 30, 2016)

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: FEB, 4, 2015

Project Title: Security Camera for Parking Lot #3 (behind Fitz's)

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Contact Person and Title: JOE EDWARDS, PRESIDENT

Mailing Address: 6504 DELMAR, UNIVERSITY CITY, MO 63130

Phone Number: 314-727-0110

E-mail Address: c/o KRISTIN SYLVESTER AT VISITTHELOOP@GMAIL.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): ALREADY ON FILE AT U, CITY HALL

- JOE EDWARDS, 6504 DELMAR, 63130, 314-727-0110, VISITTHELOOP@GMAIL.COM
- ANGELA FITZGERALD, COMMERCE BANK, 6630 DELMAR, 746-3515, ANGELA.FITZGERALD@COMMERCEBANK.COM
- MICHAEL ALTER, FITZ'S, 6605 DELMAR, 726-9555, MICHAEL@FITZSROOTBEER.COM

Type of Entity:

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

X POLITICAL SUBDIVISION OF THE STATE OF MISSOURI, SALES TAX EXEMPT,

501(c) 3:

Yes No

If no, list type of entity: SALES TAX EXEMPT POLITICAL SUBDIVISION OF THE STATE OF MISSOURI

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

THIS POLITICAL SUBDIVISION OF THE STATE OF MISSOURI WAS FORMED OCT. 20, 1980 TO IMPROVE THE ENVIRONMENT AND PROMOTE BUSINESS IN THE AREA.

WE STRIVE TO EXPAND ON THE REMARKABLE REVITALIZATION OF THIS EXCITING RESTAURANT, SHOPPING AND ARTS & ENTERTAINMENT DISTRICT BY ENCOURAGING UNIQUE BUSINESSES TO LOCATE IN THE LOOP, BY EMPHASIZING DIVERSITY, BY IMPLEMENTING INFRASTRUCTURE IMPROVEMENTS, AND BY PLANNING SPECIAL EVENTS FOR THE ENJOYMENT OF RESIDENTS AND VISITORS.

Describe the applicant/organization programs and activities:

BUSINESS PROMOTION/RECRUITMENT/RETENTION, ECONOMIC DEVELOPMENT/PLANNING/MARKETING, PROMOTION OF TOURISM, SPECIAL EVENTS/DECORATIONS, ADVERTISING, CAPITAL IMPROVEMENTS/INFRASTRUCTURE INCLUDING DECORATIVE LIGHTING,

SECURITY, CLEANING/TRASH COLLECTION ON WEEKENDS, STREETScape AMENITIES/BEAUTIFICATION, MONTHLY MEETINGS, NEWSLETTERS FOR GOOD COMMUNICATION, WEBSITE, CO-PROMOTIONS,

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.).

REQUESTS WERE MADE AT THREE MONTHLY OPEN MEETINGS OF ALL BUILDING OWNERS AND MERCHANTS IN OCT., NOV. AND DEC. 2014 FOR PROJECTS. JOE EDWARDS LISTED SUGGESTIONS AND NO ONE OPPOSED. KRISTIN SYLVESTER CAN ATTEST.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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 security camera (add to U. City Police system)
for parking lot #3.

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

Better safety/security.

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

Parking lot #3 behind Fitz's

Program or Project Timetable:

As soon as possible.

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: 25,000

Amount of funding requested from EDRST: 25,000

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.

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.

UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Name of Applicant Organization

Joe Edwards

Authorized Signature JOE EDWARDS, PRES,

Date FEB, 4, 2015



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 2016 (JULY 1, 2015 – JUNE 30, 2016)

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: FEB, 4, 2015

Project Title: Complete Free Well Grates Project

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Contact Person and Title: JOE EDWARDS, PRESIDENT

Mailing Address: 6504 DELMAR, UNIVERSITY CITY, MO 63130

Phone Number: 314-727-0110

E-mail Address: c/o KRISTIN SYLVESTER AT VISITTHELOOP@GMAIL.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): ALREADY ON FILE AT U, CITY HALL

- a. JOE EDWARDS, 6504 DELMAR, 63130, 314-727-0110, VISITTHELOOP@GMAIL.COM
- b. ANGELA FITZGERALD, COMMERCE BANK, 6630 DELMAR, 746-3515, ANGELA.FITZGERALD@COMMERCEBANK.COM
- c. MICHAEL ALTER, FITZ'S, 6605 DELMAR, 726-9555, MICHAEL@FITZSROOTBEER.COM

Type of Entity:

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

X POLITICAL SUBDIVISION OF THE STATE OF MISSOURI, SALES TAX EXEMPT,

501(c) 3:

Yes No

If no, list type of entity: SALES TAX EXEMPT
POLITICAL SUBDIVISION OF THE STATE OF MISSOURI

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

THIS POLITICAL SUBDIVISION OF THE STATE OF MISSOURI WAS FORMED OCT. 20, 1980
TO IMPROVE THE ENVIRONMENT AND PROMOTE BUSINESS IN THE AREA.

WE STRIVE TO EXPAND ON THE REMARKABLE REVITALIZATION OF THIS EXCITING
RESTAURANT, SHOPPING AND ARTS & ENTERTAINMENT DISTRICT BY ENCOURAGING UNIQUE
BUSINESSES TO LOCATE IN THE LOOP, BY EMPHASIZING DIVERSITY, BY IMPLEMENTING
INFRASTRUCTURE IMPROVEMENTS, AND BY PLANNING SPECIAL EVENTS FOR THE
ENJOYMENT OF RESIDENTS AND VISITORS.

Describe the applicant/organization programs and activities:

BUSINESS PROMOTION/RECRUITMENT/RETENTION, ECONOMIC DEVELOPMENT/PLANNING/
MARKETING, PROMOTION OF TOURISM, SPECIAL EVENTS/DECORATIONS, ADVERTISING,
CAPITAL IMPROVEMENTS/INFRASTRUCTURE INCLUDING DECORATIVE LIGHTING,
SECURITY, CLEANING/TRASH COLLECTION ON WEEKENDS, STREETScape AMENITIES/
BEAUTIFICATION, MONTHLY MEETINGS, NEWSLETTERS FOR GOOD COMMUNICATION,
WEBSITE, CO-PROMOTIONS.

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.).

REQUESTS WERE MADE AT THREE MONTHLY OPEN MEETINGS OF ALL BUILDING OWNERS AND
MERCHANTS IN OCT., NOV. AND DEC. 2014. FOR PROJECTS. JOE EDWARDS LISTED
SUGGESTIONS AND NO ONE OPPOSED. KRISTIN SYLVESTER CAN ATTEST.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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.

37 tree-wells still need^{to} be improved.
Enclosed are some photos showing how the soil is compacted with no grates and how the granite squares also compact the tree wells. These prevent trees from living/thriving. Also the debris/trash is much worse year-round on the 37 tree-wells not improved. City Forester agrees tree-well grates are much better. It will save U. City money through the years!

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

It will improve appearance of the area and cut down on litter.
Success will be apparent when trees thrive and cleanliness is the rule.

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

See attached list.

Program or Project Timetable:

Hopefully before summer season.

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: 80,000

Amount of funding requested from EDRST: 80,000

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.

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.

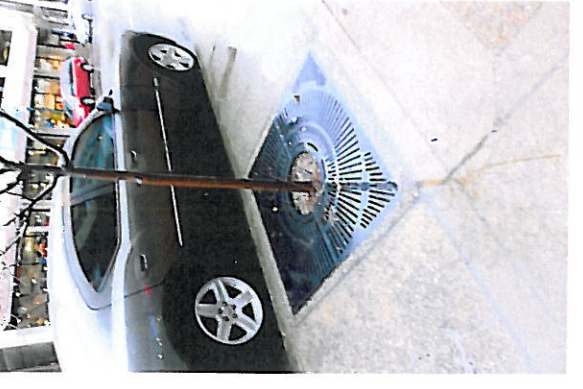
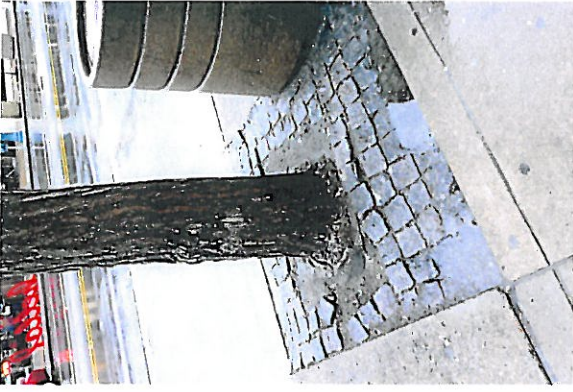
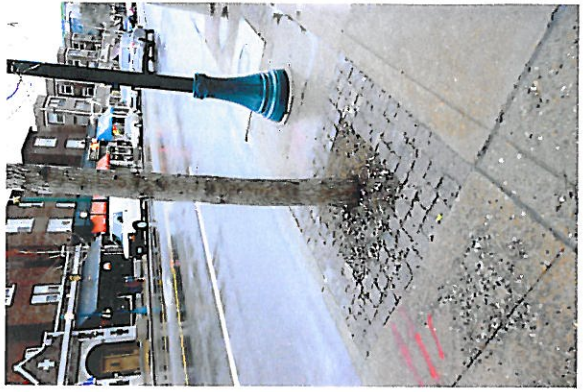
UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT
Name of Applicant Organization

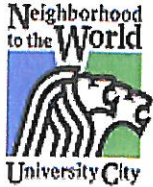
Joe Edwards
Authorized Signature JOE EDWARDS, PRES. Date FEB, 4, 2015

2/4/15 **Tree wells needed: 37**

| | |
|-------------|---|
| 6300 Delmar | Blick Art Materials |
| 6310 Delmar | Noodles & Co. |
| 6312 Delmar | Noodles & Co. |
| 6316 Delmar | Chipotle |
| 6330 Delmar | City Parking Lot #1 |
| 6346 Delmar | Fleur de Lou |
| 6364 Delmar | The Silver Lady |
| 6378 Delmar | SwedLife |
| 6380 Delmar | Ben & Jerry's |
| 6388 Delmar | Avalon |
| 6392 Delmar | Star Clipper |
| <hr/> | |
| 6504 Delmar | Blueberry Hill |
| 6508 Delmar | Blueberry Hill |
| <hr/> | |
| 6602 Delmar | Cheese-ology |
| 6620 Delmar | Commerce Bank (where electric panel used to be) |
| 6630 Delmar | Commerce Bank |
| 6630 Delmar | Commerce Bank |
| 6640 Delmar | Craft Alliance |
| 6640 Delmar | Craft Alliance |
| 6660 Delmar | Craft Alliance parking lot |
| 6662 Delmar | The Vault |
| 6662 Delmar | Which Wich |
| 6662 Delmar | Headz n Threadz |
| 6662 Delmar | Game Stop |
| 6662 Delmar | T-Mobile |
| 6662 Delmar | Fifth Third Bank |
| 6662 Delmar | Fifth Third Bank |
| 6662 Delmar | Fifth Third Bank |
| <hr/> | |
| 6267 Delmar | Miss M's Beauty Salon |
| <hr/> | |
| 6309 Delmar | Three Kings |
| 6323 Delmar | Create Space |
| <hr/> | |
| 6677 Delmar | Bubble Tea |
| 6679 Delmar | vacant |
| 6681 Delmar | Jimmy John's |
| 6683 Delmar | Melting Pot |
| 6683 Delmar | Melting Pot |
| 6685 Delmar | vacant |







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 2016 (JULY 1, 2015 – JUNE 30, 2016)

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: FEB, 4, 2015

Project Title: "Welcome to The Loop" preliminary sign design.

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Contact Person and Title: JOE EDWARDS, PRESIDENT

Mailing Address: 6504 DELMAR, UNIVERSITY CITY, MO 63130

Phone Number: 314-727-0110

E-mail Address: c/o KRISTIN SYLVESTER AT VISITTHELOOP@GMAIL.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): ALREADY ON FILE AT U, CITY HALL

- a. JOE EDWARDS, 6504 DELMAR, 63130, 314-727-0110, VISITTHELOOP@GMAIL.COM
- b. ANGELA FITZGERALD, COMMERCE BANK, 6630 DELMAR, 746-3515, ANGELA.FITZGERALD@COMMERCEBANK.COM
- c. MICHAEL ALTER, FITZ'S, 6605 DELMAR, 726-9555, MICHAEL@FITZSROOTBEER.COM

Type of Entity:

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

X POLITICAL SUBDIVISION OF THE STATE OF MISSOURI, SALES TAX EXEMPT,

501(c) 3:

Yes No

If no, list type of entity: SALES TAX EXEMPT
POLITICAL SUBDIVISION OF THE STATE OF MISSOURI

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

Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

THIS POLITICAL SUBDIVISION OF THE STATE OF MISSOURI WAS FORMED OCT. 20, 1980
TO IMPROVE THE ENVIRONMENT AND PROMOTE BUSINESS IN THE AREA.

WE STRIVE TO EXPAND ON THE REMARKABLE REVITALIZATION OF THIS EXCITING
RESTAURANT, SHOPPING AND ARTS & ENTERTAINMENT DISTRICT BY ENCOURAGING UNIQUE
BUSINESSES TO LOCATE IN THE LOOP, BY EMPHASIZING DIVERSITY, BY IMPLEMENTING
INFRASTRUCTURE IMPROVEMENTS, AND BY PLANNING SPECIAL EVENTS FOR THE
ENJOYMENT OF RESIDENTS AND VISITORS.

Describe the applicant/organization programs and activities:

BUSINESS PROMOTION/RECRUITMENT/RETENTION, ECONOMIC DEVELOPMENT/PLANNING/
MARKETING, PROMOTION OF TOURISM, SPECIAL EVENTS/DECORATIONS, ADVERTISING,
CAPITAL IMPROVEMENTS/INFRASTRUCTURE INCLUDING DECORATIVE LIGHTING,
SECURITY, CLEANING/TRASH COLLECTION ON WEEKENDS, STREETScape AMENITIES/
BEAUTIFICATION, MONTHLY MEETINGS, NEWSLETTERS FOR GOOD COMMUNICATION,
WEBSITE, CO-PROMOTIONS,

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.).

REQUESTS WERE MADE AT THREE MONTHLY OPEN MEETINGS OF ALL BUILDING OWNERS AND
MERCHANTS IN OCT., NOV. AND DEC. 2014. FOR PROJECTS, JOE EDWARDS LISTED
SUGGESTIONS AND NO ONE OPPOSED. KRISTIN SYLVESTER CAN ATTEST.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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.

The word "Welcome" is very positive. To welcome people to The Loop with an electric sign across Delmar near Cicero's and First Third Bank building would send a positive message to thousands of drivers, bicyclists and pedestrians 24/7. It will brighten people's spirits and help overcome some negative perceptions some people have of neighborhoods east of I-170. If the preliminary design work is judged worthy, we would apply for funding the installation later. Samples attached.

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

Improve "welcoming feel" of The Loop.
Provide an iconic image for magazines and other media around the country as well as locally.
In this preliminary design phase, there would be several open public meetings for suggestions and input.

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

6600 block of Delmar (near Cicero's)

Program or Project Timetable:

This design phase about four to six months.

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: 10,000

Amount of funding requested from EDRST: 9,000

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.

*This design project is one-time .
If results are good and approved, there will be one last one-time request for construction later .*

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.

UNIVERSITY CITY LOOP SPECIAL BUSINESS DISTRICT

Name of Applicant Organization

Joe Edwards

Authorized Signature JOE EDWARDS, PRES.

Date FEB, 4, 2015



Gaslamp Quarter



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 2016 (JULY 1, 2015 – JUNE 30, 2016)**

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 6, 2015

Project Title: InStore Incentive Program

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

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

Website: 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

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

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.

The Department of Community Development is requesting \$50,000 in Economic Development Retail Sales Tax funds to fund a Forgivable Loan Program for New and Expanding Retail, Food, and Creative Businesses.

The forgivable loan program would help eligible retail, food, and creative for-profit and non-profit businesses purchase equipment and materials associated with establishing a new location or expanding at an existing one. Program provides a capitol "loan" to businesses that qualify. Loans are forgiven if applicant meets program guidelines for 3 years.

Prior to July 2015, the City will develop an eligibility and application process to be reviewed by the EDRST Board. The plan would be to provide forgivable loans between \$5,000-\$10,000 that promotes and enhances the City's commercial corridors – Delmar Boulevard and Olive Boulevard.

New and existing retail establishment on Delmar would be eligible. New and existing retail, food, and other creative businesses (non-profit, service, etc.) would be eligible on Olive Boulevard.

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

The program would help promote existing businesses to expand and assist new businesses in opening a location in University City. A similar program based in the City of Philadelphia called InStore, has helped enhance commercial corridors and helped entrepreneurs fund capitol purchases such as kitchen equipment, display furnishings and shelving, etc. The InStore program has been in place for 2 years and has helped 21 businesses open or expand in Philadelphia's urban neighborhoods. The University City program would be modeled similar to the InStore program.

