



# Economic Development Retail Sales Tax Board

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

## QUARTERLY PERFORMANCE REPORT

<b>Project Number: 1189</b>	<b>Quarter: October - December 2014</b>	
<b>Applicant/Sponsor: PWP</b>	<b>Submittal Date: January 30, 2015</b>	<b>Name of Person Completing Report: Jenny Wendt PM</b>

**Project Title: Delmar Parking Garage Lighting Project**

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

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

In October 2014 the ceiling lights were replaced as well as 6 shoebox fixtures that were Metal Halide. These were all replaced with LED fixtures. The ceiling lights also have occupancy sensors. This resulted in an average 70% reduction in energy and costs associated with these lights. These savings do not include the increased energy and cost savings due to the occupancy sensors.

**% Complete: 100%**

**Budget Performance:**

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

**Additional Information:**

Empty box for additional information.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: 1103</b>	<b>Quarter: Oct – Dec 2014</b>	
<b>Applicant/Sponsor: PWP</b>	<b>Submittal Date: January 30, 2015</b>	<b>Name of Person Completing Report: Jenny Wendt PM</b>

**Project Title: Delmar Lighting Project**

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

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

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

**% Complete: 0%**

**Budget Performance:**

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

**Additional Information:**

Empty box for additional information.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: 1079</b>	<b>Quarter: October - December 2014</b>	
<b>Applicant/Sponsor: PWP</b>	<b>Submittal Date: January 30, 2014</b>	<b>Name of Person Completing Report: Megan Fuhler PM</b>

**Project Title: Parking Lot No. 4 – Resurfacing and Improvements**

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

Funds received for design and construction of resurfacing and improvements on Parking Lot No. 4 in the Loop. Design was completed in September 2014 and Construction began in October 2014. As of the end of this quarter, the contractor had completed about 50% of the permeable paver sections, all entrances and some of the curb ramp work along Loop North. Overall construction was approximately 45% complete at the end of December 2014.

**% Complete: 50%**

**Budget Performance:**

<b>Activity</b>	<b>EDRST Approved Funds</b>	<b>Requested this Quarter</b>	<b>Previous Funds Requested</b>	<b>Cash/Non-Cash Match Expended this Quarter</b>	<b>Remaining EDRST Funds</b>
Surveying	\$14,035.00	\$0.00	\$14,035.00	\$0.00	\$0.00
Design	\$46,283.00	\$42,580.36	\$3,702.64	\$10,479.00	\$0.00
Construction	\$628,751.00	\$283,285.38	\$0.00	\$28,956.00	\$345,465.62

**Additional Information:**

Empty box for additional information.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: 1137</b>	<b>Quarter: October - December 2014</b>	
<b>Applicant/Sponsor: PWP</b>	<b>Submittal Date: January 30, 2015</b>	<b>Name of Person Completing Report: Angelica Gutierrez PM</b>

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

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

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

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

Completion of the study is anticipated in March 2015

Study phase completed 95%.

**% Complete: 95%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Traffic Study – Consulting Services	\$15,000.00	\$0.00	\$14,103.90	\$0.00*	\$896.10

**Additional Information:**

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



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### QUARTERLY PERFORMANCE REPORT

<b>Project Number:</b>	<b>Quarter: October-December 31, 2014</b>	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> January 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:** Administration

