



## 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 18, 2016

1. **Roll Call**
2. **Approval of Minutes**
  - a. 11/19/15 Meeting Minutes (*discussion and vote*)
3. **Old Business**
4. **New Business**
  - a. Board Membership and Revised Ordinances
    - i. Election of Officers (*discussion and vote*)
      1. Chair
      2. Vice-Chair
      3. Secretary
  - b. FY 16 2<sup>nd</sup> Quarter Reports (*informational*)
  - c. FY 17 – Economic Development Retail Sales Tax Fund – Applications and Applicant Presentations (10 minutes per applicant) (*Review and discussion*)
    - i. University City Chamber of Commerce
    - ii. Create Space Generator, Inc.
    - iii. Loop Special Business District
    - iv. U City In Bloom
    - v. Loop Media Hub
    - vi. L.O.O.P (Loving Opportunities Out of Poverty)
    - vii. Midtown Farmers Market
    - viii. University City Department of Public Works and Parks
    - ix. University City Department of Community Development
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 19, 2015**  
**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 4:09 p.m.

**Voting Members Present**

George Lenard  
Mark Winer  
Raheem Adegboye

**Voting Members Not Present**

Robert Kuhlman, Jr.

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

Shelley Welsch, Mayor  
Joe Edwards  
Tim O'Donnell

**Staff Present**

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

**Approval of Minutes**

The minutes of the September 3, 2015 meeting were reviewed, discussed, and approved by a vote of 3-0.

**Old Business**

Mr. Winer re-capped the Board Vision for Olive and Delmar Blvds as discussed at the September 3<sup>rd</sup> meeting. Mr. Winer wants the Board to continue discussing the role of the board in helping to shape the economic future of the City's commercial urban districts.

**New Business**

a. Fiscal Year 2016 – 1<sup>st</sup> Quarter Performance Reports

The Board reviewed the 1<sup>st</sup> quarter performance reports for each FY 16 recipient. Ms. Lloyd provided a summary of City sponsored projects and programs and indicated that this was the first report from each recipient for FY 16. Ms. Lloyd informed the Board that approximately \$83,000 of the \$620,000 had been expended during the first quarter of FY 16.

b. EDRST Fiscal Year 2017 – Application Process

Ms. Lloyd explained the FY 16 EDRST process to the Board. Board members were provided a schedule of important meetings and dates. Ms. Lloyd indicated that FY 17 applications would be available in December 2015 and accepted through February 5, 2016. The Board will receive all applications on February 11, 2016 and listen to applicant presentations on February 18, 2016. A public hearing is scheduled for March 17, 2016 at 6:00pm at the Library. And then the Board will convene on April 14, 2016 to vote on a recommended budget to send to City Council.

c. FY 15 Olive Reserves – Public/Private Partnership for a Culinary Kitchen

City staff summarized a proposal to use EDRST reserves to enter into a public/private partnership to help support a culinary kitchen on Olive Boulevard. The City would provide \$100,000 in funds for the incubator program. Through the City's Better Block events on Olive Boulevard and research into the entrepreneurial ecosystem, staff determined there is a need for an additional culinary kitchen in the St. Louis region to house small batch production, specialty goods, and food trucks. The concept, Kitchen Space, would be co-located with Make Space, the City supported artisan co-working space. The City would enter into an agreement with Kitchen Space outlining the City's benefits before funding was released.

Board members asked a series of questions to the property owner, Mr. Li. The Board was interested in knowing about the private funds being invested in the kitchen and the program elements that would benefit University City. Mr. Li explained that build-out costs for the kitchen are very expensive and the funds obtain from University City would be used for some kitchen equipment costs. The total build-out for the kitchen is \$580,658. Mr. Li indicated that University City residents would get a rent reduction for Kitchen use and free monthly programming on food preparation and nutrition.

Mr. Leonard commented that it would be a worthwhile investment. Businesses can graduate from the Kitchen incubator to open restaurants or food production facilities in University City. By being in University City, they are exposed to the great resources and the incentive programs being offered.