The City and the Loop Special Business District would like to see additional retail establishments in the Loop. Unfortunately, a few unique retailers have closed in the past year. This incentive funding could help attract a retail tenant to the Loop and promote the mix of uses along Delmar Blvd.

The City also recognizes that Olive Boulevard is a high priority corridor for redevelopment opportunities and business growth. The City would use this program to help lure new establishments to Olive Boulevard or assist existing ones to expand.

The City would promote the program through entrepreneurial organizations including Better Family Life, International Institute, Small Business Association, through local media channels, and commercial real estate brokers.

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

The Delmar Loop and Olive Boulevard

Program or Project Timetable:

All fiscal year

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: \$50,000

Amount of funding requested from EDRST: \$50,000

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.

A one-time request at this time. If the program is successful in bringing in new businesses or expanding existing ones, the City may request additional funding.

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.

Department of Community Development

Name of Applicant Organization

Andrea Riganti, Director

Authorized Signature

Date

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant City of University City - Community Development
Amount of Request \$50,000

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

| | EDRST Funds | Applicant's Cash | Applicant's Non- | Other Funds | Total |
|---|--------------------|-------------------------|-------------------------|--------------------|--------------------|
| I. Project or Program Direct Costs * | | | | | |
| InStore Incentive Program | \$50,000.00 | \$0.00 | \$0.00 | \$0.00 | \$50,000.00 |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| II. Indirect Costs ** | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| BUDGET TOTAL - ALL ACTIVITIES | | | | | \$50,000.00 |

*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

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

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2016 (JULY 1, 2015 – JUNE 30, 2016)**

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 6, 2015

Project Title: Marketing

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

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

Website: 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

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

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.

The Department of Community Development is requesting \$10,000 in Economic Development Retail Sales Tax funds to continue to prepare and distribute brochures, mailers, and other collateral promotional materials. This request will continue to help implement and is consistent with the Olive Boulevard marketing strategy, the Department's Economic Development workplan, and past efforts.

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

The project will help improve the business profile of the City, promote existing businesses, and attract new development and redevelopment. A marketing packet, which includes brochures, demographic information, a booklet of financial incentives/assistance programs, City maps and more, serves as a key economic development marketing piece for the City. It is distributed to potential developers and businesses, and is part of the City's retention, expansion and attraction economic development efforts. The City also uses some marketing funds to assist organization with small marketing programs (Farmers Market, LSB, Chamber of Commerce)

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

Citywide

Program or Project Timetable:

All fiscal year

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: \$10,000

Amount of funding requested from EDRST: \$10,000

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. The City continues to update marketing material and assist organizations in small marketing programs.

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.

Department of Community Development

Name of Applicant Organization

Andrea Riganti, Director

Authorized Signature

Date

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant City of University City - Community Development
Amount of Request \$10,000

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

| | EDRST Funds | Applicant's Cash Funds | Applicant's Non Cash | Other Funds | Total |
|---|--------------------|-------------------------------|-----------------------------|--------------------|--------------------|
| I. Project or Program Direct Costs * | | | | | |
| Marketing Programs | \$10,000.00 | \$0.00 | \$0.00 | \$0.00 | \$10,000.00 |
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| II. Indirect Costs ** | | | | | |
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| BUDGET TOTAL - ALL ACTIVITIES | | | | | \$10,000.00 |

*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

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

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2016 (JULY 1, 2015 – JUNE 30, 2016)**

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 6, 2015

Project Title: Loop Trolley – Open for Business Program

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: City of University City/Community Development Department; Loop Special Business District

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

Website: 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

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:

- City of University City, Community Development: A City department
- LSBD: A political subdivision of the State of Missouri formed in 1980 to improve the environment and promote business in the area.
- Loop Trolley Company: A non-profit formed to construct the Loop Trolley system

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 Loop Special Business District does business promotion, recruitment, retention, economic development, marketing, promotion of tourism etc.

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

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.

The Department of Community Development and the Loop Special Business District are requesting \$25,000 in Economic Development Retail Sales Tax funds and will have a cash contribution of \$10,000 from the Loop Trolley Transportation Development District (TDD) to develop and implement a “Trolley – Open for Business Program.” Construction of the trolley will impact the local business community on Delmar Blvd. The City, LSB, and TDD want to assist in the efforts to ensure that businesses in the Loop remain vital during the construction process and that people continue to visit the Loop. We also want to make sure local businesses and residents are kept up to date on construction events. Together, we will ensure that everyone knows that every business is open and convey information for parking, events, etc.

An “Open for Business” program will fund a variety of programs in the Delmar Loop including:

- Weekly drawing for gift certificates
- A “check in” and win campaign
- Signage
- Additional Events
- Marketing
- Social Media
- Positive PR stories – featured Loop businesses
- Promotional/branding giveaways related to Loop Trolley - toy streetcars, kid coloring sheets, buttons, etc.

The “Open for Business” Program is modeled after a similar program in Kansas City, MO. A streetcar is currently under construction in Kansas City, MO. According to the Kansas City Downtown Association, the Open for Business Program should have been in place before construction began but the program is now helping alleviate some construction impacts from the streetcar construction. This program will be funded through EDRST Funds and through the TDD. The Open for Business Program will be coordinated in conjunction with the communications and outreach efforts by the TDD.

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

The outcome of the program is to maintain the Delmar Loop as a viable destination for residents, businesses, and tourists throughout the construction of the Trolley. The program will be successful if businesses maintain sales and visitors and residents view the construction phases as informative and fun. It's an opportunity to turn weekly updates into positive exposure for the Delmar Loop.

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

The Delmar Loop

Program or Project Timetable:

All fiscal year

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: \$35,000

Amount of funding requested from EDRST: \$25,000

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.

A one-time request during the construction of the Loop Trolley.

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.

Department of Community Development

Name of Applicant Organization

Andrea Riganti, Director

Authorized Signature

Date

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant City of University City and LSBDD
Amount of Request \$25,000

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 |
|---|--------------------|-------------------------------|---|----------------------------------|--------------------|
| I. Project or Program Direct Costs * | | | | | |
| Trolley - Open for Business Program | \$25,000.00 | | | \$10,000.00 | \$35,000.00 |
| | | | | Cash match from Loop Trolley TDD | |
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| II. Indirect Costs ** | | | | | |
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| BUDGET TOTAL - ALL ACTIVITIES | | | | | \$35,000.00 |

*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.



U City In Bloom

U City in Bloom's mission is to enhance and beautify our city through public gardens, community partnerships, citizen involvement, and environmental education.

www.ucityinbloom.org

Judy Prange
Executive Director

February 4, 2015

Jack Breier
President

Andrea Riganti, Director
Department of Community Development
City of University City
6801 Delmar Boulevard
University City MO 63130

Norma Schechter
Vice President

Ed Schmidt
Treasurer

Dear Members of the Economic Development Retail Sales Tax Board,

David Linzee
Secretary

I am pleased to present the attached application for funding from the Economic Development Retail Sales Tax Fund on behalf of U City in Bloom. One of the five proposed projects continues the maintenance of the 90 Delmar Loop planters, which grace a well-established and successful arts and entertainment district. The remaining four projects, the "Olive Corridor Program," are within the Olive economic corridor which has been under redevelopment for several years. They have a shared goal of improving the image, identity and aesthetic appeal of this important boulevard through a variety of well-designed landscape projects. All would complement the streetscape improvements of the City's Public Works and Parks Department with whom we partner.

Mary Ann Shaw
Board

Brian Davies
Board

Linda Ballard
Board

Helen Fuller
Board

Eric Karch
Board

Jane Myers
Board

Jane Schaefer
Board

Janet Schoedinger
Board

Donna Schwarz
Board

Jo Seltzer
Board

Carol Wofsey
Board

University City's public gardens are important to its economic and civic life. Plantings in urban neighborhoods are a symbol of care for the community. Following the recommendations in the 2009 *Olive Boulevard Design Guidelines*, U City in Bloom proposes five projects to enhance the boulevard with well-designed gardens, attractive and cost-effective hanging baskets, healthy trees, and additional green space around the new trees it has cared for since they were planted three years ago. Nine existing gardens between Skinker and Midland would continue to be maintained and additional garden areas further west would be sought. The seventy young trees would be pruned, shaped, watered and replaced as needed. The 76 new hanging baskets which were funded last year will be in their second season. Funding is requested for basket liners, soil, plants, and on-going care. U City in Bloom would like to continue defining the streetscape with an additional 76 baskets, 170 east to Grant, which we are requesting for the beginning of the 2016 growing season.

Jesse Gilbertson
Horticulture Director

Megan Fuhler
Staff Liaison

Through these five projects we will continue to beautify the Loop area and improve the image and economic stability of Olive Boulevard, one of the most visible of our streets. Thank you for your consideration.

Sincerely,

Judy Prange

Jack Breier

Judy Prange, Executive Director
U City in Bloom

Jack Breier, President

P.O. Box 50283, St. Louis, MO 63105-5283



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 2016 (JULY 1, 2015 – JUNE 30, 2016)

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 6, 2015

Project Title: Olive Corridor

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: U City in Bloom, UCB

Contact Person and Title: Jesse Gilbertson, Director of Horticulture; Judy Prange, Executive Director; Ed Schmidt, Treasurer

Mailing Address: P.O. Box 50283, St. Louis MO 63105-5283

Phone Number: 314-477-4549

E-mail Address: Jesse Gilbertson: jesse.allen.stl@gmail.com; Judy Prange: judyprange@outlook.com; Ed Schmidt: edmaryschmidt@sbcglobal.net

Website: www.ucityinbloom.org

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

- a. Judy Prange, Executive Director, 7005 Amherst, 63130, 314-725-8243; judyprange@outlook.com
- b. Jack Breier, President UCB, 511 Midvale, 63130, 314-283-8697
- c. Ed Schmidt, Treasurer, 819 N. Jackson, 63130, edmaryschmidt@sbcglobal.net

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:

Operating since 1985, U City in Bloom, UCB, is a volunteer driven, not-for-profit organization composed of 300+ volunteers and several part-time, paid professional gardeners, one full-time Director of horticulture. UCB's mission: To enhance and beautify our city through public gardens, community partnerships, citizen involvement, and environmental education.

Describe the applicant/organization programs and activities:

Over 400 public gardens are currently designed and cared for by UCB including those in the Civic Plaza, around the Library, in front of Centennial Commons, on Olive in the Loop, at U City schools, the new firehouse at Vernon and Westgate, and in neighborhoods.

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.).

A letter of support from Judy Prange, Executive Director is attached.

SECTION 2: PROJECT INFORMATION

3. Project Summary – Design, Plant, Water, and Maintain 90 Containerized Gardens Delmar Blvd in the Loop

Description of the Project

Most years since 1998, UCB has designed, planted, watered and maintained the existing 90 containerized gardens fronting on Delmar in the Loop, between Eastgate Avenue and Kingsland Avenue. These colorful annuals, blooming from May to October, establish a boundary for the Loop, a beginning and an end, by bringing cohesion to this four block district. The planters provide a positive visual impact for area businesses, shoppers and residents in addition to passing motorists. UCB will also continue to shape and maintain the 80 Loop trees.

UCB is requesting EDRST funds for a portion of this project in partnership with the Delmar Loop Special Business District.

Summary of Need for Partial Funding of the Delmar Loop Planters

While the *Olive Boulevard Design Guidelines, University City, MO, 2009*, are focused on Olive, its goals, objectives and strategies area relevant to any commercial area. The main goals of the *Guidelines*,

- Achieve a memorable pedestrian experience.
- Achieve business stability, retain existing businesses and attract new business.
- Attract new and repeat customers.
- Preserve and improve infrastructure. (Page 2.2)

The *Olive Guidelines* conclude that, "A well designed, attractive and inviting streetscape is important to achieving the above mentioned goals." (Page 2.2). The Loop planters in addition to healthy trees, Walk of Stars, and pedestrian scale light poles, all positively contribute to achieving a memorable experience. Yet the Loop is expected to maintain a certain level of attractiveness.

The Olive business owners participating in the Focus Group session in 2007 for the *Olive Guidelines*, cited the Loop as a model for Olive improvements,

"The 'loop district' in University City was discussed as an important model for the Olive Boulevard corridor. The 'loop district' is a special taxing district and enjoys other incentives as well. Business owners in the Loop district have agreed to tax themselves an additional assessment which is used for landscaping, signage, and other amenities that provide stability and aesthetic treatment for the common areas. It was the consensus of this focus group that Olive Boulevard also needs to take a visionary approach to managing this corridor, including the possibility of establishing a special tax district," (Page C.9)

When asked to list any streets in the St. Louis area that can act as a model street for the consultants in formulation of design *Guidelines*, "The Delmar Loop area in University City" made the list of 17 out of the St. Louis region. (Page C.5)

The positive mention of the Loop in both the Community Survey and Focus Group sessions is testimony that visiting the Loop is a memorable pedestrian experience. But a district has to continue to live up the expectations by maintaining an attractive and welcoming streetscape. The 90 Loop planters contribute to this experience.

Delmar Loop Planters Goals and Objectives

Referring again to the above stated four goals of the *Olive Design Guidelines*, UCB has tailored its goal and objectives to assist the Loop in maintaining its attractive public areas.

Goal –

- Develop a variety of well designed, attractive containerized gardens in partnership with the Delmar Loop Special Business District to achieve a memorable pedestrian experience by improving the image, identity and aesthetic appeal of the Delmar Loop.

Objectives –

- Continue to maintain the well designed, vibrant miniaturized gardens
- Assure the successful survival of a maximum number of newly planted trees in the Loop by maintaining and shaping them as needed.

Delmar Loop Partners

For maintaining the planters in the Delmar Loop, UCB has partnered with the Delmar Loop Special Business District.

How the Delmar Loop Planters Meets City Plans

The *City of University Comprehensive Plan Update of 2005* was consulted concerning public landscaping on Delmar. The following economic development policy concerning the Loop is listed in the Comprehensive Plan Update,

“The City will preserve, maintain and renew existing successful business districts such as the Loop. The City will ensure that new in fill development is compatible with the existing character of the Loop” (Page 44)

The colorful containerized gardens cared for by UCB helps to maintain the positive image of the Loop by contributing to its attractiveness, and is in agreement with the *Comprehensive Plan Update*.

UCB and Job Creation

When considering UCB and jobs, all its landscaping activities have to be considered. UCB employs one full time and six part-time gardeners. In addition, there is a pool of approximately 300 volunteers involved in different facets of UCB, from gardening to potting plants for the Spring Plant sale, planning the Bi-Annual Garden Tour or organizing the Fall Bulb Sale. To answer the question of the possibility of job creation because of an increase in UCB’s public landscaping work, the activity involved in all five grant applications must be considered.

Insurance coverage for the ProGator is through City Hall. Operation of the ProGator is limited to a small number of trained staff. Thus, watering the hanging baskets, the trees, potential ground cover and Delmar Loop planters, is to be done by the ProGator trained, paid staff.

Almost all of the installed gardens have underground sprinkling systems and are not dependent on the ProGator. A consistent group of volunteers plant and tend all installed gardens and the Loop planters and are available for one time planting events such as planting the Loop containerized gardens. On a weekly basis, there is an average of four volunteers per day for four mornings a week but these volunteers do not drive the ProGator. UCB values the contribution of their volunteers. A national average rate of \$22.55 per hour listed on the Nonprofit Pathways website has been used as an estimate for a volunteer's non-cash contribution to a project.

In fiscal year 2016, with the increased use of the ProGator for watering the Loop planters in addition to the Olive hanging baskets and the Olive trees and ground cover, there will be an increase in paid part-time hours or an addition of another paid part-time gardener.

Delmar Loop Planters Outcomes and Milestones

As discussed previously, UCB's goal for the Delmar Loop small gardens is to

- Develop a variety of well designed, attractive containerized gardens in partnership with the Delmar Loop Special Business District to achieve a memorable pedestrian experience by improving the image, identity and aesthetic appeal of the Delmar Loop.

For UCB, the successful implementation and continued funding of this project achieves UCB's goal of a more attractive Delmar.

Measuring the Success of the Delmar Loop Planters

The dilemma is how to obtain the opinion of the impact of a series of public improvement projects from the five stakeholders in the Delmar Loop. The stakeholders are the building owners, business owners, residents in adjacent neighborhoods, all the University City residents who voted in 2006 to increase the retail sales tax and motorists on an errand to a Loop location or in route to another part of St. Louis County or City. It is the stakeholders who are the final judges of whether the combination of public streetscape improvements has been successful. Does a building owner invest in upgrades to his building or purchase another in the area because he notices the public areas are more attractive and is confident of a return on his investment? Does the business owner improve signage or purchase new interior fixtures because the streetscape is more appealing and there are expectations that this location will bring a return for the effort? Are the residents of University City who voted to increase taxes for economic development in the Loop and on Olive, satisfied with the addition of public landscaping on Delmar?