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

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

- Retention activities: Began implementation of business retention plan developed at the end of 2013. Meetings and tours with several businesses in University City, many located within the Industrial Park
- Attraction activities: Meeting with prospective new business owners, research and outreach to business prospects
- Research grant opportunities
- Applied for two grants for 7301 Olive Boulevard property – National Endowment for the Arts and National Fish and Wildlife Foundation
- Project management for Olive Boulevard Commercial Corridor Website – launched website
- Provided staff support to the Economic Development Retail Sales Tax Board
- Held Better Block event at Olive and Midland Blvd. A festival and event that helped envision the future use of the property. Managed event planning committee and development partnership with Washington University's Sam Fox School of Design
- Coordinated with Chamber of Commerce on a variety of issues and programs, attended Chamber of Commerce meetings and events
- Attended Loop Special Business District Meetings – provided City update on activities. Conducted 3<sup>rd</sup> Loop Listening Session in December.
- Meetings with potential developers interested in expansion opportunities in University City; provided technical assistance, field work/tours
- Manage Façade Improvement Program – meetings with business and property owners interested in participating in the program, review plans, prepare final approvals and reimbursements
- Provided project management/oversight of EDRST funded projects
- Final draft development of new Outdoor Dining Guidelines and Permit process
- Contributed economic development news and stories to the ROARS newsletter
- Coordination on temporary a mini-sculpture park at the corner Olive and North and South Blvds.
- Coordinate lease agreement with temporary tenant at 6323 Delmar Blvd, city-owned building on Delmar Boulevard
- Attend National League of Cities, Big Ideas for Small Business Conference
- Developed toolbox of ideas for new incentive and marketing programs

**% Complete: 50%**

#### Budget Performance:

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



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 8100	<b>Quarter:</b> October-December, 2014 – Q2	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> October 30, 2014	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:** Olive Boulevard Façade Improvement Program

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

The City has approved 7 applications for the façade improvement program. Many of the projects are still in pre-construction or construction phase. 2 additional applications are under review. The total amount of funds allocated to all of these projects is approximately \$130,000.

Businesses that have completed improvements include: Mandarin Banquet House, Matt’s Auto, Central Enterprise, Olive Supermarket, and McDonald’s.

Additional applicants approved or under review include: LuLu’s Seafood, Seafood Supermarket, Kim Son, 8221 Olive Blvd, and former Henry Cleaners building.

**20% Complete:**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Façade Improvement	\$200,000	\$27,067.48	\$13,166.98		\$159,765.54

**Additional Information:**

The City continues to promote the Façade Improvement Program. The City promoted the program at the Olive Boulevard Business Forum and will promote in the Spring Lion pages.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> FY 14 - 6010	<b>Quarter: October-December 31, 2014</b>	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> January 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:**  
Olive Commercial Property Website

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

In Q2, the website was in final design and development. The City convened a stakeholder group that met several times to review branding, content and design of the website.

In December, the website was tested and property data was added in partnership with the University City Chamber of Commerce.

The site, leasethelink.com went "live" in early 2015. The City and the Chamber continue to populate the property database but the marketing aspect of the website is complete. The City was also able to produce a marketing brochure with the approved EDRST funds for this project.

**90% Complete**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Design and Development	60,000	\$ 19,700	\$1,800	0	\$ 38,500

**Additional Information:**

The City and Chamber will continue to update the website. It is a Word Press site. The Chamber will continue to assist in the management of the property database, adding and removing properties as needed. The City will monitor the website activity and use.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: October- December 2015</b>	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> January 30, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

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

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

During the second quarter of FY 15, the City provided funding for marketing efforts related to "Shop Small Saturday" and to support shop local initiatives for the City. Funding was used for advertising and events.

**%Complete: 30%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Marketing	\$10,000	\$ 1024.81	\$1,853.02	\$0	\$7122.17

**Additional Information:**





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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: October-December 2015</b>	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> January 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:** Street Banners

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

The City is seeking quotes for street banners along Olive Blvd that will be consistent with the theme development for The Olive Link. Banners will be hung in each District along Olive Boulevard.