The Board approved the use of EDRST reserve funds for the program, 3-0 vote.

## Other Business

a. Public Comments

Gail Snider – Ms. Snider is the Executive Director of the University City Chamber of Commerce. She provided a statement regarding Kitchen Space. The Chamber fully supports the concept of incubating businesses in University City. She indicated that younger people, millennials, are working in these environments and want more opportunities to incubate before opening a brick and mortar. University City and the Chamber can't provide these opportunities, so partnering with a private entity that can is a wise use of the funds.

Deb Henderson – Ms. Henderson is the Executive Director of the Midtown Farmers Market. Ms. Henderson updated the Board on the Farmers Market season. She indicated that the market did really well at the beginning of the trolley construction and then dipped by 50% in the middle of the summer. The Market went from 1000 people a day down to 450 people. The Market will include a Winter Market in December. Farmers from the Market received international press.

Kevin Taylor, 7022 Canton Ave. – Mr. Taylor inquired to the Board how the Kitchen Space fit into the City's overall Comprehensive Plan? Was it included in the Economic Development recommendations? He asked the Board to consider the long-term economic development impact of decisions. He also inquired about data for use of the funds. How are funds distributed to Delmar versus Olive Blvd. He stated that there appears to be a lack of data.

## Reports

- a. Council Liaison Report – Mayor Welch had to leave the meeting a little early and did not provide an update.

- b. Staff Report – Ms. Lloyd provided the board with a number of updates including:
- Loop Is Open events planned in the Loop during the Holidays. Events every Saturday between Thanksgiving and Christmas including trolley rides, Santa visits, and ending with the Great Gift Hunt. Much publicity was created for the events.
  - Façade improvement program still of great interest to property owners. Board indicated that would like to see before and after pictures which will be provided at the next meeting.
  - The City has convened an Olive Beautification Group that is working on a list of projects to improve Olive Blvd for consideration for FY 17 EDRST funds.
  - The City in conjunction with Ameren upgraded 49 lights on Olive Blvd between I-170 and 81<sup>st</sup>. The lights are brighter.
  - The City issued the Fall edition of the Business Newsletter, Lion Pages.

Meeting adjourned at 4:55 p.m.

Respectfully submitted

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Robert Kuhlman  
EDRSTB Secretary

Prepared by: Jodie Lloyd,  
Manager of Economic Development



**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 11-45-78-6010	<b>Quarter: Q2 – October-December 2015</b>	
<b>Applicant:</b> Community Development	<b>Submittal Date:</b> January 31, 2015	<b>Name of Person Completing Report:</b> Jodie Lloyd

**Project Title: City Marketing**

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

During Q 2 – The City spent funds on design services for advertising and promotions for Delmar Loop events – Holidays in the Loop. The City also designed and mailed 800 Lion Pages, the City’s business newsletter.

**Please describe milestones (per your application) achieved during this reporting period:**

Advertising and marketing support for the Delmar Loop. Citywide business newsletter distributed in the Fall 2015, a twice annual publication.

**Also describe project goals achieved:**

Effective design services to support marketing the Delmar Loop.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Marketing	\$21,159	\$4274.92	\$500.00	\$16,384.08

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter’s goal?** During Q3 the City will use some additional marketing funds to develop a How to Open A Business Guide in University City. The City will also use funds to continue a social media campaign to promote U City events, business districts, etc.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 11-45-78-7855	<b>Quarter: Q2 – October –December 2015</b>	
<b>Applicant:</b> Community Development	<b>Submittal Date:</b> January 31, 2016	<b>Name of Person Completing Report:</b> Jodie Lloyd

**Project Title: Loop Is Open**

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

During Q 2 – Two Loop Is Open program funded Halloween in the Loop and Holidays in the Loop. A significant amount of funds were used to promote and encouraging people to shop in the Loop during the Holidays. Events were planned every Saturday between Shop Small Saturday and Christmas.