What impression do the 15,000 motorists have of Delmar every day? At a speed of 25 miles per hour, is their image of Delmar positively affected by the color and texture added by the colorful planters? Did they notice these small gardens instead of the litter? The estimate of 18,000 motorists per day is based on the most recent traffic counts taken by the St. Louis County Department of Highways and Traffic. St. Louis County's count of 14,980 was the Average Weekday Traffic volume, on Delmar Boulevard, east of Kingsland in July, 2007 and 16,730 West of the St. Louis City Limits.

Though positive, the public responses relating to landscape projects on Delmar heard by UCB are antidotal. While tending a planter box in the Loop, strollers frequently call out to the volunteers, "Thank you for the beautiful flowers," or ask, "Will that gorgeous flower work in a sunny part of my yard?" When the volunteers gather for lunch wearing a UCB hat or t-shirt after a morning tending an

Olive garden, waiters and restaurant staff frequently thank them for making the gardens so beautiful. Attendance at Delmar Loop Special Business meetings is another informal, antidotal source for reactions to well-designed planters in the Loop and UCB will attend several meetings a year.

The Community Survey and Focus Group session were used to strengthen the strategies and elements of the *Olive Guidelines* and promote their acceptance. The time may now be approaching to again engage the stakeholders in a conversation about the impact of the streetscape improvements in both the Delmar Loop and Olive since the passage of the ¼ cent retail sales tax in 2006. Are these improvements important to achieving a memorable pedestrian experience.

Project Location

See attached map and photos of the Delmar Loop planters in bloom.

Project Timetable

A design concept for all 90 planters will be developed in spring, 2016 with the plants ordered and installed by mid-May with the addition of soil and additives. The flowers in each planter will be deadheaded and pruned as needed and watered at least three times a week and fertilized as needed. All annuals will be removed in October. The trees will be shaped and maintained as needed.

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: \$18,327.50 (EDRST, \$7,817.50, 43%; Delmar Loop Special Business District, \$6,000, 33%; UCB Volunteers, 200 hours @ \$22.5 per hour, \$4,510, 24%)

Amount of funding requested from EDRST: \$7,817.50 (43%)

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.

UCB will annually request that EDRST contribute a portion of the care and maintenance of the Delmar Loop planters in partnership with the Delmar Loop Special Business District. It is anticipated that the annual grant request will be a similar amount to this year, dependent on increases in costs of labor and plant materials and volunteer participation.

A completed EDRST B-1 form with a budget cost summary is attached

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

U City In Bloom

Name of Applicant Organization

Jesse Gilbertson

2/5/15

Jesse Gilbertson, Director of Horticulture

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant U City In Bloom
Project Delmar Loop - Design and care for 90 Planters from Eastgate to Kingsland
Amount of Request \$ 7,818

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 |
|--|-------------|------------------------|------------------------------------|-------------|------------|
| I. Project or Program Direct Costs* | | | | | |
| Plant materials | \$ 2,000 | | | | \$ 2,000 |
| Soil and amendments | \$ 1,075 | | | | \$ 1,075 |
| Labor - garden design, installation and care | \$ 10,300 | | | | \$ 10,300 |
| Loop Special Business District | | | | \$ 6,000 | \$ (6,000) |
| Volunteers - 200 hours @ \$22.50 per hour | | | \$ 4,510 | | |
| Total Direct Costs | | | | | \$ 7,375 |
| II. Indirect Costs** | | | | | |
| Operations | \$ 443 | | | | \$ 443 |
| BUDGET TOTAL - ALL ACTIVITIES | | | | | \$ 7,818 |

*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.

Delmar Loop



Delmar Loop

(looking west)



SECTION 2: PROJECT INFORMATION
U City In Bloom – Olive Corridor Program

3. Project Summary – Design & Maintain Nine Public Olive Gardens, Skinker to Midland

Description of the Project.

First funded by the EDRST Board in fiscal year 2012, this request for funding will be used for plants and care of nine existing gardens on Olive Boulevard between Skinker and Midland. The gardens are located on the corners of Olive Boulevard and Skinker, Sutter/Maple, Pennsylvania, Purdue and Midland. These well-designed, attractive gardens are important to residents, businesses and passing motorists by creating a pleasant visual experience and their presence is proof that someone cares for this neighborhood. This continues a twenty four year history, 1991 to 2015, of the existence of gardens on Olive, funded first by two Olive Tax Increment Financing Districts and now the EDRST Board.

Project Location And Photos.

Photos of these gardens and a map of their location are attached.

Project Timetable.

Building upon a base of perennials in each garden, colorful annuals such as lantana, petunias, coleus and other species will be planted and mulched in the spring to flourish throughout the summer and into the fall. UCB volunteers and paid gardening professionals will mulch, deadhead, prune, weed and water the gardens from March until October when annuals will be removed and another layer of mulch added for winterization.

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: \$18,847 (UCB Volunteers - 252 hours @ \$22.5 per hour, \$5,682)

Amount of funding requested from EDRST: \$13,165

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.

This annual funding will be requested for the care and maintenance of these nine gardens as long as they continue to fulfill the *Olive Boulevard Guidelines* and are considered valuable to this industrial/commercial neighborhood. It is anticipated that this annual grant request will be similar to this year's request, dependent on increases in the costs of labor and plant materials and volunteer participation.

EDRST B-1 form with a budget cost summary is attached.

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

U City In Bloom

Name of Applicant Organization

Jesse Gilbertson

2/5/15

Jesse Gilbertson, Director of Horticulture

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant U City In Bloom
Project Olive Boulevard - Design and Care for Nine Gardens from Skinker to Midland
Amount of Request \$ 13,165

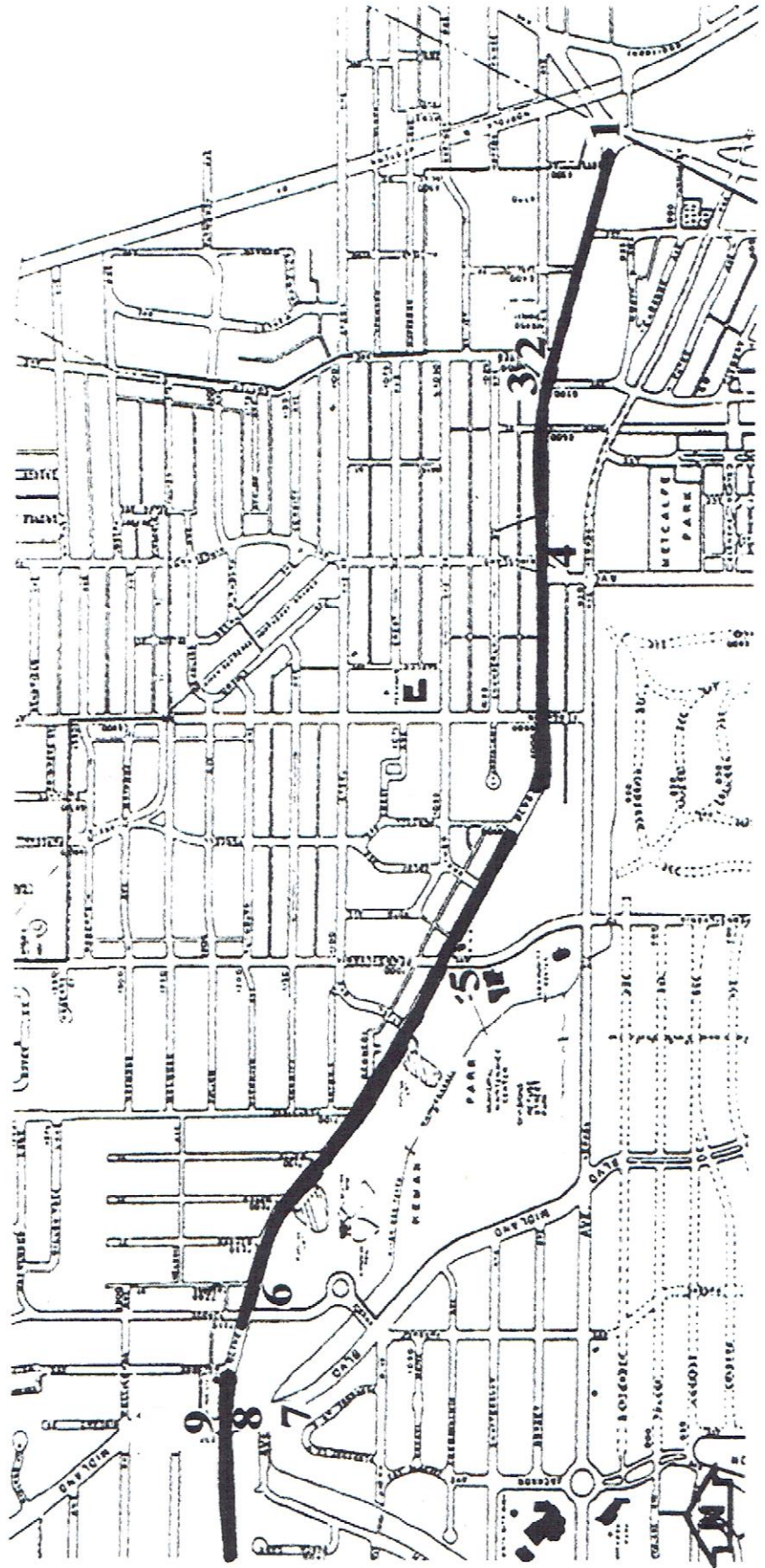
Provide a listing of each project or program proposed and the associated cost allocation.

| | EDRST Funds | Applicant's Cash Funds | Applicant's Non-Cash Contributions | Other Funds | Total |
|---|--------------------|-------------------------------|---|--------------------|--------------|
| I. Project or Program Direct Costs* | | | | | |
| Plant material | \$ 1,447 | | | | \$ 1,447 |
| Soil amendments | \$ 205 | | | | \$ 205 |
| Garden design, mulching, plant installation, weeding, deadheading and pruning | \$ 10,768 | | | | \$ 10,768 |
| Volunteers - 252 hours @ \$2.502 per hour | | | \$ 5,682 | | |
| Total Direct Costs | | | | | \$ 12,420 |
| II. Indirect Costs** | | | | | |
| Operations | \$ 745 | | | | \$ 745 |
| BUDGET TOTAL - ALL ACTIVITIES | | | | | \$ 13,165 |

*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.

Location of Nine Existing Gardens on Olive



Skinker Garden



Maple Garden



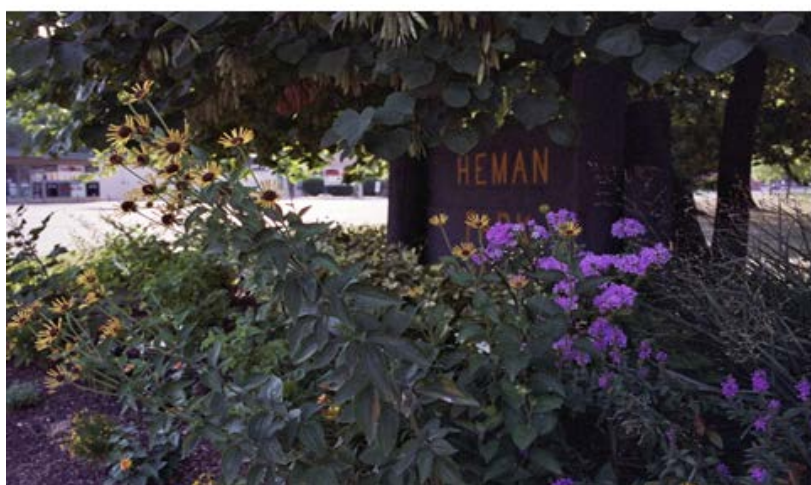
Sutter Garden



Pennsylvania Garden



Purdue Garden



Midland Garden

Northside



SECTION 2: PROJECT INFORMATION
U City In Bloom – Olive Corridor Program

**3. Project Summary – Install, Design & Maintain 74 Hanging Baskets,
Interchange District 170 - Grant**

Description Of The Project.

To complement and expand on the installation of 76 hanging baskets in the International District between Midland Avenue and Grant Drive in 2014, UCB is requesting funds to install an additional 66 hanging baskets between Highway 170 and Grant, and 8 on four new poles within the International District where we currently have baskets on the other poles.

Olive Boulevard Design Guidelines, University City, Missouri, 2009, divided University City's three mile Olive corridor between Skinker Boulevard and Highway 170 into four districts,

- Industrial District – Skinker Boulevard to Kingsland Avenue
- Parkway District – Kingsland Avenue to Midland Avenue
- International District – Midland Avenue to Grant Drive
- Interstate/Commercial District – Grant Drive to Highway 170

This 2009 document recommends visually establishing district boundaries by enhancing the individuality of each district and improving the pedestrian and vehicular experience. In conjunction with the hanging baskets between Midland and Grant, this project would further improve and define the University City portion of Olive at one of its most heavily used entrances. These baskets will be an additional attractive element in streetscape.

This district west of Midland, the Interchange District, was chosen for additional hanging baskets because the 66 baskets would be a high impact visual element at one of our most important entrances to University City. If the installation of hanging baskets in this district is received favorably, UCB will assess our resources for a request of funding for baskets in the remaining districts in the EDRST 2017 fiscal year. To remain consistent we will add 8 baskets to four poles that were installed in 2014 in front of the new Goodwill property.

Over the past several years, the City of University City has installed and owns 33 black, pedestrian level lighting standards between Grant Dr. and Hwy 170. As with the hanging baskets in the adjacent International District, a similar bracket will be fabricated and hung parallel to the road with the same 18 inch round, wire basket, 8-1/2 inches deep. The annuals for these baskets will also be grown in the baskets by a local greenhouse. The annuals selected are "spillers," flowers that fill and cascade over the sides of each basket. The "spillers" include Petunias, Vinca, Verbena and Purple Heart. UCB will install, water and care for each basket and remove the baskets in the fall. The EDRST funded ProGator will be used for watering.

The lighting poles available for hanging baskets in the Interchange District west of Grant and the newly installed poles at Goodwill total 37, one less than the 38 poles in the International District project. The locations of lighting fixtures are indicated in Table 1. The EDRST Form B-1 is included.

Table 1

**Location of Pedestrian Scale
Light Standards in the
Industrial and Parkway Districts**

| | Number of Fixtures | |
|---|-------------------------------|------------------|
| Interchange District | | |
| Total | 33 | (66 baskets) |
| International District (New Poles) | | |
| Total | 4 | (8 baskets) |
| | | 74 Baskets total |

If funded, a Spring of 2016 installation of the brackets and hanging baskets is anticipated.

It should be noted that the lighting fixtures are concentrated within the few blocks between 170 and Woodson/McKnight. The new poles at Goodwill in the International District will help to hold consistency within the scope of our original project. The addition of hanging baskets will not have the same dramatic, cohesive effect that 90 planters in the Delmar Loop have in its three block, one half mile length. With the Loop's high volume of walking traffic, a pedestrian level container with a two foot by three foot planting area, is appropriate. With Olive's visitors predominately motorists, many different strategies will have to be employed to improve its overall streetscape appearance and provide focal points and gateways. Street trees, gardens, hanging baskets, banners, facade improvements, appealing signage, land assemblage for larger developments, consistent shoulder/sidewalk sections, all aid in providing a positive visual appearance for the overall corridor.

Project Location

A map showing the location of the proposed hanging baskets is attached.

Project Timetable:

Brackets will be fabricated and installed by mid-April, 2016 with colorful hanging baskets installed in mid-May.

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: 74 hanging baskets, Interchange District, \$36,867

Amount of funding requested from EDRST: \$36,867

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.

While a request for the purchase of brackets for the Interchange District will not be necessary again, it will be necessary to apply for funding for the materials and services to

plant and maintain the baskets. The supplies include replacement baskets, basket liners, soil, plants, soil amendments and growing expenses. The services involved are installation of the baskets, watering up to six times a week, fertilizing, deadheading three times a season, basket removal and storage.

It is anticipated that this annual request for basket materials and maintenance will be similar to the amount requested this year for the International District but dependent on increases in costs of labor and materials. UCB has estimated about \$12,025 for annual materials and maintenance of the baskets between Skinker and Midland. UCB has the experience of a season of basket care in the International District, we are confident our resources and annual expenses for this activity and the level of care needed to maintain an acceptable basket appearance are manageable.

Form EDRST B-1 with a budget cost summary for both options is attached.