**% Complete: 0%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Street Banners	\$20,000	\$0	\$0	\$0	\$20,000

**Additional Information:**



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### QUARTERLY PERFORMANCE REPORT

<b>Project Number:</b>	<b>Quarter: October-December 31, 2014</b>	
<b>Applicant/Sponsor:</b> City of University City, Department of Community Development	<b>Submittal Date:</b> January 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd, Manager of Economic Development

**Project Title:** Olive Reserve Fund

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

The EDRST Board approved funds to be set aside for projects and programs on Olive Boulevard, the “Olive Reserves.” The funds are to be used for long term economic development on Olive Blvd. The City now has two projects that will improve the economic development potential on Olive Boulevard and plan to use the funds to begin these projects. The projects include:

- Olive Boulevard Traffic Analysis, **TBD**. The City has heard from many business, property owners, and residents that Olive Boulevard is not a safe street to walk or bike. Traffic on Olive Blvd travels at a faster speed than the posted speed limit. Business and property owners want to explore the idea of reducing the travel lanes on Olive Blvd and adding street parking, safe crosswalks, and bike lanes. A “Great Street” encourages pedestrian activity and would increase the economic development on Olive Blvd. The City will work with the Missouri Department of Transportation on the initial stage of the project. MODOT requires the City to conduct a Traffic Analysis to determine if Olive Blvd is a candidate for a road re-channelization. Funds will be used to conduct the study.
- Site and building improvements at Olive Boulevard and Midland, **TBD**. The City owns 1.92 acres on the corner of this major intersection. Unfortunately, the City has been unsuccessful in finding a developer for the parcel because it is a shallow lot located in the floodplain. And since the purchasing of the land, the federal floodplain regulations have become stricter, making it near impossible to sell the land. The City proposes to renovate the building that could be used to enhance the economic development of the corridor. Ideas for the building include a culinary/incubator kitchen, space for coffee/bakery shop, a welcome center, community space for art gallery, etc. The property will be enhanced and could include a community garden, public art, etc. The City will use Olive Reserve funds to renovate the building and provide matching funds for site planning and development. Improvements to this site would enhance the corridor and spur additional economic development.
- Olive Boulevard Fiber – RFP, **TBD**. The City is finalizing a Fiber Feasibility Study with the TOB Broadband Fiber Collaborative. The next phase of the study is to issue a Request for Proposal for possible service providers to determine if the City could enter into an agreement for a public-private partnership. The Feasibility Study showed that local municipalities across the country are investing in high speed fiber as an economic development driver.

**% Complete:**

#### Budget Performance:

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



**Economic Development Retail Sales Tax Board**

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**MEMORANDUM**

*all  
1/29/14*

TO: Loop Special Business District (LSBD)  
FROM: Jodie Lloyd, Manager of Economic Development, University City  
DATE: July 1, 2014  
SUBJECT: Economic Development Retail Sales Tax – FY 2015 Budget

The University City Council adopted the FY15 City budget on June 23, 2014. This budget included several LSBD projects to be funded through the Economic Development Retail Sales Tax (EDRST). These projects are listed in the table below.

This fiscal year, the Department of Community Development has instituted a new management process for projects funded with the EDRST. This process will be discussed with you in person and is summarized in the attached EDRST Recipient Information. The project name and number should be referenced every time you submit an invoice for reimbursement or payment to the City of University City. The Expenditure Report should also accompany every receipt or invoice submitted to the City.

**Loop Special Business District Projects**

PROJECT NAME	BUDGET	PROJECT #	SPECIAL INSTRUCTIONS
✓ Loop Ice Carnival	\$30,000	6040	None
✓ 50,000 Loop brochures	\$12,000	6150	3 bids, unless same vendor
✓ Delmar Loop's enhanced presence on the St. Louis Visitors Commission website	\$4,000	6010	None
✓ Delmar Loop ad placed in the official St. Louis Visitors Guide	\$10,500	6010	None
✓ Update <a href="http://www.visittheloop.com">www.visittheloop.com</a> to be responsive and enhanced Search Engine Optimization	\$20,000	6010	3 bids
✓ Replace and update St. Louis Walk of Fame stars and plaques	\$ 6,000	8100	None

**TOTAL LSBD FY 15 Budget: \$82,500**

**ATTACHMENTS:**

- EDRST Recipient Information – FY 2015
- Expenditure Report
- Quarterly Performance Report