**Please describe milestones (per your application) achieved during this reporting period:**

Milestones include developing a successful Loop Is Open Campaign and providing activities and events to encourage patrons to shop and eat in the Delmar Loop.

**Also describe project goals achieved:**

Additional events and advertising for the Delmar Loop. The Holidays in the Loop was a successful program that received press and media attention to shine a positive light on the Delmar Loop.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Loop Is Open – Halloween and Holidays		\$16,897.79	\$9,985.51	\$8102.00

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter’s goal?** During Q3 – The City in conjunction with the Loop Special Business District will plan a late Spring event to attract people to shop and dine in the Delmar Loop.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 11-45-78-8100	<b>Quarter: Q2 – October-December 2015</b>	
<b>Applicant:</b> Community Development	<b>Submittal Date:</b> January 31, 2016	<b>Name of Person Completing Report:</b> Jodie Lloyd

**Project Title: InStore Forgivable Loan**

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

During Q 2, the City continued to provide loan information to interested parties. Unfortunately, the City had to deny two applicants.

**Please describe milestones (per your application) achieved during this reporting period:**

Continue to promote the program. Working with the International Institute to promote real estate options on Olive Blvd.

**Also describe project goals achieved:**

Continue to meet with new potential businesses. May need to adjust the maximum amount to attract new businesses.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
	\$50,000	\$0	\$0.00	\$50,000

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?** During Q3 the City will continue to promote the Forgivable Loan program to potential new businesses along Olive Blvd and retail establishments in the Delmar Loop. The City may consider marketing funds to targeted audiences for the forgivable loan program. The City may also consider establishing new maximum loan amounts to attract a new business to Olive Blvd.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 8100	<b>Quarter:</b> Q2 – October – December 2015	
<b>Applicant:</b> LSBD/University City Police Department	<b>Submittal Date:</b> January 31, 2016	<b>Name of Person Completing Report:</b> Jodie Lloyd

**Project Title:** Security Cameras for Municipal Lots #3 and #4

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

During Q2, the City worked with contractor Will Electronics to assess the parking lots and need for coverage.

**Please describe milestones (per your application) achieved during this reporting period:**

City contractor, Will Electronics began work on installing the poles and equipment needed to support the cameras.

**Also describe project goals achieved:**

Construction began on camera installation.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Camera installation	\$75,000	\$0	\$0	\$70,000

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?** In January 2016, the cameras were installed and up and running. The University City Police Department can now monitor activity in the parking lots.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 6013	<b>Quarter:</b> 2 <sup>nd</sup> Quarter	
<b>Applicant:</b> Loop Special Business District	<b>Submission Date:</b>	<b>Name of Person Completing Report:</b> Jessica Bueler

**Project Title:**

Ad in Official Visitor's Guide

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

Submitted full page ad with SLCVC.

**Please describe milestones (per your application) achieved during this reporting period:**

Created ad for SLCVC and submitted for print in 450,000 copies of the Explore St. Louis guide.

**Also describe project goals achieved:**

Increasing awareness of the Delmar Loop as, "one of the 10 great streets in America" as designated by the American Planning Association.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Ad in Official Visitors Guide	\$10,500	\$10,344.40	0	\$155.60

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?**

100% of the goal has been completed. We look forward to working with the SLCVC to increase tourism in the Delmar Loop.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 6040	<b>Quarter:</b> 2 <sup>nd</sup> Quarter	
<b>Applicant:</b> Loop Special Business District	<b>Submittal Date:</b>	<b>Name of Person Completing Report:</b> Jessica Bueler

**Project Title:**

Loop Ice Carnival

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

Early stages of Loop Ice Carnival preparation. No requests of funds submitted yet.

**Please describe milestones (per your application) achieved during this reporting period:**

Organization and planning of event had begun, but purchases had not been made yet.