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

U City In Bloom
Name of Applicant Organization

Jesse Gilbertson

2/5/15

Jesse Gilbertson, Director of Horticulture

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY15 Request for Funds: Budget Cost Summary**

Applicant U City In Bloom
Project Olive Blvd - 74 Hanging Baskets on 37 Poles, 170 to Grant
Amount of Request \$ 36,867

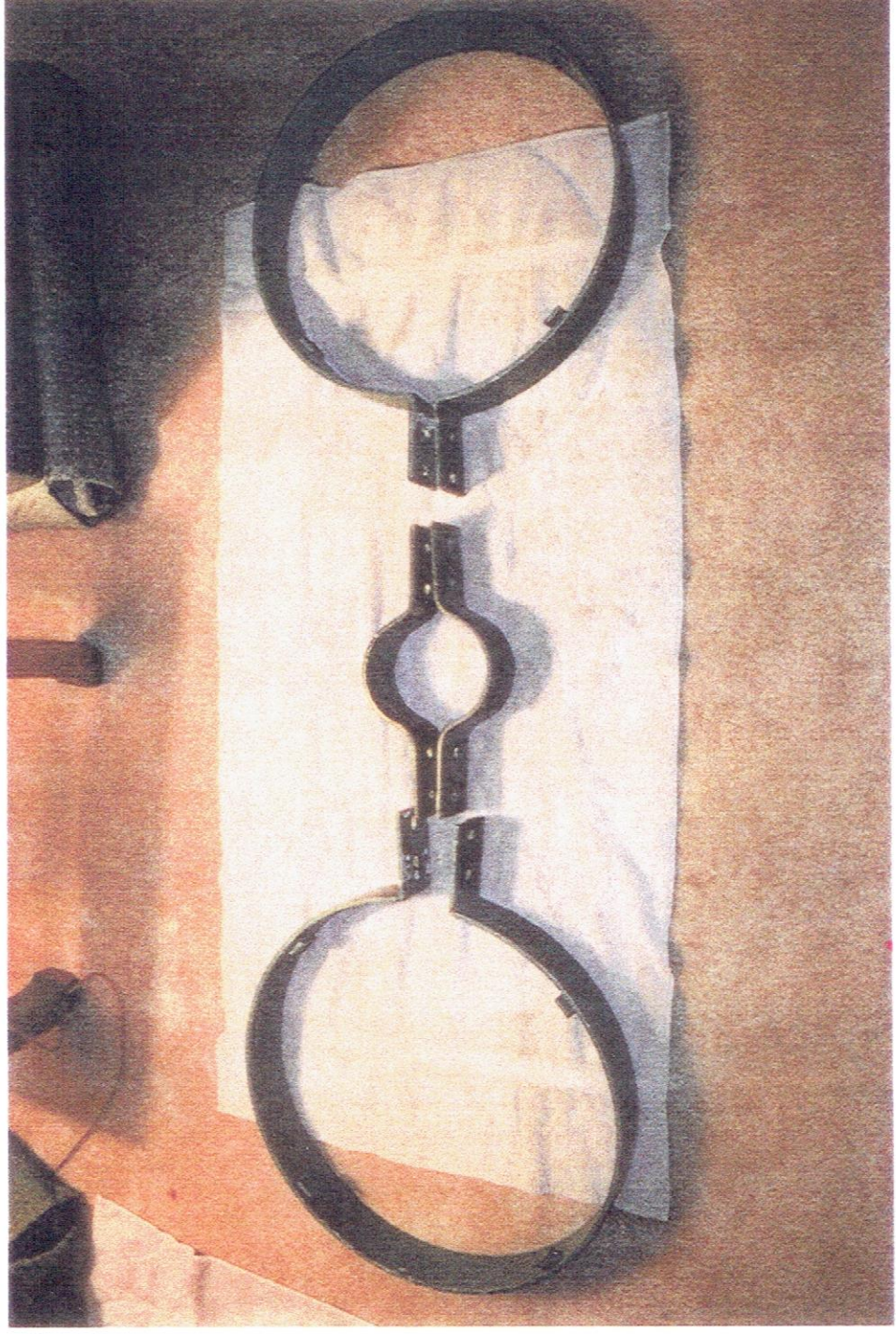
Provide a listing of each project or program proposed and the associated cost allocation.

| | EDRST Funds | Applicant's Cash Funds | Applicant's Non-Cash Contributions | Other Funds | Cost Total for |
|--|---------------------|-------------------------------|---|--------------------|-----------------------|
| I. Project or Program Direct Costs* | Cost/Pole | | | | 37 Poles |
| Fabricate, ship and install brackets | \$ 365 | | | | \$ 13,505 |
| Two baskets per pole | \$ 25 | | | | \$ 925 |
| Basket liners, soil, plants & growing expenses | \$ 225 | | | | \$ 8,325 |
| Basket installation, watering up to 6 times per week, deadheading 3 times per season, basket removal and storage | \$ 325 | | | | \$ 12,025 |
| Total Direct Costs | | | | | \$ 34,780 |
| II. Indirect Costs** | Project cost | | | | |
| Operations | \$ 2,086.80 | | | | \$ 2,087 |
| BUDGET TOTAL - ALL ACTIVITIES | | | | | \$ 36,867 |

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**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.

Olive Hanging Baskets Bracket



SECTION 2: PROJECT INFORMATION

U City In Bloom – Olive Corridor Program

3. Project Summary – Maintain 76 Hanging Baskets, Midland To Grant

Description Of The Project

In fiscal year 2014, EDRST funded the installation of 76 colorful hanging baskets in the Olive International District between Midland Avenue and Grant Drive. A prototype of the basket bracket was fabricated and installed in February, 2014. The remaining 38 brackets were installed by mid-April with flower filled baskets added by mid-May.

Installing hanging baskets in only one of four Olive Districts was meant to be a pilot program to ascertain their impact, cost and the feasibility of using them throughout the Olive corridor. While hanging baskets have been visible for years in other areas such as Webster Groves, Downtown St. Louis, the Missouri Botanical Gardens, extensively around the Barnes, Jewish, Christian, BJC, Hospital complex and in shopping mall parking lots, installing them in the Olive corridor was learning experience for UCB with many unknowns. The result was beautiful and enthusiastically received by those using Olive.

The manufacturer of Olive's pedestrian scale lighting fixtures did not offer a satisfactory hanging basket bracket. A survey of other municipalities and institutions using them led to the selection of a similar bracket used in the BJC Hospital complex. A sample bracket was borrowed from BJC and loaned to potential fabricators as a model. In collaboration with staff from the Public Works/Parks, PW/P, Department, University City, a request for proposals was prepared and a list of fabricators developed. A fabricator was chosen in January, 2014 and a prototype has been manufactured that has proved very successful. The success of this project will result in consideration of requests for additional baskets for remaining Olive corridor districts.

The next learning curve had been the selection of an appropriate diameter size and depth of basket and finding a source. Basket weight and water evaporation are a concern with hanging baskets. A large enough basket for sight impact is important, but too deep and this extra soil adds unneeded weight. Weight is of concern for the bearing load of the bracket and the ease in installation and removal of the flower filled basket. An 18 inch diameter basket was chosen with an 8-1/2 inch depth and a supply source has been found.

Based on experience from the Missouri Botanical Gardens, the use of moss or cocoa fiber liners can deter water evaporation. Since the New Zealand basket liner supplier used by the Missouri Botanical Gardens just went out of business, a decision to use loose moss has been made and a different New Zealand source found. The plants have been selected and a nursery will grow the plants in the baskets. Mid-May will be the anticipated installation date for the flower filled baskets.

The last unknown was the ease and frequency of watering these containers. Most hanging basket users, including UCB, are dependent on manually watering each basket. The exception is BJC which has an automatic watering system in each light pole that sprays each basket on a timed schedule. During conversations with other hanging basket users, there seemed to be an agreement that a watering schedule of up to six times per week from mid-May until mid-October. This proved to work well with the use of the ProGator with its motor driven watering system did decrease the time spent per pole but there is only one vehicle.

UCB has evaluated its experience with the care and maintenance of these baskets during the summer of 2014. UCBs experience has been positive and costs are acceptable, and we hope to continue the expansion of hanging baskets in the Olive corridor.

One of the four goals of the *Olive Boulevard Guidelines* is to achieve a memorable pedestrian experience. The *Guidelines* state that a well-designed, attractive and inviting streetscape is important to achieving this. Other municipalities and institutions have used hanging baskets for years and the baskets do make the streetscape more attractive and are favorably received by viewers. If funding continues, up to 222 hanging baskets could be installed on Olive between Skinker Boulevard and Highway 170.

Project Location

A map showing the location of the hanging baskets between Midland Avenue and Grant Drive and a photo of the basket bracket is attached.

Timetable:

Flower filled baskets will be placed in the bracket rings in mid-May, 2015, to be watered, fertilized and cared for with the baskets removed and stored in October.

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: \$22,154

Amount of funding requested from EDRST: \$22,154

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.

An application will be made annually for funds for the materials and services to plant and maintain the baskets. The supplies include replacement baskets, basket liners, soil, plants, growing expenses and soil amendments. The services involved are the installation of the baskets, watering up to six times a week, fertilizing, deadheading three times a season, basket removal and storage.

After the 2014 spring and summer and actual care and maintenance, UCB has a better grasp on annual expenses for this activity and feels this adds tremendously to the streetscape on Olive. Estimates in this application are based on UCBs experience of one season of taking care of hanging baskets will assist in future cost estimates and labor needed for this project. With the positive experience from the 2014 season UCB would propose expanding this program.

The completed EDRST B-1 form with a budget cost summary is attached.

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

U City In Bloom

Name of Applicant Organization

Jesse Gilbertson

2/5/15

Jesse Gilbertson, Director of Horticulture

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant U City In Bloom
Project Olive Blvd- 76 Hanging Baskets on 38 poles, Midland to Grant
Amount of Request \$ 22,154

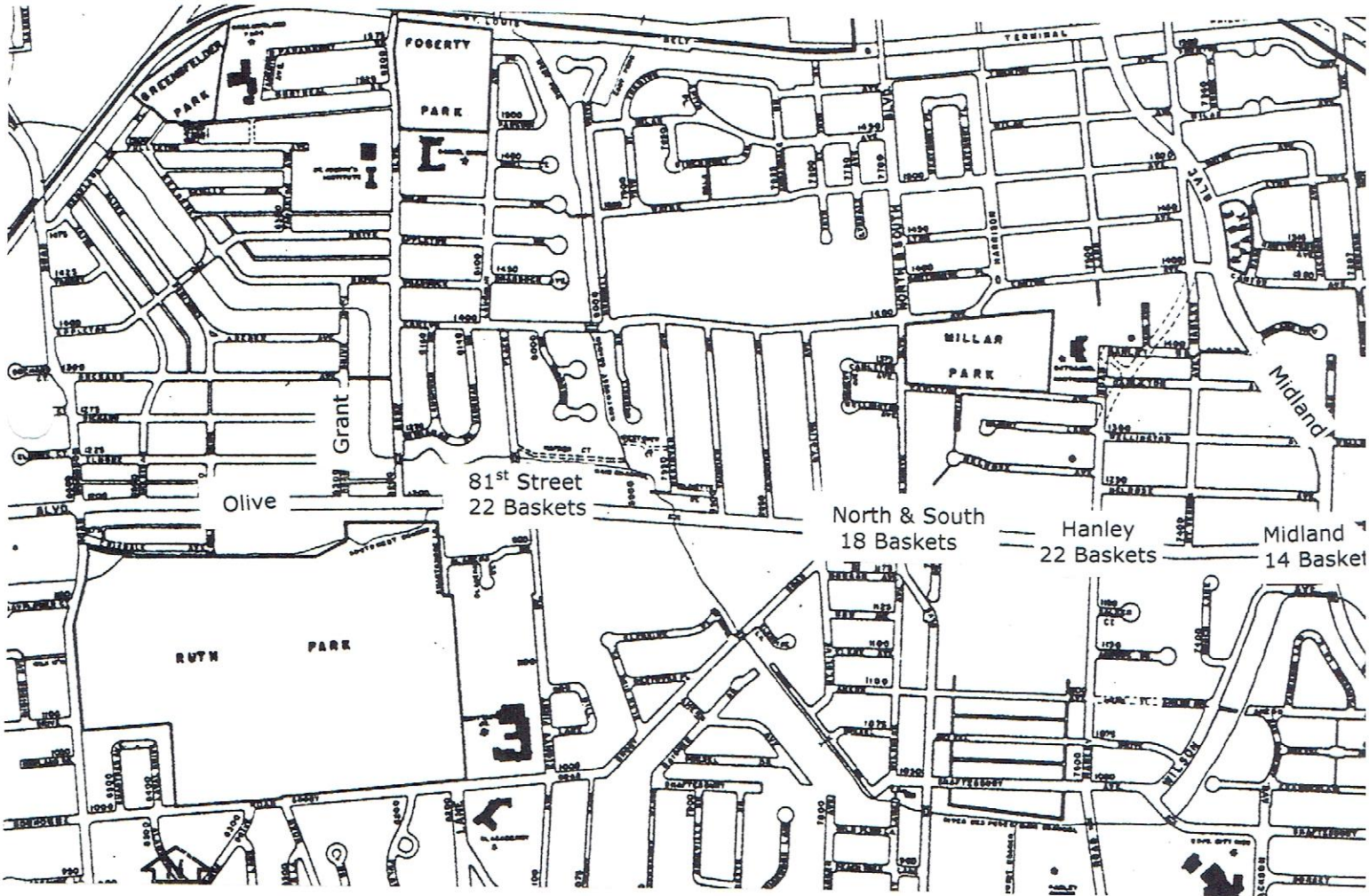
Provide a listing of each project or program proposed and the associated cost allocation.

| | EDRST Funds | Applicant's Cash Funds | Applicant's Non-Cash Contributions | Other Funds | Cost Total for |
|--|------------------|------------------------|------------------------------------|-------------|-----------------|
| I. Project or Program Direct Costs* | Cost/Pole | | | | 38 Poles |
| Basket liners, soil, plants & growing expenses | \$ 225 | | | | \$ 8,550 |
| Basket installation, watering up to 6 times per week, deadheading 3 times per season, basket removal and storage | \$ 325 | | | | \$ 12,350 |
| Volunteers - 64 hours @ \$2.50 | | | 1443.2 | | |
| Total Direct Costs | | | | | \$ 20,900 |
| II. Indirect Costs** | | | | | |
| Operations | \$ 1,254 | | | | \$ 1,254 |
| BUDGET TOTAL - ALL ACTIVITIES | | | | | \$ 22,154 |

*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.

Basket Intersections
International District
Olive Blvd. Midland to Grant



SECTION 2: PROJECT INFORMATION
U City In Bloom – Olive Corridor Program

**1. Project Summary – Water And Maintain Newly Planted Trees,
Skinker Boulevard to Highway 170**

Description of the Project

UCB is requesting funds for the care and watering of approximately 50 trees planted in the Olive corridor.

| <u># of Trees</u> | <u>Year Planted</u> | <u>Years Watered By 2015</u> | |
|-------------------|---------------------|------------------------------|---|
| 15 | 2012 | 4 | (Weak trees to be watered into a fourth year) |
| 10 | 2013 | 3 | |
| 15 | 2014 | 2 | |
| 10 | 2015 | 1 | |

Planted in the spring and fall, 2012 and 2013, this will be the last year of watering for half of these young trees. As a continuing, green vertical element on Olive, healthy, shaped trees are an attractive part of the streetscape. Gator bags will be provided by the University City Public Works/Parks Department.

Project Location

These trees front on Olive Boulevard and are located throughout the corridor.

Project Timetable

Continued tree watering and maintenance will begin in the spring, 2015 and continue into the 2016 fiscal year.

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: \$6,827

Amount of funding requested from EDRST: \$6,837

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.

The 2015 growing season will be the last request to water 15 of the 60 trees planted in spring and fall, 2012. UCB will request another year of funding for the 25 trees planted in the spring and fall of 2014 and 2015.

The completed EDRST B-1 form with a budget cost summary is attached.

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

U City In Bloom

Name of Applicant Organization

Jesse Gilbertson

2/5/15

Jesse Gilbertson, Director of Horticulture

Date

EDRST B-1

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant U City In Bloom
Project Olive Blvd - Care, maintenance & watering of 50 Newly Planted Trees
Amount Requested \$ 6,837

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

| | EDRST Funds | Applicant's Cash Funds | Applicant's Non-Cash Contributions | Other Funds | Total |
|--|-------------|------------------------|------------------------------------|-------------|----------|
| I. Project or Program Direct Costs* | | | | | |
| Care, maintenance and watering of 50 trees | | | | | |
| Gator Bags supplied by PubWrks/Parks | \$ 6,450 | | | | \$ 6,450 |
| Total Direct Costs | | | | Gator Bags | |
| II. Indirect Costs** | | | | | \$ 6,450 |
| Operations | | | | | |
| BUDGET TOTAL - ALL ACTIVITIES | 387 | | | | \$ 387 |
| | | | | | \$ 6,837 |

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State of Missouri

LIMITED EXEMPTION FROM MISSOURI SALES AND USE TAX ON PURCHASES AND SALES (Civic)

Issued to:

Missouri Tax I.D.: 13964861

U CITY IN BLOOM
819 JACKSON AVE
ST LOUIS MO 63130-2919

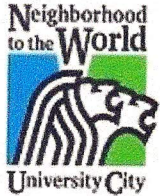
Effective Date: 12/01/2014

Your application for sales/use tax exempt status has been approved pursuant to Section 144.030.2(21), RSMo. This letter is issued as documentation of your organization's exempt status. Your organization must adhere to all requirements of your exempt status.