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**QUARTERLY PERFORMANCE REPORT**

Project Number: 6040	Quarter: 2 <sup>nd</sup> Quarter	
Applicant/Sponsor:	Submittal Date: 1/29/2015	Name of Person Completing Report: Angie Fitzgerald <i>AF</i>

Project Title: Loop Ice Carnival

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

*0 invoices paid in end Q*

% Complete: *0%*

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$30,000	<i>0</i>			<i>\$30,000</i>


Additional Information:



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**QUARTERLY PERFORMANCE REPORT**

Project Number: 6150	Quarter: 2 <sup>nd</sup> Quarter	
Applicant/Sponsor:	Submittal Date: 1/29/2015	Name of Person Completing Report: Angie Fitzgerald 

Project Title: Loop Brochures

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

% Complete: 0%

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$12,000	0			\$12,000

Additional Information:



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**QUARTERLY PERFORMANCE REPORT**

Project Number: 6010	Quarter: 2 <sup>nd</sup> Quarter	
Applicant/Sponsor:	Submittal Date: 1/29/2015	Name of Person Completing Report: Angie Fitzgerald <i>[Signature]</i>

Project Title: Enhanced presence on StLCVC Website

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

*None needed at this time.*

% Complete: *0%*

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$4,000				<i>\$4000-</i>

Additional Information:



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**QUARTERLY PERFORMANCE REPORT**

Project Number: 6010	Quarter: 2 <sup>nd</sup> Quarter	
Applicant/Sponsor:	Submittal Date: 1/29/2015	Name of Person Completing Report: Angie Fitzgerald <i>AS</i>

Project Title: Loop ad placed in StLCVC Visitor's Guide

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

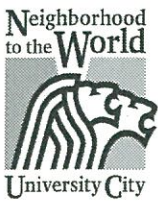
*Delmar Loop Annual St Louis CVC  
advertisement VISITORS Guide*

% Complete: *100%*

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$10,500	<i>\$10,000</i>	<i>-</i>		<i>\$500.</i>

**Additional Information:**



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**QUARTERLY PERFORMANCE REPORT**

Project Number: 6010	Quarter: 2 <sup>nd</sup> Quarter	
Applicant/Sponsor:	Submittal Date: 1/29/2015	Name of Person Completing Report: Angie Fitzgerald <i>[Signature]</i>

Project Title: Enhanced search engine and update www.visittheloop.com

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

*Bids received, project to begin 3rd Q.*

% Complete: *0%*

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$20,000	<i>0</i>			<i>\$20,000</i>

Additional Information:





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**QUARTERLY PERFORMANCE REPORT**

Project Number: 8100	Quarter: 2 <sup>nd</sup> Quarter	
Applicant/Sponsor:	Submittal Date: 1/29/2015	Name of Person Completing Report: Angie Fitzgerald <i>AF</i>

Project Title: Walk of Fame

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

*No request for Walk of Fame star updates/replacements.*

% Complete: *50%*

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
	\$6,000	<i>\$ 0</i>	<i>\$ 3000</i>		<i>\$ 3000</i>

Additional Information:



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### QUARTERLY PERFORMANCE REPORT

Project Number: 6010	Quarter: 2 <sup>st</sup> Quarter	
Applicant/Sponsor: U City Chamber of Commerce	Submittal Date: January 30, 2015	Name of Person Completing Report: Gail Snider

Project Title: U City Chamber of Commerce

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

The Chamber completed a comprehensive strategic plan during the quarter. As the Chamber enters its fourth year our BOD agreed to undergo the formal process resulting in a: formal Mission Statement, Goals and Activities to reach those goals. The plan will increase efficiency and ensure that all Chamber Activities are aligned to the Chamber’s Long-term mission and create systems and processes to benefit its members and economic development (ED) in U City. (Mission Statement Below)

The Chamber is in transition from a grassroots start-up to an important chamber in the St. Louis region. As part of our plan, we have revised our overall branding to reflect the professional and sophisticated organization we are becoming. We have established bonds with the larger Chambers in our region and throughout the state. We continue to seek partnerships in the region to abet our overall U City Marketing program and ED activities.