**Also describe project goals achieved:**

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Ice Carnival	\$22,500	0	0	\$22,500

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?**

The project is on target to meet economic goals and objectives. Next quarter EDRST performance report will contain all Loop Ice Carnival reimbursement submissions.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 6150	<b>Quarter:</b> 2 <sup>nd</sup> Quarter	
<b>Applicant:</b> Loop Special Business District	<b>Submittal Date:</b>	<b>Name of Person Completing Report:</b> Jessica Bueler

**Project Title:**

Loop Brochures/Marketing

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

LSBD Chair, Joe Edwards is compiling data to update the Loop Special Business District brochures.

**Please describe milestones (per your application) achieved during this reporting period:**

Updated data on Loop businesses has been collected and is being distributed to the company that will updates The Loop brochure information.

**Also describe project goals achieved:**

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Loop Brochures/Marketing	\$12,000	\$0	\$0	\$12,000

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?**



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 8100	<b>Quarter:</b> Q2 – October – December 2015	
<b>Applicant:</b> LSBD/Public Works	<b>Submittal Date:</b> January 31, 2016	<b>Name of Person Completing Report:</b> Jodie Lloyd

**Project Title:** Melville Plaza Improvements

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

The low bid was approved by City Council on September 24, 2016. The contract was awarded to R.V. Wagner. A portion of the cost will be paid by Great Rivers Greenway to address safety items currently on site. The construction is scheduled to start spring 2016. A tentative date for a Notice To Proceed is April 1, 2016. This is a 60 days contract.

Total contract amount = \$141,512.00

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
				\$50,000

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter’s goal?**

*No work will be completed in Q3. Work will commence and finish in Q4.*



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: Lunar New Year 6040</b>	<b>Quarter: 2<sup>nd</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: January 18, 2016</b>	<b>Name of Person Completing Report: Gail Snider</b>

**Project Title: U City Chamber of Commerce**

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

The Lunar New Year Festival team comprising of the Chamber of Commerce, Create Space, and numerous volunteers from around the region, made significant progress during the second quarter on the festival, which will be held February 19 and February 20.

We secured a generous donation from the Mandarin House Banquet Center to use their facility for the Saturday night performances and the Night Market. We also secured another banquet location adjacent to the Mandarin House Center. We secured four restaurants for the Friday night banquet, LuLu Seafood, Mandarin House, Wonton King and Wei Hong.

Held numerous volunteer meetings, researched parade, fireworks, dancers, worked with U City High School and School District. Obtained parade venue.

Created a partnership with Urban Chestnut, which is brewing a special lunar brew for the festival, a ginger-flavored beer called Moon Monkey. We scheduled a tasting party for February 12 to help promote the festival. Helped name and obtained logo for Urban Chestnut's Lunar Brew, Moon Monkey.

Saturday will kick off with traditional Chinese blessings of businesses throughout the city. We are hosting a parade and are in the process of obtaining the necessary permits. Plans are underway for a night market featuring artisan makers from around the region and food vendors. The evening will feature traditional Chinese performances as well as modern dancing in partnership with schools and Pinx.

We are also working with Washington University Chinese student associations on the festival.

**% Complete: 30% 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>
Lunar New Year 6040	\$15,000	\$4000	\$0		\$11,000

**Additional Information:**

The event will be held February 19 and 20, 2016.



# Economic Development Retail Sales Tax Board

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## QUARTERLY PERFORMANCE REPORT

<b>Project Number: Advertising/PR 6010</b>	<b>Quarter: 2<sup>nd</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: January 18, 2016</b>	<b>Name of Person Completing Report: Gail Snider</b>

**Project Title: U City Chamber of Commerce**

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

Continued ad campaign highlighting dining options in the Olive Link International District featuring individual businesses each week in Wash U Student Life Newspaper. Finalized Ethic Dining Guide and placed it in City ROARS newsletter. Planned media buy with RFT and pursuing FEAST.

Assisted Loop SBD and City staff on Loop Is Open promotions and Holiday In the Loop advertising and publicity.

Continued outreach to Olive businesses to create an Olive Ethnic Dining coupon campaign.