This is a continuing exemption subject to legislative changes and review by the Director of Revenue. Outlined below are specific requirements regarding this exemption. This summary is not intended as a complete restatement of the law. You should review the law to ensure your understanding and compliance.

- This exemption is not assignable or transferable. It is an exemption from sales and use taxes only and is not an exemption from real or personal property tax.
- Purchases by your organization are not subject to sales or use tax if conducted within your organization's exempt civic or charitable functions and activities. When purchasing with this exemption, furnish all sellers or vendors a copy of this letter.
- Individuals making personal purchases may not use this exemption.
- Agents or contractors may not claim or benefit from your organization's exempt status. Contractors paying for construction materials to fulfill a contract with your organization must pay sales and use tax on all such materials. Only purchases of construction materials that are directly billed to your organization may be purchased exempt from sales tax.
- Sales by your organization are not subject to sales or use tax if conducted within your organization's exempt civic or charitable functions and activities.
- Sales not directly related to your exempt function that are made only to raise funds for your organization, are not exempt unless such sales are occasional or isolated sales.
- If your organization engages in a competitive commercial business that serves the general public, even if the profits are used for purposes of your exempt function, you must obtain a Missouri Retail Sales Tax License and collect and remit sales tax.
- Any alteration to this exemption letter renders it invalid.

If you have any questions regarding the use of this letter, please contact the Taxation Division, P.O. Box 358, Jefferson City, Missouri 65105-0358, Email salestaxexemptions@dor.mo.gov, or call 573-751-2836.



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 2016 (JULY 1, 2015 – JUNE 30, 2016)

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 6, 2015

Project Title: Comprehensive Marketing Program for the Midtown Farmers Market

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Midwest Association of Farmers Markets

Contact Person and Title: Deborah Henderson; President and Executive Director

Mailing Address: PO Box 440340, St. Louis, MO 63144

Phone Number: 314-913-6632

E-mail Address: midwestmarkets1@gmail.com

Website: www.midesetsfarmersmarkets.org

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

a. Vice President; Prof. Frank K. Flinn, 7228 Shaftesbury Ave, University City, MO 63130
Phone: 314-725-4331/0629; Email: fkflinn@artsci.wustl.edu

b. Secretary: Jesica Hoagland; 8125 Pershing Ave, Clayton MO 63105
Phone: 314-727-3828; Email: jzika.hoagland@gmail.com

c. Treasurer: Karen McCollum; 7477 Delmar Boulevard, Suite 200, University City, MO 63130
Phone: 314-882-9891; Email: karen@kmlcpa.com

Type of Entity:

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

501(c) 3:

X Yes No If no, list type of entity:

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

Yes **X No**

2. Applicant/Organization Background

DESCRIBE THE APPLICANT/ORGANIZATION HISTORY AND MISSION:

The vision for our organization began in 2011 when our Founder, Deborah Henderson, was managing director of the former Clayton Farmer's Market. That market which began in 2000 as the first "producer-only" market in the St. Louis region was in decline. By 2010, it had lost touch with its community and had lost many of its farmers, vendors and customers.

In 2011, we began implementing our management process, community programs and festival style special events. By 2013 vendor participation had tripled, the farmers had higher profits and customer attendance had quadrupled. However, even with this success, the owners of the Clayton Farmers Market decided to end its Saturday morning operation.

With a desire to save our farmers' and vendors' market businesses and to continue the important public and economic benefit work we were doing, we made proposals to open a farmers market in University City. Generously welcomed into the community, we founded the Midtown Farmers Market in 2014 and it quickly became a destination for patrons and market-goers from other municipalities, as well as residents and neighbors in University City.

It's our Mission at the Midwest Association of Farmers Markets to provide, through our farmers markets and programs, the following to our communities: public education about regionally sourced food, nutrition and health, and sustainable agriculture; direct access to farm fresh products and other locally produced foods; support for local businesses and community organizations; and vital economic opportunities for small family farms, small food entrepreneurs and other artisan producers.

Small Business incubation and economic viability are key components of our Mission and we accomplish this through on-going public forums which build collaborative partnerships with other local businesses and community organizations which in turn create community interaction and cohesiveness.

DESCRIBE THE APPLICANT/ORGANIZATION PROGRAMS AND ACTIVITIES:

We engage and attract patrons from University City and the surrounding municipalities to visit the Midtown Farmers Market on Saturday mornings in the Delmar Loop with fun **Weekly Activities** like the following:

Market Music Series Featuring Talented Local Musicians; Culinary Demonstrations by Area Chefs; Children's Activities & Play Area; Community Resource & Information Area for other Non-Profits; and Morning Yoga, Tai Chi or Other Fitness Fun. Walking and Bicycling to Market are encouraged!

We also host **Special Events** in collaboration with our **Community Partners**. Previous ones have included: Zucchini Car Races with the Mid-County YMCA; a Facebook Market Photo Contest; Picture The Market Plein-Air Event with the St Louis Artists Guild; Let's Read A Book with the University City Library; the Farm To Forest Bike Ride With Great Rivers Greenway and Big Shark Bicycles; Recycling Truck Visit with University City Public Works Department; Dance At The Market with Dawn Kavlovski Dance Company; and the Children's Cooking Tour and Meet the Farmer Day with Les Dames L'escoffier & St. Louis University School of Dietetics.

We are especially proud of are our **Programs**, three of which were implemented at the Midtown Farmers Market in 2014. Through the "**Market Assistant Training Program**" we employed students from University City and Clayton High Schools. One student worked with us for three years before heading off to college. We provided valuable skills and mentoring which students could apply to future jobs.

The "**Chefs Cook Fresh**" Culinary Series was kicked off in 2014 by the Chefs from The Grill at the Ritz-Carlton Hotel who experienced increased patronage after they did a culinary demonstration with sampling at our Market. This program is very popular and we look forward to hosting it again this year including more Chefs and restaurants from the immediate vicinity.

The **Market Music Series** has also been very popular and we found that when we offer regular live music, patrons not only stay longer, they shop more! Both the Music and the Culinary Series have proven track records as marketing tools to increase customer participation—not only at the Midtown Farmers Market but also in the immediate Delmar Loop Business District on Saturday mornings.

SECTION 2: PROGRAM OR PROJECT INFORMATION

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.

DESCRIPTION:

We are requesting EDRST Funds to implement a **Comprehensive Marketing Program** for the Midtown Farmers Market which will include the following:

- Radio Ads on at least KDHX Radio and perhaps other stations

- Print Ads in West End Word, Student Life and Sauce Magazine
- Graphics and printing for flyers, banners and other promotional material
- Student Market Assistants for Promotions and the Tally Project
- Survey of businesses in the Loop Special Business District
- Market Music Series to promote “Visit The Loop on Saturday Mornings”
- Chefs Cook Fresh Culinary Series to attract customers from surrounding areas
- Part-time management and administration of the Marketing Program

SUMMARY OF THE NEED:

Even though we successfully created and opened the Midtown Farmers Market in 2014, thereby saving many of our farmers businesses, reviving the historic farmers’ market facility, and contributing to the University City community, we have so much more work to do **to insure the continued success and growth** of the Market beyond its inaugural year.

Our goal last year was to solidify the basic market structure and operations by providing reliable management and continuity of services and to provide a welcoming place for the community. We accomplished this and now we need to turn our attention to **attracting more customers and patrons** which in turn **attracts more vendors**—which in turn brings in more customers.

There’s a huge amount of competition for farmers, vendors and market-goers among the area’s farmers’ markets. And since we’re the new market on the block, **we need help competing**. We opened in the U City Loop with a solid reputation and a proven track record for creating success, but **we need more marketing in order to thrive** in the face of recent trends. Other markets are spending a lot more money on marketing; consequently we need to up our game.

We’ve also identified several areas of concern which are **negatively impacting area farmers markets on general**. A well established older market can weather these recent trends. A newer one like ours cannot unless they have additional funding.

Increases in the following are **causing reduced “market shares”** for farmers markets: brokerage firms distributing regionally sourced foods; farmer owned CSA’s (Community Supported Agriculture); large grocery chains promoting their own “in-house” farmers markets; and municipalities or other organizations using the farmer’ market concept as a gimmick for other purposes.

We simply cannot compete without additional funding. New farmers markets that don’t become successful quickly and retain that success may acquire poor reputations from which they never recover. We’re off to a really great start in the U City Loop area. Now we need help to grow and build on our initial success!

GOALS AND OBJECTIVES: With the addition of EDRST Funds, we plan to meet our goals of creating a successful 2015 market season for the Midtown Farmers Market. We will also be able to get off to an early start in 2016 with much needed marketing.

It's our objective to implement both the Market Music and Chef's Cook Fresh Culinary Series' and use them to market the Delmar Loop on Saturday mornings to bring more patrons and visitors to the area.

COMMUNITY PARTNERS:

- **Municipal Partner:** University City Community Development and Public Works Departments
- **Location Partner:** Mr. Dan Wald, owner of the facility at 6655 Delmar Blvd.
- **State Support:** Mo Dept of Agriculture Local Foods Matching Grant
- **Marketing Support:** Loop Special Business District Marketing Special Events Collaboration
- **Marketing Support:** Parkview Gardens Special Business District
- **Special Event Partners:** Great Rivers Greenway; U City Library, Public Works and Economic Development; Mid-County YMCA; St. Louis University; and Washington University

MEETING CITY PLANS AND POLICIES:

Our Comprehensive Marketing Program meets the City Plans in the following ways:

- **Redevelop Underutilized Commercial Property:** In collaboration with the owner, we helped refurbish and revitalize the historic farmers market facility originally built in 1975
- **Enhance the City's efforts of business attraction and expansion:** We incubate small businesses and would like to see them build permanent brick and mortar businesses when they're ready. We previously assisted Pie Oh My, Waffle-licious and others. Kakao Chocolate, Stellina Restaurant, Kuva Coffee, Traveling Tea, and Ben Poremba's family of businesses all got their starts at farmers markets in the St Louis region.
- **Provide Additional Employment Opportunities:** See List below
- **Support the Success of the Loop Special Business District:** Saturday mornings are very slow and the Delmar Loop area is virtually empty on Saturday mornings. We bring in customers and patrons from other communities who would not normally visit The Loop.
- **Provide Unmet Needs:** The City did not have a producer-only Farmers Market before. We bring in farm fresh produce and other value-added products that were not available.
- **Provide Long-Lasting Value and Value Added Investment:** The Loop is well-known as a hip, urban, entertainment destination for tourists and younger crowds. We also attract an older, culturally diverse demographic with disposable income on Saturday mornings. We are looking for ways to expand and build upon this.
- **Leverage Additional Financial Support:** In 2014, we received an additional \$9,000 in Grants and Sponsorships. We expect to bring in a similar amount in 2015. Mr. Dan Wald is providing the equivalent of \$30,000 in 2015 for in-kind "rent or lease" donations. MAFM will provide the equivalent of at least \$25,000 in administration and management services.

JOB CREATION:

We expect to create or contribute to the following jobs with increased Marketing

- **Market Assistants;** local high-school students work at the Farmers Markets
- **Farmers:** a successful market contributes to the on-going success of local farmers
- **Small Food Entrepreneurs:** a successful market incubates small businesses
- **Musicians:** live music performances provide a source of income for them
- **Part-time work** for graphic design, management and administration

- **Indirect positive impact** on surrounding local businesses which create need for more workers

EXPECTED OUTCOMES:

- **Successful market season** with more vendor and market-goer participation
- **Implementation of Programs and Special Events**
- **Increased visitors** to The Loop on Saturday mornings
- **Increased pedestrian and bicycling** in the area
- **Successful incubation** of small start-up businesses
- **Greater participation** and collaboration with community partners

MILESTONES and MEASUREMENTS OF SUCCESS: The most important **Impact Potentials** we measured during our first year (2014) were vendor sales and customer growth. We will continue to use these measurements for our EDRST funded Marketing Project during the Fiscal Year 2015-2016.

Direct surveys with the farmers and other vendors provides valuable feedback which lets us know where we are getting results and where we need to make improvements in our advertising and community outreach.

For example, our first survey in June 2014 indicated that there was some initial customer loss from the relocation of the market, which caused a dip in sales compared to the farmers' previous year. Our second survey in September showed a steady growth of new market-goers; especially families in the 25-40 age range with young children.

We will also **conduct a survey of Loop Businesses** at the beginning and end of the Market Season to measure the impact of our Marketing Program in that area. Do our participants and customers patronize other establishments in The Loop when they come to Market? We want to find out.

We regularly **measure the customer growth through metric reports** provided by the Constant Contact E-Newsletter and social media interaction results on Twitter and Facebook. These are important metrics for a farmers market located in an urban environment because so many of our community stakeholders regularly use the internet for communication and information.

Another way we plan to **measure market attendance is by actually counting market-goers** when they enter the market site. For this we bring in local high-school students and give them hand-held counters. We call it our **Tally Project**. The students have fun and we get a pretty reliable count of market-goers for that day.

Doing this a few times a year helps measure fluctuations in market attendance which may be influenced by things like school year schedules; family vacations; legal and religious holidays; the weather; and local festivals. The Tally Project also measures trends, whether they're growth or declines, in market attendance.

It's very important to **achieve success at a new market by providing favorable conditions** which retain vendor attendance. **Farmer and vendor retention** is best achieved through increased sales. And **increased sales** are achieved through a **Comprehensive Marketing Program**.

With the EDRST Funds for our project we plan to continue measurement of the Impact Potentials we began in 2014 and add the **Direct Survey of Loop Businesses** and the **Dot Survey of Customers**.

PROGRAM OR PROJECT LOCATION (Attach photos of location or site, if appropriate):

The Midtown Farmers Market is located in the back of the "Market in the Loop" facility at 6655 Delmar Blvd. We also use part of Public Parking Lot # 4 through an agreement with University City. Please find attached a site map and photos of our 2014 Market Season.

PROGRAM OR PROJECT TIMETABLE:

- February 28, 2015: Fund-Raising Event; Free showing of "Nourish" Film at U City Library; Market Auction with introduction by Connie Diekman, Director of Nutrition at Wash U.
- March 21 & April 18, 2015: Spring Gardening and Goods Farmers Markets
- March & April: Pre-Season Marketing and Advertising
- May 2, 2015: Regular Outdoor Market Season opens
- July 2015: EDRST Fiscal Year Begins; Funds used for designated purposes
- November 7: Last Outdoor Market of the Season
- Early Winter: Holiday Farmers Markets and Fund-Raising Event
- November 2015-March 2015: Indoor Farmers Markets
- Spring 2016: Spring Marketing and Advertising for Outdoor Season
- May 2016: Outdoor Season Opens
- June 2016: EDRST Fiscal Year Ends

Type of Funding Request (check all that apply):

- Project
 Program

X Other (Comprehensive Marketing Plan which uses the Market Music and the Culinary Series as Promotional Campaigns to "Visit The Loop on Saturday Mornings").

TOTAL PROGRAM BUDGET: \$68,000

AMOUNT OF FUNDING REQUESTED FROM EDRST: \$28,000

IS THIS REQUEST ANTICIPATED TO BE A ONE-TIME REQUEST OR MULTI-YEAR?

We expect this to become a multi-year request. Comprehensive Marketing Plans take more than one year to truly and successfully produce long-term results. Start-up business endeavors and projects, even when they are a Farmers Market managed and operated by a non-profit organization like MAFM, take more than one year to realize their full potential.

University City is in good company if it chooses to award our project EDRST Funding. For example, the City of Ferguson gives the farmers market in their community \$35,000-\$45,000 plus public works support annually and that market has become one of the best and most favorite ones in the region.

We have lots of creative ideas and look forward to many years of operational success and growth with the opportunity to implement our programs more fully through additional funding.