During Q2, the Chamber was instrumental in finalizing the Olive Link Property Database with City Staff and continued outreach to property owners and brokers, now including those outside U City which have properties along Olive. The Chamber has assumed responsibility for populating the database and has focused on contacting the owners of vacant properties to encourage them to list the properties on the website. Our next steps include profiling businesses on Olive, adding a dining guide and revamping the “how to do business in U City” section based on input from local businesses. This “property database” project has a reach beyond just listings of properties. The *Lease the Link* site is the first physical manifestation of an Olive Brand which has been in discussion for 10 years. Although it is still in early stages (only 15 properties listed to date), the project is beginning to unveil some ED issues on Olive that we can qualify and create action plans to address.

The Olive (Business) Group met twice during the quarter and is becoming a well- established group of businesses leaders from all four districts along Olive. The Group has begun to formalize its charter.

We are still contacting restaurants along Olive to explain the restaurant card and have scheduled a promotions workshop with The St Louis Post Dispatch to help educate the businesses on the value of couponing and promotion.

We have re-established our monthly Networking Coffees now held on the First Thursday of each month at Meschugge’s.

The Chamber has teamed with the City on several marketing initiatives including a brochure for the Olive Link, Public Relations and Community Outreach.

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

**% Complete:**

**Budget Performance:**

<b>Activity</b>	<b>EDRST Approved Funds</b>	<b>Requested this Quarter</b>	<b>Previous Funds Requested</b>	<b>Cash/Non-Cash Match Expended this Quarter</b>	<b>Remaining EDRST Funds</b>
Long-Term Economic Development	\$16,475.66	\$5,163.82	\$2,355.49		\$8,956.35
Marketing	\$16,475.66	\$4,093.16	\$4,925.16		\$7,457.34
Training	\$16,475.66	\$3,022.50	\$2,355.50		\$11,097.66

**Additional Information:**



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 2<sup>nd</sup> Quarter</b>	
<b>Applicant/Sponsor:</b> TOD Broadband Fiber Collaborative, LLC.	<b>Submittal Date:</b> January 30, 2015	<b>Name of Person Completing Report:</b> Eric Friedman, by MB

**Project Title:**  
Broadband Fiber Feasibility Study for Olive Boulevard

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

We have provided Element 2, Existing Conditions and Needs Assessment, and Element 3, Exploration of Ownership and Operations Models from the Scope of Work. These elements are all part of our Draft Report, “The Benefits of Fiber to the Olive Commercial Corridor and Institutions, All Fiber Gigabit Networks.” As defined in the Services Agreement Final Scope of Work, this draft report contains:

- Element 1 (100%) Background Overview of Broadband Fiber and Community Benefits
  - **Submitted 10/28/14**
- Element 2 (100%) Existing Conditions and Needs Assessment
  - **Submitted 12/8/14**
- Element 3 (100%)\* Exploration of Ownership and Operations Models
  - **Submitted 12/8/14**
  - **Finalized 1/9/15**

\* Element 3 was originally submitted without the final section “Projected Capital Costs” on December 8, 2014. We completed the section and submitted the last section on **January 9, 2015**. While technically not in the 2<sup>nd</sup> Quarter, this is included here because it is the last section of our report before our final recommendations. “The Benefits of Fiber to the Olive Commercial Corridor and Institutions, All Fiber Gigabit Networks.”

**% Complete:**

**Budget Performance**

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

**Additional Information:**



**Economic Development Retail Sales Tax Board**

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

**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 2nd</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submission Date:</b> January 31, 2015	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**Project Title:**  
**Ground Cover for Tree Pits**  
**– 70 Trees**

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**  
 Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3<sup>st</sup>, 4<sup>th</sup>, and 1<sup>st</sup> quarters.

