

2015 Olive Boulevard Business Forum

- Welcome and Introduction
 - Shelley Welsch, Mayor, University City
 - Matt Beaver, President, University City Chamber of Commerce
 - Andrea Riganti, Director of Community Development, University City
- An Overview of Olive Boulevard Programs — City of University City
 - Community Development Projects and Programs
 - Public Works and Parks Update
 - Public Safety
- Chamber of Commerce Initiatives — University City Chamber of Commerce
 - Chamber Mission and Goals
 - Key Chamber Events
 - Olive Business Group
 - Marketing & PR
- Q&A



City of University City

- Andrea Riganti, Director of Community Development
- Ray Lai, Deputy Director, Planning, Zoning, and Economic Development
- Jodie Lloyd, Manager of Economic Development
- Richard Wilson, Director, Public Works and Parks
- Captain Jackson, University City Police Department



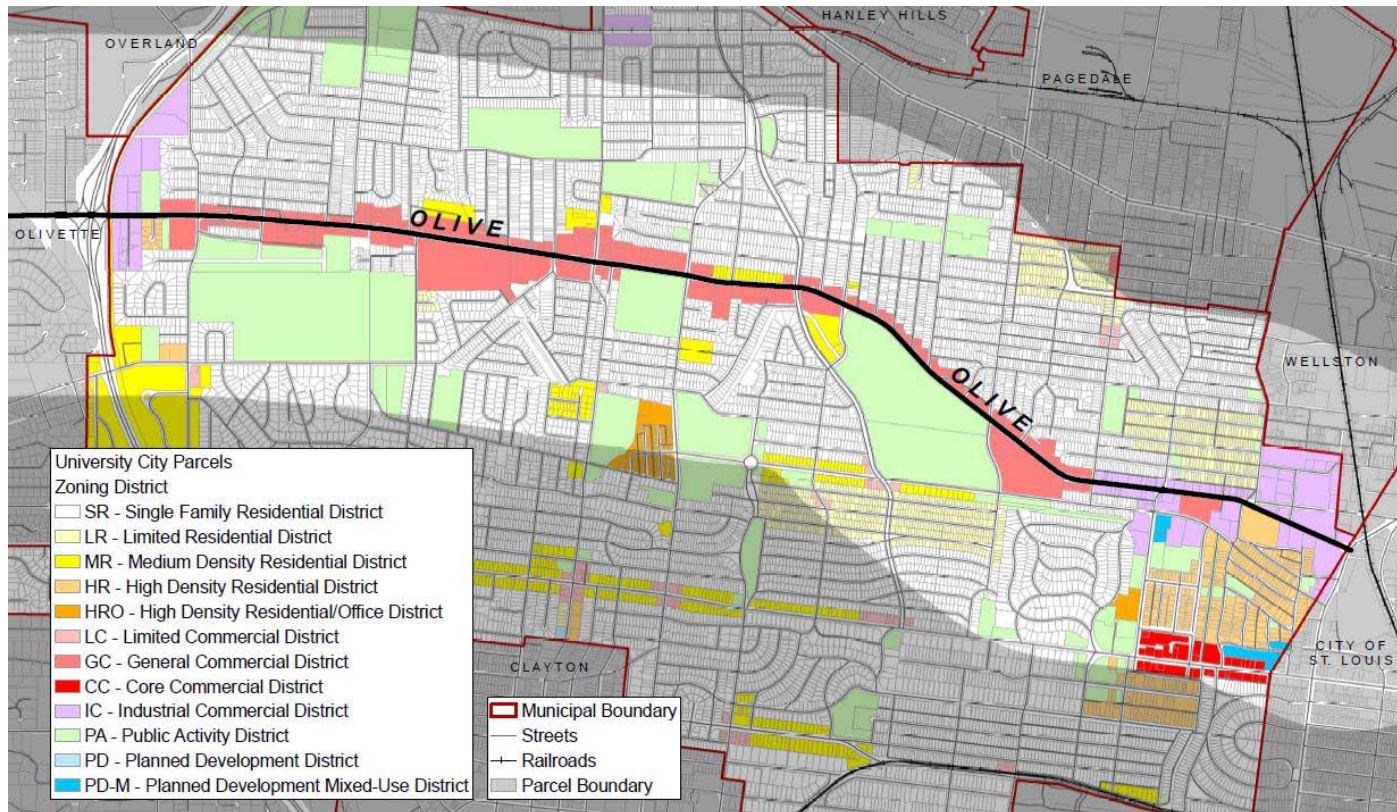
An Overview of U City Olive Boulevard - Programs and Projects