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

Midwest Association of Farmers Markets

Name of Applicant Organization

Dorothy L. Thompson

Authorized Signature

February 6, 2015

Date

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant Midwest Association of Farmers Markets
Amount of Request \$28,000

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 |
|---|--------------------|-------------------------------|---|--------------------|---------------------|
| I. Project or Program Direct Costs * | | | | | |
| Market Music and Entertainment Fees | \$8,000.00 | | | | \$8,000.00 |
| Radio and Print Advertising | \$6,000.00 | | | | \$6,000.00 |
| Graphic Design and Artwork | \$2,000.00 | | | | \$2,000.00 |
| Banner, Flyer and Poster Printing | \$1,500.00 | | | | \$1,500.00 |
| Student Labor Costs for Tallys, Surveys, Promos | \$1,500.00 | | | | \$1,500.00 |
| Administrative Labor for Marketing Program | \$7,000.00 | | | | \$7,000.00 |
| Culinary Series | \$2,000.00 | | | | \$2,000.00 |
| Expected Grants and Sponsorships | | | | \$10,000.00 | \$10,000.00 |
| Supplies, Equipment and Rentals | | \$5,000.00 | | | \$5,000.00 |
| Market Operation Management-Donated Labor | | | \$25,000.00 | | \$25,000.00 |
| | | | | | |
| | | | | | |
| SUB-TOTOTAL DIRECT | | | | | \$68,000.00 |
| II. Indirect Costs ** | | | | | |
| Facility Rent; In-Kind Donation | | | | \$30,000.00 | \$30,000.00 |
| Office Rent and Utilities | | \$12,000.00 | | | \$12,000.00 |
| General Office Expenses | | \$3,500.00 | | | \$3,500.00 |
| Executive Administration-Donated | | | \$35,000.00 | | \$35,000.00 |
| | | | | | |
| SUBTOTAL INDIRECT | | | | | \$80,500.00 |
| | | | | | |
| BUDGET TOTAL - ALL ACTIVITIES | | | | | \$148,500.00 |

*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.

**MIDWEST ASSOCIATION OF FARMERS MARKETS
PO BOX 440340, ST. LOUIS, MO 63144**

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2016 (JULY 1, 2015 – JUNE 30, 2016)**

ADDENDUM FILE WITH REQUESTED ATTACHMENTS:

- 1. Articles of Incorporation**
- 2. Letter of Non-Profit Status**
- 3. Letter of Organizational Support**
- 4. Location Maps**
- 5. Photos of Midtown Farmers Market**
- 6. EDRST FY16 Budget Summary**

CONTACT INFORMATION:

**Deborah Henderson
midwestmarkets1@gmail.com
314-913-6632**

File Number:
N01274242
Date Filed: 12/07/2012
Robin Carnahan
Secretary of State

Articles of Incorporation of a Nonprofit Corporation

The undersigned natural person(s) of the age of eighteen years or more for the purpose of forming a corporation under the Missouri Nonprofit Corporation Act adopt the following Articles of Incorporation:

1. The name of the corporation is: Midwest Farmers Market Association.
2. The corporation is a Public Benefit Corporation.
3. The period of duration of the corporation is perpetual.
4. The name and street address of the Registered Agent and Registered Office in Missouri is: Deborah L Henderson, 6124 Victoria Avenue, St. Louis, MO 63139.
5. The name(s) and address(es) of each incorporator: Deborah L. Henderson, 6124 Victoria Avenue, St. Louis, MO 63139.
6. Does the corporation have members? No.
7. Upon dissolution of the Corporation, the Board of Directors shall, after paying or making provision for the payment of all of the liabilities of the Corporation, dispose of all the assets of the Corporation exclusively for the purposes of the Corporation in such manner, or to such organization or organizations organized or operated exclusively for charitable, artistic, community economic development, educational, religious, or scientific purposes as shall at the time qualify as an exempt organization or organizations under Section 501(c)(3) of the Code, as the Board of Directions shall determine. Any such assets not so disposed of shall be disposed of by the Circuit Court of the county in which the principal office of the Corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes. In no event shall any of such assets or property be distributed to any director or officer, or any private individual.
8. The Corporation is organized exclusively for charitable, educational, and community economic development purposes within the meaning of Section 501(c)(3).
9. No part of the net earnings of the Corporation shall inure to the benefit of, or be distributed to, its directors, officers or other private persons, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered, and to make payments and distributions to qualified persons (other than its directors, officers, and employees or their immediate families) in furtherance of the purposes set forth herein.
10. No substantial part of the activities of the Corporation shall be the carrying on of propaganda or otherwise attempting to influence legislation, and the Corporation shall not participate in or intervene (including the publishing or distribution of statements) in any political campaign on behalf of any candidate for public office.

State of Missouri
Creation - NonProfit 2 Page(s)



T1234219013

11. Notwithstanding any other provision of these articles, the Corporation shall not directly or indirectly carry on any other activities not permitted to be carried on (a) by corporations exempt from Federal Income Tax under Section 501(c)(3) of the Code (or corresponding provision of any future United States Internal Revenue Law) or (b) by a Corporation, contributions to which are deductible under Section 170(c)(2) of the Code (or corresponding provisions of any future United States Internal Revenue Law).

12. The effective date of this document is the date it is filed with the Secretary of State of Missouri.

In affirmation of the facts stated above,

Robert L. Anderson
Incorporator

Dec 7, 2012
Date

STATE OF MISSOURI



Jason Kander
Secretary of State
CERTIFICATE OF AMENDMENT
OF A
MISSOURI NONPROFIT CORPORATION

WHEREAS,

*Midwest Association of Farmers Markets
N01274242*

Formerly,

Midwest Farmers Market Association

a corporation organized under The Missouri Nonprofit Corporation Law has delivered to me its Articles of Amendment of its Articles of Incorporation and has in all respects complied with the requirements of law governing the Amendment of Articles of Incorporation under The Missouri Nonprofit Corporation Law, and that the Articles of Incorporation of said corporation are amended in accordance therewith.

IN TESTIMONY WHEREOF, I hereunto
set my hand and cause to be affixed the
GREAT SEAL of the State of Missouri.
Done at the City of Jefferson, this
28th day of June, 2013.


Secretary of State



INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JUL 08 2014**

MIDWEST ASSOCIATION OF FARMERS
MARKETS
6124 VICTORIA AVENUE
ST LOUIS, MO 63139

Employer Identification Number:
46-3109245
DLN:
17053225332023
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
December 07, 2012
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,



Director, Exempt Organizations

Letter 947

MIDWEST ASSOCIATION OF FARMERS MARKETS
PO BOX 440340, ST. LOUIS, MO 63144

MAFM BOARD OF DIRECTORS RESOLUTION TO SUBMIT AN APPLICATION TO THE UNIVERSITY CITY ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD FOR EDRST FUNDS FY 2016

Upon a motion duly made and unanimously carried on February 5, 2015, it was

RESOLVED, that the following officer of this corporation, Deborah Henderson be authorized and directed to submit an application for Economic Development Retail Sales Tax funds.

The undersigned hereby certifies that she is the duly elected and qualified President and Executive Director of Midwest Association of Farmers Markets, a non-profit corporation duly formed pursuant to the state laws of Missouri.

The foregoing is a true record of a resolution duly adopted at a meeting of the Board of Directors and that said meeting was held in accordance with state law and the Bylaws of the Corporation on February 5, 2015, and that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have executed my name as President and Executive Director.

Deborah Henderson _____
President and Executive Director



Date: 2-5-2015

C/c:

Prof. Frank K. Flinn, Vice President


Jesica Hoagland, Secretary

Karen McCollum, Treasurer

ATTACHMENT B

Location of Farmers Market



 Farmer Market area — includes 32 parking spaces

MIDTOWN FARMERS MARKET IN THE U CITY LOOP





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 2016 (JULY 1, 2015 – JUNE 30, 2016)**

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date:

Project Title:

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: Create Space Generator, Inc (Non-profit Corporation)

Contact Person and Title: Julia Li, Founder

Mailing Address: 6323 Delmar Blvd.
St Louis, MO, 63130

Phone Number: 636-575-3536

E-mail Address: julia@createspacestl.com

Website: <http://www.createspacestl.com>

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

a. Julia Li
Address: 241 Country Creek Court, Ballwin, MO, 63011
Phone: 636-575-3536
Email: julia@createspacestl.com

b. Alex Kuntzman
Address: 6605 Clayton Ave Apt 407, St Louis, MO, 63139

Phone Number: (314) 330 3712
alex@createspacestl.com

c. Cody

Address : 4601 Forest Valley Drive, St Louis, MO, 63128
Phone Number: (314) 303 2443
heritagebrandco@gmail.com

Type of Entity:

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

501(c) 3:

Yes, we are a pending 501(c) 3 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:

Create Space Generator is a creative entrepreneurship incubator dedicated to breeding, growing, and sustaining creative businesses with the potential of national growth.

VISION: Create Space Generator is dedicated to putting St Louis in the forefront of innovation, expression, and product creation by merging the creative process with technology.

MISSION: Create Space Generator will train and empower creators and makers from the St Louis community to cultivate the next generation of progressive entrepreneurs through a 6 month or 1 year training program, complete with curriculum, classes, advisors, and speakers from the local and national business communities.

HISTORY: Create Space Generator was born in December of 2014 to launch the Made in St Louis initiative by empowering the the St. Louis maker and artisan community with the mentorship and facilities to develop an idea to full production.

Describe the applicant/organization programs and activities:

Create Space Generator offers a 6-Month Incubation, as well as a 1-Year Incubation program, each of which includes weekly classes. These classes are designed to fit within the monthly curriculum, and are taught by local and national business leaders. In addition, Create Space Generator provides additional, in-depth workshops that focus on specific topics such as Product Development, Branding, and digital integration.

We provide St Louis Artisans & Makers the opportunity to:

- Develop a sustainable business model with result-driven brainstorm sessions and brand slams
- Directly identify and adjust to market needs by real time A/B testing
- Build an infrastructure for business operations and financials
- Apply real time marketing, product/service development, management lessons
- Understand small batch manufacturing, distribution and basic real estate for business

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

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.

Create Space Generator is aligned with the University City vision of making Olive Blvd a destination for innovative new businesses and provide light manufacturing space for growing businesses.

MAKE SPACE

The Create Space Generator in partnership with Openly Disruptive, and local corporations will create a makerspace in which St Louis makers & artists, and students have access to all the tools necessary for product creation and prototyping.

Make Space is dedicated to activating the innovative spirit of makers by providing a collaborative workspace in which they can foster stimulating ideas, collaborate, and bring these ideas to life. Make Space aims to put St Louis in the forefront of innovation expression, technology, and product creation, with a vision to bring technology-driven manufacturing back to the United States. This project will bring together innovative creators and inventors from the St Louis community, to cultivate the next generation of progressive entrepreneurs.

In terms of partners, we would like to bring together funders, existing assets, and institutions to multiply the impact of their existing efforts. Some examples of such partners include:

- Openly Disruptive
- Washington University Skandalaris Center
- Venture Cafe St Louis
- RAC: Volunteer Lawyers and Accountants of St Louis
- Mission St Louis
- Loop Media Rail

Programming can include but not limited to:

- Quick workshops on soldering, tinkering, phone repair, life hacks, Wordpress, Arduino, IoT networks, eCommerce, artisan/entrepreneur, robotics and design tools
- Fashion, Technology and Gaming - create digital games and wearable tech with NYC's Eyebeam
- Perform around the world with telepresence, the Loop Media Rail and eDream
- Mini game jams with St. Louis Game Jam to make your own video game
- Mod Your Home with IKEA hacks
- HackReduce's Big Data for Social Good workshops and hackathons
- Hack/Mod /Build open source vehicles with OpenWheels
- Collaborating and building your reputation with Git
- Synchronized quadcopter programming with Kmel Robotics
- An interactive LED video sculpture built by the community – and the icon of a facility
- Art to Part Intensive: conceive, design and make a finished product using a laser cutter

Make Space Features:

| | | | |
|---|--|---|--|
| Rapid Prototyping Computer Numeric Control Tables 3 D Printers Vinyl Graphics Cutter - Labeling Laser Cutter Water Jet Computers | Metal Vent Fans Plasma Cutters Welding Tig/ Mig/ Arc Grinders Cutting Equipment Air Compressor | Wood Table Saws Midor Saws Planer Joiner Bandsaw Air Compressor | General Artisan Vinyl Graphics Cutter Screen Printing Mass Heat Elements Kiln |
|---|--|---|--|

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

We expect to launch Make Space to launch early May 2015. We expect to train 50 individuals in handling the equipment within the first month and offer Make Space at a no-cost or highly subsidized rate to local and St Louis community students (*University City School District , Washington University MFA/BFA students, and Technical college students*).

After launch we will plan to train and accept up to 50 members to the Make Space per month until enrollment is full and we cannot accept any more members.

Format

Tying it all together is a badge, reputation and portfolio system – gamifying personal development. Three venue/scheduling format options include:

1. Critical Mass - a temporary, highly visible home with ongoing activities and shared tools, bringing together multiple partners in STEM, media arts, economic inclusion and community development
2. Recurring events could also be held at less visible locations that have less impact, but don't require a dedicated space
3. MakePlayHack - Quarterly large events at locations TBD that bring talent to St. Louis (already being planned by Openly Disruptive)

Program or Project Timetable:

Project Timetable:

- Feb-April: Source, Engage, community partners
- March 2015 : Secure Temporary Building Lease for the next 5-7 years
- April 2015: Renovations - Contractors (Bathrooms, Electrical, Ventilation/ HVAC, Fire Suppression)
- May 2015: Occupancy Permit - Light Manufacturing
- Late April/ Early May of 2015: Open Date

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: \$798,600.00

Amount of funding requested from EDRST: \$50,000

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.

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.

Create Space Generator, Inc.

Name of Applicant Organization



Authorized Signature

February 6, 2015

Date

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant Create Space Generator, Inc (Non-p
Amount of Request \$50,000

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

| | EDRST Funds | Applicant's Cash Funds |
|---|------------------------|-----------------------------------|
| I. Project or Program Direct Costs * | | |
| | \$50,000.00 | |
| | | |
| | | |
| | | |
| | | -Hours fro |
| | | |
| | | |
| II. Indirect Costs ** | | \$10,000.00 |
| | | Safety and Building |
| | | Code Renovations |
| | | |
| | | |
| BUDGET TOTAL - ALL ACTIVITIES | | |

*Examples of direct costs are project materials, salaries, fringe and benefits, supplies, and ec 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 l proportional rate in relationship to direct costs. Consultation with City staff is advised to assis

profit Corporation)

| Applicant's Non-Cash Contributions | Other Funds | Total |
|---|--------------------|---------------------|
| \$500,000.00 | \$10,000.00 | \$728,600.00 |
| - Technology, Tool, and Material | Projected Grant 1 | |
| donation from corporate sponsors | \$15,000.00 | |
| | Projected Grant 2 | |
| \$153,600.00 | | |
| m Create Space Generator Team | | |
| | | |
| | \$60,000.00 | \$70,000.00 |
| | Building Rental | |
| | | |
| | | |
| | | |
| | | \$798,600.00 |

equipment that are tied to a particular cost objective such as a project or

building expenses. These costs must represent a reasonable and
 consistent with defining indirect costs.

7700 OLIVE BLVD. • U CITY, MO 63130
UNIVERSITYCITYCHAMBER.COM



INFO@UNIVERSITYCITYCHAMBER.COM
213/337-2489

February 5, 2015

Andrea Riganti, Director
Department of Community Development
City of University City
6801 Delmar Boulevard
University City MO 63130

Dear Ms. Riganti and Members of the Economic Development Retail Sales Tax Board,

Please find our applications for funding from the EDRSTB for FY16 on behalf of the U City Chamber of Commerce. I endorse and approve all seven applications.

We are excited to be entering our fourth year with more than 150 members. We recently completed a strategic planning project and have outlined specific goals and activities for our organization. While we maintain the independent voice of the business community, it is clear that our goals are closely aligned with those of the City of University City. We look forward to continued teamwork and collaboration with your staff.

Over the past few months as we have on-boarded our new Executive Director, Gail Snider, the Chamber Board concurs that the Chamber of Commerce can meet our own internal goals while supporting the overall marketing and promotion of University City as a great place to do business. We are proud of our ongoing partnerships and will continue to employ and support area students for our events and projects.

Sincerely,

Matt Beaver, President of the Board
U City Chamber of Commerce



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 2016 (JULY 1, 2015 – JUNE 30, 2016)**

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 6, 2015

Project Title: Taste of U City

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: U City Chamber of Commerce

Contact Person and Title: Gail Snider, Executive Director

Mailing Address: 7700 Olive Blvd

Phone Number: 314-337-2489

E-mail Address: gail@ucitychamber.com

Website: www.ucitychamber.com

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

- a. Matt Beaver, Edward Jones, Matt.Beaver@edwardjones.com
7509 Delmar Blvd, U City, MO 63130
314-337-2489
- b. Ken Rice, American Family Insurance, krice@amfam.com
8505 Delmar Blvd, U City, MO 63130
314-692-8023
- c. Scott Hoselton, Walgreens, scotth844@yahoo.com
7501 Olive Blvd. U City, MO
314-725-6133

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: 501(c)6

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Entering its fourth year, the U City Chamber of Commerce is in a transition from a start-up organization to becoming an important, robust and active Chamber in the region. The Mission of the U City Chamber of Commerce is:

- To be the voice of the business community / represent the business community
- To serve its members through networking events, referrals and promoting member businesses in the region
- To promote the City of University City as a great place to do business (B2B and B2C)
- To communicate to its members about critical issues in the Community
- To provide education and training

Our goals and activities are aligned with our mission with emphasis on economic development throughout all of University City through marketing, community outreach and training. (complete details attached).