Selecting a grower and reserving plants for spring installation.  
 Ewald Winker has pledged support in removal of damaged tree grates in February.  
 The bulk of this project will begin in the 3<sup>rd</sup> quarter

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

**50% Complete.**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Sourcing Grower Pricing soil delivery	\$11,624.00	\$2906.00	\$2906.00	\$	\$5812.00

**Additional Information:**

Empty box for additional information.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 2nd</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> January 31, 2015	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**Project Title:**  
**Olive Hanging Baskets**

**Activity Progress Narrative. Please describe milestones achieved during this reporting period:**  
 Horticulture activity is seasonal and as such the milestones of this project are driven by the growing season and are the most labor intensive during those three fiscally overlapping quarters of the growing season – the 3<sup>st</sup>, 4<sup>th</sup>, and 1<sup>st</sup> quarters.  
  
 Baskets were removed and materials were composted  
 Baskets delivered/returned to grower and plants selected for spring 2015  
 Materials sourced – Soil, liners, fertilizer and product for holding moisture.  
  
 The project will continue into the next fiscal year with additional funding approved.  
  
**50% Complete.**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Designed, fabricated, planted and maintained baskets	\$21,945	\$5486.25	\$5486.25	\$811.80	\$10,972.50

**Additional Information:**  
 The ordering of hard goods, construction and installation of the Olive Planter Brackets and Baskets was handled directly by University City. U City in Bloom provided the expertise to design and purchase plants for the 76 Planters for \$8,550.00. During the first half of 2014, U City in Bloom supervised the construction of the hard goods, installed the planters and has been maintaining the plants for a cost of \$6,180.00 (approximately \$2,090.00 per month). There is no additional money required on this project for the 2013 – 2014 fiscal year. UCB has been granted money to continue maintaining the planters for 2014 – 2015 fiscal year.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 2nd</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> January 31,2015	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**Project Title:**  
**Delmar Loop Planters**

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

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

Starting the fiscal year on July 1 UCB has maintained the plants installed in the 90 planters during the spring of 2014 under the previous year’s funding.

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

Tasks completed for the 2nd quarter:

UCB staff and volunteers have been watering, weeding, cutting back, removing trash, and fertilizing the containers. Plants were removed and composted. Soil was added for tidy appearance through the winter.

**% Complete: 50%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Delmar Loop planters	\$7,744.00	\$1936.00	\$1936.00	\$6,000.00	\$3872.00

**Additional Information:**

The 90 planters have been planted and maintained. U City in Bloom has been invoicing the EDRST on a monthly basis.

The Loop Business District contributes \$6,000.00 annually for the worked performed.







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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 2nd</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submittal Date:</b> January 31 <sup>st</sup> , 2015	<b>Name of Person Completing Report:</b> Jesse Gilbertson

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

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

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

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

- Perennials and annuals were cut back or dead-headed as needed.
- Application of organic fertilizer
- Irrigation systems were repaired as needed
- Weekly weeding activities
- Small tree and shrub pruning continues as needed
- Watering as needed.
- Removal of trash.
- Annuals removed and composted
- Edging and Mulching has begun
- Cutting back ornamental grasses and perennials for upcoming spring
- UCB additional contribution \$1720.00 for automated irrigation installed at Olive and Midland

**% Complete: 50%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Olive gardens – maintenance of existing gardens.	\$13,041	\$3260.25	\$3260.45	\$4967.20	\$6520.50
				Includes Irrigation Controllers/Installed	

**Additional Information:**

U City in Bloom has been invoicing the EDRST on a monthly basis.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b>	<b>Quarter: 2nd</b>	
<b>Applicant/Sponsor:</b> <b>U City in Bloom</b>	<b>Submission Date:</b> January 31, 2015	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**Project Title: Olive Tree Care**

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

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

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

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

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

Watering with Pro Gator and gator bags as needed to Nov 2014.  
Gator Bags winterized

**% Complete: 50%**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Olive Tree Care	\$9,380.00	\$2,345.00	\$2345.00		\$4690.00

**Additional Information:**

U City in Bloom has been invoicing the EDRST on a monthly basis.