- Summary – the State of Olive Blvd
- The Olive Link
- Façade Improvement Program
- Street Lights
- Broadband Fiber Feasibility
- City-owned properties: Midland and Olive Blvd and North and South and Olive Blvd
- Streetscape Enhancements
- Economic Development - 2015
- Public Work Projects - 2015
- Public Safety Programs



The State of Olive Boulevard

- 4-Mile Corridor – MODOT (I-170 to Ferguson) and St. Louis County (Ferguson to Skinker)
- Approximately 247 businesses
- Building Permits (2014) – 45
- Occupancy Permits (2014) - 37





The Official Launch of

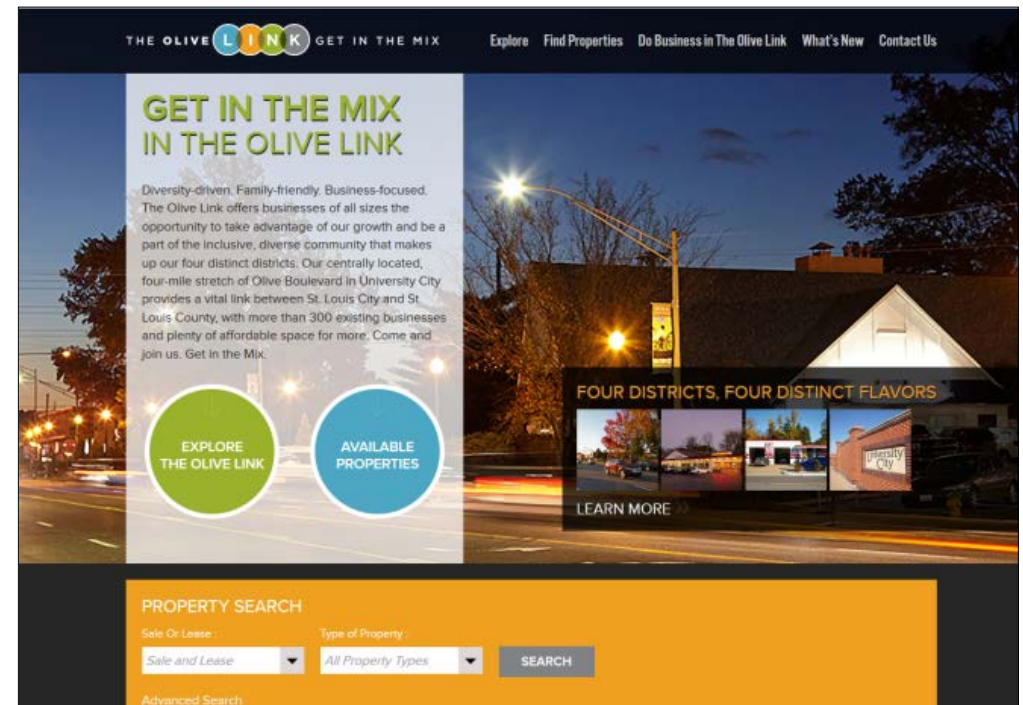
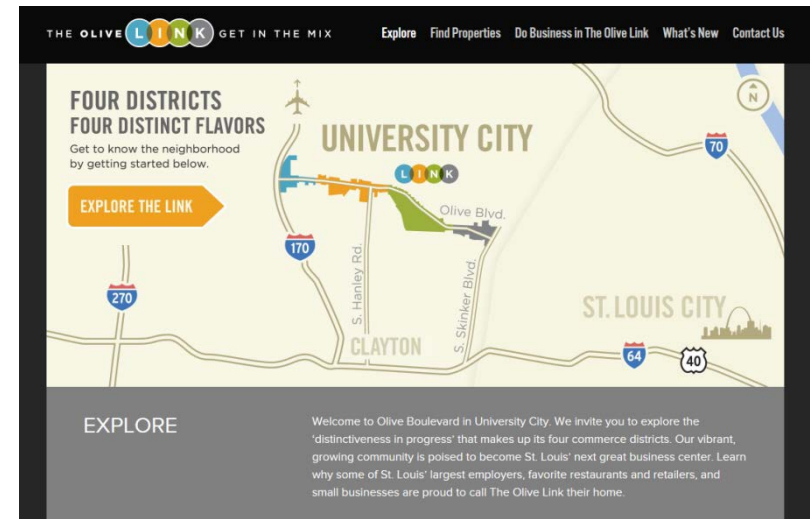
THE OLIVE LINK

Special Thanks:

- Spry Digital – Ken Moire and Deanna Barnes
 - University City Chamber of Commerce
- Olive Link Stakeholder Committee: Eric Huang, Eric Friedman, Brennan O'Brien, Bill Lott, Gail Snider, Josh Hibbits, Quentin Williams, Bill Krenn

The Olive Link

- New Website – www.leasehelink.com
 - Property Database
 - Four Districts: Olive Design Guidelines
 - Interchange District
 - International District
 - Parkway District
 - Industrial District
- Brochure
- Street Banners



Façade Improvement Program

- Pilot program in the International District – March 2014
- Eligible Projects:
 - Exterior Painting
 - Fencing
 - Signage
 - Landscaping
 - Awnings
- Participated to Date - 6 businesses
- Additional Applications – 5 businesses
- Approximately - \$40,000 in funding still available



8004 Olive – New Fence



7901 Olive – New Garage Doors



8041 Olive – New Sign

Olive Boulevard Street Lights

- 231 Ameren-owned streetlights on Olive Blvd from I-170 to Skinker
- Inconsistent wattage creates pockets of dark roadway, safety perception, etc.
- **Good News!** Lights will be upgraded to 250 watts



High Speed Fiber Feasibility Study

- September 2014 – City entered into a contract with TOD Broadband Fiber Collaborative to conduct a Fiber Feasibility Study for Olive Boulevard
- February 2015 – Draft report being reviewed by City
- Elements of Study include:
 - Economic development benefits of high speed fiber
 - Identify existing conditions and assets to be leveraged
 - Possible Ownership model for fiber – public, private, or a public/private partnership
 - Recommendation for fiber on Olive Boulevard and next steps



City-Owned Properties

- Olive Blvd and Midland Blvd
 - Property information - 1.62 acres, 1,900 SF vacant building, located in the floodway
 - Building update – City seeking architecture firm to develop a possible renovation plan for building - input – what should building be used for?
 - Property update – City seeking grants to improve site conditions – public art, community garden, etc.
 - Community “Better Block” event – Sunday, April 12th, 2-4PM
- Olive Blvd and North and South Blvd
 - Short-term improvements – Public art
 - Request for proposal - Seeking a developer



Streetscape Enhancements

- Hanging Baskets
- Gardens
- Planters
- Lighting
- Banners
- Olive Blvd Design Guidelines



Economic Development - 2015

- Continue Retention, Expansion, and Attraction efforts
- Leasethelink.com – promote site, up to date information
- Continued partnership with Chamber of Commerce
- Development process for North and South and Olive
- Opening a Business Guide - A "How to Guide" to opening a business in University City
- Comprehensive Plan Update – Economic Development, Land Use, Transportation, etc. – Input Needed
- Economic Development Retail Sales Tax – Project Management
- And much more.....



Public Works and Parks - 2015

- Olive Boulevard – Traffic Impact Analysis
- New Traffic Signal – Westgate and Olive Blvd
- George Street
- MSD – Project Clear
- Great Rivers Greenway Centennial Trail
- Street and Parks Bond Measures



Public Safety

- Crime Prevention and Safety Tips
- Police Department Services
- Police Department Training Opportunities





OLIVE BUSINESS FORUM

February 12, 2015



U City Chamber Mission

- 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



Chamber Goals

- Economic Development in Conjunction with The City
- Networking Events
- Monthly Coffees
- Training and Workshops
- Business Groups (Olive Business Group and North & South and Delmar Business Group)
- Marketing and PR



Key Chamber Events

- *Create Space* Partner Event: Lunar New Year - Feb 27 - 29, 2015
- Casino Night – Saturday, March 14, 2015
 - Mandarin House Banquet Hall
- Taste of U City – Thursday, May 7, 2015
 - Heman Park Community Center
- Golf Tournament – Thursday, October 1, 2015
 - Normandy Golf Course



Olive Business Group

- Representatives from all Districts
 - Interchange
 - International
 - Parkway
 - Industrial
- Meeting Monthly – Every Third Wednesday
 - Every Business on Olive Blvd Welcome to Attend



Marketing & PR

- Marketing Plan in August
- Lease the Link Promotion
- Street Banners / Holiday Lighting
- Documented Business Success Stories – 36
- Olive Restaurant Card
- Digital Couponing
- Possible Restaurant Week

THANK YOU!

Contact Information

- University City Chamber of Commerce
 - Gail Snider, Executive Director
 - 314-337-2489
- City of University City, Economic Development
 - Jodie Lloyd
 - 314-505-8522

Questions?