Describe the applicant/organization programs and activities:

The Chamber of Commerce exists to bring the business community together and create programs and campaigns to serve the interests of its members including: networking events and meetings, monthly coffees, regional speakers, training and workshops, location-specific business groups, Casino Night, Annual Golf Tournament, Taste of U City, marketing for individual businesses and U City overall as a great place to do business.

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

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.

Taste of U City is the annual showcase of U City's restaurants. This event is designed to promote and highlight the diversity of food in U City and to call attention to the area's dining options. The Chamber would use EDRST funds to advertise and promote the event regionally. Additionally, the Chamber would promote the event City-wide via street banners and through various partnerships most notably with the School District. The School District partners with the Chamber providing servers for the event, students whom we coach and train. In FY16 Taste of U City (in conjunction with other promotional activities) will include a training event to ensure our restaurants get the most out of their couponing and promotional expenditures.

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

Expected outcome is 30 participating restaurants and 150 attendees. Our goal is to help the restaurants utilize the event as a marketing opportunity and not just a community outreach program.

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

TBD. We would like to find a larger locale than Heman Park Community Center since we are outgrowing the space.

Program or Project Timetable:

May 2016

Type of Funding Request (check all that apply):

Project

3

Program

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

Total Budget:

Amount of funding requested from EDRST: \$7,000

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.

One-time request.

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.

Gail Snider

Name of Applicant Organization

2.6.14

Authorized Signature

Date

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant U City Chamber of Commerce
Amount of Request \$7,000

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 |
|---|--------------------|-------------------------------|---|--------------------|--------------------|
| I. Project or Program Direct Costs * | | | | | |
| Taste of U City | \$7,000.00 | \$0.00 | \$5,000.00* | \$0.00 | \$12,000.00 |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | *The Chamber will solicit the food and drink donations. | | |
| | | | This is an estimated value | | |
| | | | | | |
| II. Indirect Costs ** | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| BUDGET TOTAL - ALL ACTIVITIES | \$7,000.00 | | \$5,000.00 | | \$12,000.00 |

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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 2016 (JULY 1, 2015 – JUNE 30, 2016)

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 6, 2015

Project Title: Lunar New Year, 2016 (Chinese New Year)

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: U City Chamber of Commerce

Contact Person and Title: Gail Snider, Executive Director

Mailing Address: 7700 Olive Blvd

Phone Number: 314-337-2489

E-mail Address: gail@ucitychamber.com

Website: www.ucitychamber.com

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

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314-692-8023
- c. Scott Hoselton, Walgreens, scotth844@yahoo.com
7501 Olive Blvd. U City, MO
314-725-6133

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: 501(c)6

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Entering its fourth year, the U City Chamber of Commerce is in a transition from a start-up organization to becoming an important, robust and active Chamber in the region. The Mission of the U City Chamber of Commerce is:

- To be the voice of the business community / represent the business community
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- To promote the City of University City as a great place to do business (B2B and B2C)
- To communicate to its members about critical issues in the Community
- To provide education and training

Our goals and activities are aligned with our mission with emphasis on economic development throughout all of University City through marketing, community outreach and training. (complete details attached).

Describe the applicant/organization programs and activities:

The Chamber of Commerce exists to bring the business community together and create programs and campaigns to serve the interests of its members including: networking events and meetings, monthly coffees, regional speakers, training and workshops, location-specific business groups, Casino Night, Annual Golf Tournament, Taste of U City, marketing for individual businesses and U City overall as a great place to do business.

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

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.

Lunar (Chinese) New Year Festival 2016: The Year of the Monkey.

University City is home to the international district and St Louis's Chinatown. We are aligned with University City's plan to grow the Olive Link as a cultural and business hub.

The Chamber is requesting funds on behalf of a partnership with Create Space. We plan to team with the Asian Chamber of Commerce, and potentially the Chinese Chamber of Commerce in the St Louis area. On behalf of all the partners involved, we are seeking funds to host Lunar New Year's Festival and Parade in the Olive Link International District.

Our vision is to bring together the greater St Louis community to University City to discover the festive spirit of Chinese New Year and foster cultural awareness, communication and pride among St Louis residents, students, and local business owners, particularly those on the Olive Link.

Create Space, in conjunction with Washington University, the Asian Chambers of Commerce and several business and media sponsors is piloting the First Annual Chinese New Year Festival in 2015, and the 2016 event plans will be drafted upon completion of this current year's event (lessons learned, etc.).

We plan to produce a two-day event on Olive Boulevard to celebrate Chinese New Year through a full experience of food, art and performance. The event will feature a mix of free-to-the-public activities and performances, as well as traditional meals hosted in many of the area's Chinese restaurants. The funding will cover costs for parade, performers, infrastructure, promotion, advertising, street banners, etc.

Ideally this event will become an annual event that the St Louis community looks forward to every year. Media captured from this event can be the cornerstone of an Olive Link International District brochure to be distributed throughout the region as a way to extend the value of the two-day event and Chinese culture.

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

We anticipate up to 1000 people, both from U City and the greater St. Louis area. Our goal is to attract and generate involvement from the Asian restaurants as well as the residential community, both North and South of Olive. We not only want to offer a cultural event for our residents, but also introduce the Link International District to the entire region.

We hope an outcome of this project will be a sense of community, excitement and an aura of collaboration among the businesses in the Olive Link.

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

Olive Blvd

Program or Project Timetable:

February, 2016

Type of Funding Request (check all that apply):

- Project 3
- Program
- Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget:

Amount of funding requested from EDRST: \$15,000

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.

One-time request

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.

Name of Applicant Organization

Authorized Signature

Date

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant
Amount of Request

U City Chamber of Commerce
\$15,000

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 |
|---|--------------------|-------------------------------|---|--|--------------------|
| I. Project or Program Direct Costs * | | | | | |
| Lunar (Chinese) New Year | \$15,000.00 | \$0.00 | \$15,000.00 | *\$5000,00 | \$35,000.00 |
| | | | | | |
| | | | (combined effort from | | |
| | | | Asian Chamber, potentially Chinese | | |
| | | | Chamber, U City Chamber | | |
| | | | and Create Space) | | |
| II. Indirect Costs ** | | | | | |
| | | | | *Sponsorship funds estimate | |
| | | | | Note: LuLu Seafood sponsorship already secured | |
| | | | | | |
| BUDGET TOTAL - ALL ACTIVITIES | \$15,000.00 | | \$15,000 | \$5,000 | \$35,000.00 |

*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

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

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2016 (JULY 1, 2015 – JUNE 30, 2016)

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 6, 2015

Project Title: Training/Small Business Workshops

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: U City Chamber of Commerce

Contact Person and Title: Gail Snider, Executive Director

Mailing Address: 7700 Olive Blvd

Phone Number: 314-337-2489

E-mail Address: gail@ucitychamber.com

Website: www.ucitychamber.com

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

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314-692-8023
- c. Scott Hoselton, Walgreens, scotth844@yahoo.com
7501 Olive Blvd. U City, MO
314-725-6133

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: 501(c)6

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Entering its fourth year, the U City Chamber of Commerce is in a transition from a start-up organization to becoming an important, robust and active Chamber in the region. The Mission of the U City Chamber of Commerce is:

- To be the voice of the business community / represent the business community
- To serve its members through networking events, referrals and promoting member businesses in the region
- To promote the City of University City as a great place to do business (B2B and B2C)
- To communicate to its members about critical issues in the Community
- To provide education and training

Our goals and activities are aligned with our mission with emphasis on economic development throughout all of University City through marketing, community outreach and training. (complete details attached).

Describe the applicant/organization programs and activities:

The Chamber of Commerce exists to bring the business community together and create programs and campaigns to serve the interests of its members including: networking events and meetings, monthly coffees, regional speakers, training and workshops, location-specific business groups, Casino Night, Annual Golf Tournament, Taste of U City, marketing for individual businesses and U City overall as a great place to do business.

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

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.

Small Business Workshops/Training

The Chamber of Commerce is seeking funding to expand the current Small Business Workshop series to drive economic development and business retention in our community. Our current program is well-attended (approximately 50-60 attendees at each workshop) and the feedback forms consistently show high ratings (over 4.5 on a scale of 1-5). Based on our strategic planning development in Fall, 2014, the Chamber learned that the small businesses in our City desire a more structured learning series. Capitalizing on success to date, the Chamber would like to expand the program from relevant workshops held quarterly to a more robust annual calendar designed as a curriculum to encourage small business owners to more fully develop their understanding of essential knowledge across a broad area of business practices in order to foster their health, growth and sustainability.

We propose 10 workshops in FY16 that are designed to be more of a curriculum to help our businesses. The curriculum will consist of classes from 6 different fields of business: banking, accounting, legal, marketing, insurance and basic business planning. We are inclined to think that there will be follow-up sessions necessary as we build the course materials. Additionally, we will plan for second-chance workshop offerings for those who cannot attend on a specific date, and make-up courses as needed. Those who complete the entire curriculum will be awarded a Chamber of Commerce certificate of completion. We intend for our classes to be in accordance with curricular models offered by the Small Business Administration, and its nonprofit partner, SCORE, Missouri Business Development Program and the University of Missouri Extension Program. A cornerstone of the Chamber's contribution will be that our members with established businesses and proven expertise will actually conduct the workshops, customizing the program for University City businesses. Our goal is to make the Chamber of Commerce Small Business Workshop series a "must attend" program, and the certificate of completion to become a preferred professional development goal for our business community.

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

Our goal is to have 20 businesses complete the entire curriculum. Additionally, we plan to profile three business success stories from the workshop series to contribute to the overall marketing of U City as a strong business community and to increase attendance at future workshops. A published calendar of workshop dates and topics will be available by August 1, 2015 on the Chamber website. The Chamber intends to promote the workshops via the Chamber website, email marketing, social media and advertising.

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

U City Public Library

Program or Project Timetable:

One workshop each month, except July and December

Type of Funding Request (check all that apply):

- Project
- Program 3
- Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget:

Amount of funding requested from EDRST: \$10,000

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.

One-time request

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.

Name of Applicant Organization

Authorized Signature

Date

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant U City Chamber of Commerce
Amount of Request \$10,000

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 |
|---|--------------------|-------------------------------|---|--------------------|--------------------|
| I. Project or Program Direct Costs * | | | | | |
| Small Business Workshops | \$10,000.00 | \$0.00 | \$5,000.00 | \$0.00 | \$15,000.00 |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| II. Indirect Costs ** | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| BUDGET TOTAL - ALL ACTIVITIES | \$10,000.00 | | \$5,000.00 | | \$15,000.00 |

*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.

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Economic Development Retail Sales Tax Board

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APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2016 (JULY 1, 2015 – JUNE 30, 2016)

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 6, 2015

Project Title: North Meets South Block Party

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: U City Chamber of Commerce

Contact Person and Title: Gail Snider, Executive Director

Mailing Address: 7700 Olive Blvd

Phone Number: 314-337-2489

E-mail Address: gail@ucitychamber.com

Website: www.ucitychamber.com

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

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314-692-8023
- c. Scott Hoselton, Walgreens, scotth844@yahoo.com
7501 Olive Blvd. U City, MO
314-725-6133

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: 501(c)6

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Entering its fourth year, the U City Chamber of Commerce is in a transition from a start-up organization to becoming an important, robust and active Chamber in the region. The Mission of the U City Chamber of Commerce is:

- To be the voice of the business community / represent the business community
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- To provide education and training

Our goals and activities are aligned with our mission with emphasis on economic development throughout all of University City through marketing, community outreach and training. (complete details attached).

Describe the applicant/organization programs and activities:

The Chamber of Commerce exists to bring the business community together and create programs and campaigns to serve the interests of its members including: networking events and meetings, monthly coffees, regional speakers, training and workshops, location-specific business groups, Casino Night, Annual Golf Tournament, Taste of U City, marketing for individual businesses and U City overall as a great place to do business.

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

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.

As part of our initiative to reach out to businesses outside of Olive and the Loop, the Chamber has established a North Meets South business district, which is chaired by Anika Porter owner of Anika's fitness on North & South. We are requesting EDRST funds for a block party to drive visibility and traffic to a unique pocket of diverse and interesting businesses.

The business district is well represented with a mix of retail, restaurant and service businesses. The North Meets South Street Festival will be a family-friendly event with a goal of attracting 500+ people by offering a variety of attractions, events and games. We plan to host an all-day event on a Saturday.

This business district borders Clayton and it is our desire to draw Clayton residents into their U City neighborhood. We are seeking funding for inflatables, music, insurance, and promotion to support the business district in creating a viable event.

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

Our goal is to attract 500-1000 attendees.

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

North & South and Delmar

Program or Project Timetable:

Late August or early September

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)

3

Total Budget:

Amount of funding requested from EDRST: \$5,500

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

One-time request

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

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

Name of Applicant Organization

Authorized Signature

Date

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant
Amount of Request

U City Chamber of Commerce
\$5,500

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 |
|---|--------------------|-------------------------------|---|--------------------|-------------------|
| I. Project or Program Direct Costs * | | | | | |
| North and South Block Party and Business Expo | \$5,500.00 | | \$2,000* | \$0.00 | \$7,500.00 |
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| | | | *Expected value of sponsorships | | |
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| II. Indirect Costs ** | | | | | |
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| BUDGET TOTAL - ALL ACTIVITIES | \$5,500.00 | | \$2,000.00 | | \$7,500.00 |

*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

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

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
FISCAL YEAR 2016 (JULY 1, 2015 – JUNE 30, 2016)**

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 6, 2015

Project Title: City-wide Marketing, PR and Promotions

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: U City Chamber of Commerce

Contact Person and Title: Gail Snider, Executive Director

Mailing Address: 7700 Olive Blvd

Phone Number: 314-337-2489

E-mail Address: gail@ucitychamber.com

Website: www.ucitychamber.com

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

- a. Matt Beaver, Edward Jones, Matt.Beaver@edwardjones.com
7509 Delmar Blvd, U City, MO 63130
314-337-2489
- b. Ken Rice, American Family Insurance, krice@amfam.com
8505 Delmar Blvd, U City, MO 63130
314-692-8023
- c. Scott Hoselton, Walgreens, scotth844@yahoo.com
7501 Olive Blvd. U City, MO
314-725-6133

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: 501(c)6

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Entering its fourth year, the U City Chamber of Commerce is in a transition from a start-up organization to becoming an important, robust and active Chamber in the region. The Mission of the U City Chamber of Commerce is:

- To be the voice of the business community / represent the business community
- To serve its members through networking events, referrals and promoting member businesses in the region
- To promote the City of University City as a great place to do business (B2B and B2C)
- To communicate to its members about critical issues in the Community
- To provide education and training

Our goals and activities are aligned with our mission with emphasis on economic development throughout all of University City through marketing, community outreach and training. (complete details attached).

Describe the applicant/organization programs and activities:

The Chamber of Commerce exists to bring the business community together and create programs and campaigns to serve the interests of its members including: networking events and meetings, monthly coffees, regional speakers, training and workshops, location-specific business groups, Casino Night, Annual Golf Tournament, Taste of U City, marketing for individual businesses and U City overall as a great place to do business.

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

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.

Marketing is a critical component of growing business. The Chamber is requesting funding to build a sophisticated marketing campaign for the Olive Link and to augment the City's current efforts to promote U City as a desirable place to build a business and aid in retention efforts.

"You can't manage what you can't measure."

EDRST funding will enable us to build an annual marketing plan with quarterly activities goals and milestones outlined. As with any modern marketing planning, the Chamber plan will be designed to feature enough substance to be actionable but leave room for capitalizing on opportunities as they arise.

Activities under consideration include (but are not limited to): effective use of street banners, holiday lighting, business success stories documented and placed in regional media, a City-wide restaurant card, digital couponing, a presence for the Olive Link with the St. Louis Convention and Visitor Commission, and updated City marketing materials, etc.

The Chamber plans to leverage its "niche business groups" for program input. Promoting the "Leasethelink" website is included in this application. We intend to build a dining guide and feature it on the website as well as add 2-3 featured businesses to the site every month.

We plan to survey businesses and, based on responses, create an online help kit with digital brochures, such as, "How to do Business in U City," or, "The Basics of Marketing Your Business," and other critical information new businesses need to get started and existing businesses need to stay current. In addition, we need printed marketing materials for economic development beyond the Olive Link brochure to get into the packets that regional commercial brokers and our City staff can use to recruit businesses to our City. The goal here is not to duplicate, but rather to augment and publicize the City's economic development activities.