# The Economic Development Retail Sales Tax Q2 – Progress Report

TO: Jodie Lloyd  
FROM: David Sandel – Program Manager for The Loop Media Hub  
DATE: November 14, 2014  
SUBJECT: EDRST Progress Report

Re: Challenges Working with Loop Trolley TDD and EDRST Progress Report.

The Loop Media Hub initiative is a project separate from The Loop Trolley. Because of this, communications between engineering teams has been challenging. The Loop Trolley project has also had many starts and stops as it has been buffeted between various civic, legal or funding issues. Because of this irregular schedule, and less than desirable communication with the TDD, The Loop Media Hub has always had to pursue the TDD for engineering and planning information – sometimes unsuccessfully.

In other words, we have always been held at bay due to issues related to the TDD and have never been able to plan and design on a reasonable timeframe. As timelines dragged, we waited until July to begin the actual BHC Rhodes engineering process; when the TDD was actively assembling its bid package. Up until that time, only preliminary non-engineering site survey and building walkouts had been performed.

Then in July, with the bid package looming, BHC Rhodes began the engineering process, with a short window until completion. During this window, and to our great surprise, we learned that Trolley engineers had not made provisions for The Trolley duct to be built across the Delmar Metro overpass. As a result, we came to an understanding with The City of STL Traffic Signals department that would grant us overpass access rights through an existing City of STL duct in exchange for engineering the laterals from The Trolley fiber backbone, to all of the traffic signals along the route. This resulted in a fully integrated system for both high speed Internet connectivity, traffic controls, future wireless radio placement and security cameras – a Smart City engineering first for University City and the St. Louis area.

Then after the first Trolley bid came back almost 40% high, we met with the TDD and discussed their cost savings measures which might require The Loop Media Hub to redesign the fiber optic system.

The Quick Turnaround Design Revision would allow for a single larger duct to be shared by all parties. In this case Loop Media Hub laterals would only go to The Trolley station stops. From there a fiber connection would go to the most adjacent building and a Gigabit radio placed atop the building. Distribution to other adjacent buildings would most likely take place via the Gigabit radios.

To accommodate the revised design, BHC Rhodes would return to St. Louis for one day and survey the buildings adjacent to The Trolley stops. The new survey information would be combined with previous

engineering to finish the minimal design revision. We are currently waiting to see how the second round of Loop Trolley construction bids come back to evaluate the situation.

The Loop Media Hub and team had also met or exceeded expectations described in the feasibility study:

- a). We believe that the economic development impact of the system will be significant.
- b). We have a contract in place for Gigabit wireless service. Construction is in process and general availability is expected to begin the first week of January in select buildings. This means The Delmar Loop will have Gigabit wireless service available two years ahead of the current Trolley schedule.
- c). We have most (but not all) of the duct and lateral engineering completed to move forward with or without The Trolley.
- d). We are gaining national and international attention.

On other matters, I would like to note the exceptional performance of Bill Brungardt and Steve Smith with BHC Rhodes and Michael Orłowski of Polisinelli during this continuing engagement. Both organizations have performed beyond expectations and have been an invaluable resource in developing many of the aspects of The Loop Media Hub duct system.

**Expense Summary to Date:**

Site Survey and Building Walkout - \$ 4,000 billed to The Loop Media Hub for the period June – July.

Engineering per the EDRST funds request - \$ 44,280 billed to the EDRST for the period July – September.

Actual EDRST program grant amount - \$ 44,280

**Cost Estimate for Quick Turnaround Design Revision:**

\$ 15,000 ( BHC Rhodes and Sandel Assc)