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

Production and distribution of a City-wide restaurant cards

Three business success stories written and published each month, cross-promoted through Chamber materials, the City's public relations firm, and the Chamber website

Published marketing plan by July 31, 2015 with a rolling 6-month calendar

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

City-wide

Program or Project Timetable:

One time request

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)

3

Total Budget:

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

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.

One-time request

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.

Gail Snider

Name of Applicant Organization

Authorized Signature

2.6.15

Date

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant U City Chamber of Commerce
Amount of Request \$20,000

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 |
|---|--------------------|-------------------------------|---|--------------------|--------------------|
| I. Project or Program Direct Costs * | | | | | |
| Marketing, PR and Promotions | \$20,000.00 | \$0.00 | \$20,000.00 | \$0.00 | \$40,000.00 |
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| II. Indirect Costs ** | | | | | |
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| BUDGET TOTAL - ALL ACTIVITIES | \$20,000.00 | | \$20,000 | | \$40,000.00 |

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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 2016 (JULY 1, 2015 – JUNE 30, 2016)

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 6, 2015

Project Title: Leasethelink.com

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: U City Chamber of Commerce

Contact Person and Title: Gail Snider, Executive Director

Mailing Address: 7700 Olive Blvd

Phone Number: 314-337-2489

E-mail Address: gail@ucitychamber.com

Website: www.ucitychamber.com

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

- a. Matt Beaver, Edward Jones, Matt.Beaver@edwardjones.com
7509 Delmar Blvd, U City, MO 63130
314-337-2489
- b. Ken Rice, American Family Insurance, krice@amfam.com
8505 Delmar Blvd, U City, MO 63130
314-692-8023
- c. Scott Hoselton, Walgreens, scotth844@yahoo.com
7501 Olive Blvd. U City, MO
314-725-6133

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: 501(c)6

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Entering its fourth year, the U City Chamber of Commerce is in a transition from a start-up organization to becoming an important, robust and active Chamber in the region. The Mission of the U City Chamber of Commerce is:

- To be the voice of the business community / represent the business community
- To serve its members through networking events, referrals and promoting member businesses in the region
- To promote the City of University City as a great place to do business (B2B and B2C)
- To communicate to its members about critical issues in the Community
- To provide education and training

Our goals and activities are aligned with our mission with emphasis on economic development throughout all of University City through marketing, community outreach and training. (complete details attached).

Describe the applicant/organization programs and activities:

The Chamber of Commerce exists to bring the business community together and create programs and campaigns to serve the interests of its members including: networking events and meetings, monthly coffees, regional speakers, training and workshops, location-specific business groups, Casino Night, Annual Golf Tournament, Taste of U City, marketing for individual businesses and U City overall as a great place to do business.

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

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.

Olive Link Property Database ongoing maintenance.

The Chamber was instrumental in the launch of the “Lease the Link” website and property database and is requesting funds for its ongoing maintenance. The Chamber will contribute matching time to the EDRSTB contribution.

The property database will need constant updates as properties are added and removed from the list. It is vital to ensure the property list remains current. The website becomes obsolete if data is not continually refreshed. The Chamber will strengthen the relationships we’ve built with area commercial real-estate brokers and property owners to ensure the list of available properties is current. The Leasethelink site is the beginning of a focused marketing effort to revitalize the Olive BLVD corridor and having the most up-to-date list of properties is a key component of this effort.

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

Expected outcome is every available property for lease or sale on Olive is listed and marketed on the site. We have a list of every available property on Olive in a spreadsheet and the goal is to list every property that is for sale or lease and provide adequate contact information and photos. A key milestone is reporting quarterly on the number of properties available vs. listed.

A secondary milestone is to gain contact information and conduct an ongoing concentrated marketing campaign to reach owners of vacant properties. Early data suggests that a large number of property owners are not actively marketing their properties. This could indicate the properties are serving a use other than as an active business (e.g., storage, etc.). If this trend continues, through our efforts, the Chamber can work with City leaders on policies and programs to encourage more active uses along the Corridor.

Third milestone is to increase the non-property sections of the website to include a robust dining guide and feature two businesses in the business highlight section every month (total of 24). We want to explore the ability to tie online couponing from the Chamber website to the Lease the Link site.

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

www.leasehelink.com

Get in the mix.

Program or Project Timetable:

Ongoing throughout FY16.

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)
- 3

Total Budget:

Amount of funding requested from EDRST: \$8,000

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.

One-time request.

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.

Name of Applicant Organization

Authorized Signature

Date

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant U City Chamber of Commerce
Amount of Request \$8,000

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 |
|---|--------------------|-------------------------------|---|--------------------|--------------------|
| I. Project or Program Direct Costs * | | | | | |
| Olive Link Property Database | \$8,000.00 | \$0.00 | \$8,000.00 | \$0.00 | \$16,000.00 |
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| II. Indirect Costs ** | | | | | |
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| BUDGET TOTAL - ALL ACTIVITIES | \$8,000.00 | | \$8,000.00 | | \$16,000.00 |

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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 2016 (JULY 1, 2015 – JUNE 30, 2016)

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. If you are unsure if your project qualifies, please schedule a meeting with the Department of Community Development before the application deadline by contacting Jodie Lloyd, 314-505-8522. Applications should be submitted by **Friday, February 6, 2015** to Jodie Lloyd, Manager of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or jlloyd@ucitymo.org. Applications submitted after the deadline will not be considered for funding.

Application Date: February 6, 2015

Project Title: U City Advertising Campaign

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: U City Chamber of Commerce

Contact Person and Title: Gail Snider, Executive Director

Mailing Address: 7700 Olive Blvd

Phone Number: 314-337-2489

E-mail Address: gail@ucitychamber.com

Website: www.ucitychamber.com

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

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8505 Delmar Blvd, U City, MO 63130
314-692-8023
- c. Scott Hoselton, Walgreens, scotth844@yahoo.com
7501 Olive Blvd. U City, MO
314-725-6133

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: 501(c)6

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

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Entering its fourth year, the U City Chamber of Commerce is in a transition from a start-up organization to becoming an important, robust and active Chamber in the region. The Mission of the U City Chamber of Commerce is:

- To be the voice of the business community / represent the business community
- To serve its members through networking events, referrals and promoting member businesses in the region
- To promote the City of University City as a great place to do business (B2B and B2C)
- To communicate to its members about critical issues in the Community
- To provide education and training

Our goals and activities are aligned with our mission with emphasis on economic development throughout all of University City through marketing, community outreach and training. (complete details attached).

Describe the applicant/organization programs and activities:

The Chamber of Commerce exists to bring the business community together and create programs and campaigns to serve the interests of its members including: networking events and meetings, monthly coffees, regional speakers, training and workshops, location-specific business groups, Casino Night, Annual Golf Tournament, Taste of U City, marketing for individual businesses and U City overall as a great place to do business.

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

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.

The Chamber of Commerce is asking the EDRSTB to set aside a reserve of \$50,000 in anticipation of funding needs that will emerge from the marketing plan outlined in a separate application.

We have already had several discussions with the *St. Louis Post Dispatch* and the *West End Word* about developing a branding campaign for U City that will feature individual businesses. The concept at this stage is to create a repetitive advertising insert placed in publications, such as, *Go Magazine*, *Feast*, and *West End Word* (and the online versions of each) that would have consistent branding and a consistent theme, such as, "Shop U City," or "Dine U City." Few individual businesses in U City could afford advertising at this scale, and our idea is to create a U City wrapper around individual business ads to get the impact of an ongoing branding campaign while promoting specific businesses. We would expect participating businesses to shoulder a portion of the cost.

Another proposal is to work with publications to do a special, one-time U City insert that the Chamber would partially underwrite to allow struggling businesses the opportunity to advertise within their limited budgets. A key component of this plan is that the Chamber will be hosting Small Business Workshops on promotions, couponing, and ad management for multiple businesses in such a way that the City sees a return on its investment.

The concept is to leverage the advertising expenditure of U City businesses into an overarching City campaign. The details for costs for participating businesses still need to be ironed out, but the Chamber is requesting that the EDRSTB set aside \$50,000 and allow the Chamber to petition for these funds when the marketing campaign is fully established.

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

A greater awareness of all U City businesses. To support the City's small businesses who can't afford to advertise on a larger scale. To market U City as a premiere dining and entertainment destination for the entire region.

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

City of University City.

Program or Project Timetable:

Marketing plan developed and finalized by August 15, 2015. The Chamber will request funds to be paid directly to media outlets.

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:

Amount of funding requested from EDRST: \$50,000

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.

One-time request

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.

Name of Applicant Organization

Authorized Signature

Date

**City of University City
Economic Development Retail Sales Tax
FY16 Request for Funds: Budget Cost Summary**

Applicant U City Chamber of Commerce
Amount of Request \$50,000

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 |
|---|--------------------|-------------------------------|---|--------------------|--------------------|
| I. Project or Program Direct Costs * | | | | | |
| Advertising Campaign | \$50,000.00 | \$0.00 | | | \$50,000.00 |
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| II. Indirect Costs ** | | | | | |
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| BUDGET TOTAL - ALL ACTIVITIES | \$50,000.00 | | | | \$50,000.00 |

*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.

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U City Chamber of Commerce Strategic Goals 2015

The Mission of the U City Chamber of Commerce is:

- To be the voice of the business community / represent the business community
- To serve its members through networking events, referrals and promoting member businesses in the region
- To promote the City of U City as a great place to do business (B2B and B2C)
- To communicate to members about critical issues in the community
- To provide education and training

Functional Areas:

Finance and Administration

Communications

Membership

Activities and Events

Economic Development

Partners and Stakeholder Relations

**Mission: To be the voice of the business community /
represent the business community**

Goals:

- **Establish a formal mechanism to gather meaningful input from the business community.**
- **Formalize a process for sharing those concerns and ideas with City staff, as well as a mechanism for tracking progress.**
- **Extend the business dialogue beyond the Loop and Olive groups.**

| | |
|------------------------------------|---|
| Finance and Administration | N/A |
| Communications | <ul style="list-style-type: none"> • Complete 2 survey of our membership in CY 2015 to identify areas of concern • Document an action plan after each survey • Report to Chamber Board monthly on list of issues and progress/impediments |
| Membership | <ul style="list-style-type: none"> • Establish a process for businesses to register their issues with the chamber • Build a list of business issues as a way of monitoring and measuring progress |
| Activities and Events | TBD |
| Economic Development | <ul style="list-style-type: none"> • Create formal business groups for North & South/Delmar, Old Bonhomme/Delmar, The Olive Group and I-70/Delmar and document proposed ideas and progress on plans (to meet bi-monthly) • Meet bi-monthly with City staff on the business list of issues |
| Partners and Stakeholder Relations | <ul style="list-style-type: none"> • Meet quarterly with the Olive Group, Loop District, Chinese Chamber and Economic Development Tax Board |

Mission: To serve its members through networking events, referrals and promoting member businesses in the region

Goals:

- **Publish and maintain a monthly calendar of events**
- **Grow membership to 200 in 2015 (currently 140-150)**
- **Ensure membership retention of at least 80% annually**
- **Increase attendance at all Chamber events by 20% year after year**

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| Finance and Administration | <ul style="list-style-type: none"> • Evaluate and compare current membership to database of all U City businesses by May 1 • Report to Board monthly on next 60 days of renewals • Create easy-to-produce renewal reports by Feb 1 • Move membership database into QuickBooks by Feb 1 • Create BOD Committee to define new dues structure by July 31 |
| Communications | <ul style="list-style-type: none"> • Move to a modern email marketing system and create mobile couponing application • Publish a 2015 business directory |
| Membership | <ul style="list-style-type: none"> • Create targets for membership recruitment by March 1 • Initiate targeted recruitment efforts (consider employers out of U City) by July 1 • Implement recruitment efforts by Oct 1 • Solicit Board members for small business workshops to increase awareness/referrals |
| Activities and Events | <ul style="list-style-type: none"> • Host 12 First Thursday coffees; publicize and promote to get 30 people to attend regularly • Establish a rolling 3-month calendar for monthly brown bag lunches with member sponsor speakers • Host one happy hour peer networking event per quarter • Ensure 30 participating businesses in Taste of U City • Increase participation in the golf tournament by 100% |

| | |
|------------------------------------|--|
| Economic Development | <ul style="list-style-type: none"> • Create an advertising campaign that brands U City while focusing on individual business • One regional feature story on a U City business in each quarter in 2015 |
| Partners and Stakeholder Relations | N/A |

Mission: To promote the City of U City as a great place to do business (B2B and B2C)

Goal:

- **To coordinate all activities in a common promotional campaign**
- **Team with the City to create a true economic development incentive package during the calendar year**

| | |
|----------------------------|---|
| Finance and Administration | <ul style="list-style-type: none"> • Get the Chamber on a modern website, email marketing and social media platform • Adopt a social media platform to easily update Linked In, Instagram, Twitter and Facebook |
| Communications | <ul style="list-style-type: none"> • Provide 6 story concepts to City PR firm on the business environment of U City (e.g. Olive restaurants staying open until 2am) • Send 8 social media postings per month featuring U City businesses • Regional publicity on Casino Night, Taste of U City and brown bag networking events (radio, tv, print and social media) • Create a standard Chamber of Commerce presentation and deliver it to business and community groups throughout the region by July 1 |
| Membership | <ul style="list-style-type: none"> • Create social media campaign on our business spotlights, with a goal of profiling a third of our membership base in a year |

| | |
|------------------------------------|---|
| Activities and Events | <ul style="list-style-type: none"> • Launch Lease the Link (the Olive property database) • Tem with City to publish brochure about the property database/Olive in general • Solicit marketing ideas from the other business groups |
| Economic Development | <ul style="list-style-type: none"> • Petition Economic Development Tax Board for funding for 2015-16 • Meet with Maplewood and Bridgeton to see if we can emulate their models, and to fully understand their targeting techniques and incentive programs |
| Partners and Stakeholder Relations | N/A |

Mission: To communicate to members about critical issues in the community

Goal:

- **Create a process with City staff to ensure we are aware of policy updates, progress on our issues list, major new development initiatives (such as the Goodworks building, Olive/Midland)**

| | |
|----------------------------|--|
| Finance and Administration | N/A |
| Communications | <ul style="list-style-type: none"> • Monitor City Council actions, changes in code enforcement, policy changes and ensure these issues are communicated to the membership |
| Membership | N/A |
| Activities and Events | N/A |

| | |
|------------------------------------|--|
| Economic Development | N/A |
| Partners and Stakeholder Relations | <ul style="list-style-type: none"> • Continue regular outreach with the various business groups and because a repository for City |

Mission: To provide education and training

Goals:

- **Continue to petition for EDSTB funds for small business workshops**
- **Reach out to Board members to conduct the workshops**

| | |
|------------------------------------|---|
| Finance and Administration | N/A |
| Communications | N/A |
| Membership | N/A |
| Activities and Events | <ul style="list-style-type: none"> • Schedule workshops and presenters |
| Economic Development | <ul style="list-style-type: none"> • Conduct 6 small business workshops during the calendar year • Create a plan for Karen McCollum’s QuickBooks course and schedule course and schedule it |
| Partners and Stakeholder Relations | N/A |

Internal Chamber Goals

Goal:

- **To create standard operating processes and procedures, and ensure profitability**

| | |
|------------------------------------|---|
| Finance and Administration | <ul style="list-style-type: none">• Modernize Chamber systems: invoicing and collections, invoice management on a modern email social media system (eg Mail Chimp), new front end website, including mobile application by July 31• Ensure prompt collections on invoices• Raise \$12,000 through fundraising• Re-brand the Chamber with the new logo and updated marketing materials• Publish our mission statement on our website and on our printed materials• Establish frequency and size of ROARS ads• Recruit and produce Welcome Wagon bags |
| Communications | N/A |
| Membership | N/A |
| Activities and Events | N/A |
| Economic Development | N/A |
| Partners and Stakeholder Relations | N/A |

State of Missouri



Robin Carnahan
Secretary of State

CERTIFICATE OF INCORPORATION MISSOURI NONPROFIT

WHEREAS, Articles of Incorporation of

University City Chamber of Commerce, Inc.
N01158967

have been received and filed in the Office of the Secretary of State, which Articles, in all respects, comply with the requirements of Missouri Nonprofit Corporation Law;

NOW, THEREFORE, I, ROBIN CARNAHAN, Secretary of the State of Missouri do by virtue of the authority vested in me by law, do hereby certify and declare this entity a body corporate, duly organized this date and that it is entitled to all rights and privileges granted corporations organized under the Missouri Nonprofit Corporation Law.

IN TESTIMONY WHEREOF, I hereunto
set my hand and cause to be affixed the
GREAT SEAL of the State of Missouri.
Done at the City of Jefferson, this
26th day of July, 2011.

Robin Carnahan

Secretary of State