Continued social media campaign with Drive Social Media, which has consistently generated tens of thousands of unique consumers each month during the quarter throughout the region. The campaign generated almost 600 clicks and about 500 likes per month. The social media campaign highlighted U City events including U City in Bloom events and Loop events. We also highlighted dining options throughout the city, retail throughout the city, the Loop is Open messaging and “plenty of parking in the loop” messaging. We also sponsored a “tell us your favorite U City story” as a way to engage our audience.

**% Complete: 50% complete**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Advertising/PR 6010	\$50,000	\$9,111.45	\$15,555		\$25,006.25

**Additional Information:**



# Economic Development Retail Sales Tax Board

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## QUARTERLY PERFORMANCE REPORT

<b>Project Number: North and South Block Party 6040</b>	<b>Quarter: 2<sup>nd</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: January 18, 2016</b>	<b>Name of Person Completing Report: Gail Snider</b>
<b>Project Title: U City Chamber of Commerce</b>		

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

No funds expended during Q2 on this project.

**% Complete: 10% Complete**

### Budget Performance:

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
North and South 6040	\$5,500	\$0	\$0		\$5,500

### Additional Information:

Event date still undetermined. Probable date: Spring, 2016.



# Economic Development Retail Sales Tax Board

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## QUARTERLY PERFORMANCE REPORT

<b>Project Number: Olive Link Website 6010</b>	<b>Quarter: 2<sup>nd</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: January 18, 2016</b>	<b>Name of Person Completing Report: Gail Snider</b>

**Project Title: U City Chamber of Commerce**

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

Significant progress made on the Olive Link site's reorganization and rebranding. Replaced text on homepage with B2C oriented copy. Placed link to the Featured Businesses page at the forefront of the homepage. Reoriented the Do Business in The Link page to a B2C focus and added a dining guide, a calendar of events, and a link to the business profiles to the page. Ongoing progress is being made on rebranding the Economic Development page to a News and Events page. Business profiles on Olive Supermarket and Dao Tien Bistro were written and posted. Additional profiles are in progress. Ongoing outreach to property owners, commercial realtors and developers.

**% Complete: 50% complete**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Olive Link Website 6010	\$8,000	\$2,000	\$2000		\$4,000

**Additional Information:**

Continue efforts to create a better business to consumer site.



**Economic Development Retail Sales Tax Board**

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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number: Taste of U City 6040</b>	<b>Quarter: 2<sup>nd</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: January 18, 2016</b>	<b>Name of Person Completing Report: Gail Snider</b>

**Project Title: U City Chamber of Commerce**

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

No funds expended during Q2 on this project.

**% Complete: 10% 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>
Taste of U City 6040	\$7,000	\$0	\$0		\$7,000

**Additional Information:**

Scheduling for May, 2016.



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## QUARTERLY PERFORMANCE REPORT

<b>Project Number: Training 6040</b>	<b>Quarter: 2<sup>nd</sup> Quarter FY16</b>	
<b>Applicant/Sponsor: U City Chamber of Commerce</b>	<b>Submittal Date: January 18, 2016</b>	<b>Name of Person Completing Report: Gail Snider</b>

**Project Title: U City Chamber of Commerce**

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

Conducted a popular business workshop on November 12: Social Media For Business. This workshop featured guest speaker Rick Soldinie, director of business development at Drive Social Media, our media partner. Mr. Soldinie explained how to reach target markets on Facebook and Twitter as well as how to effectively advertise on Instagram.

Held weekly meeting with Create Space/Maker Space Business Generator on course curriculum for the Chamber Incubator joint education initiative for courses commencing in February 2016 due to construction in the space. We are starting the program outside the space either at the Library or at Washington University.

Scheduled January 12, 2016 workshop on Lynda.com.

**% Complete: 50% complete**

**Budget Performance:**

Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Cash/Non-Cash Match Expended this Quarter	Remaining EDRST Funds
Trainings 6040	\$10,000	\$2,500	\$2,500		\$5,000

**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> Feb 2 <sup>nd</sup> , 2016	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**Project Title:**

**Olive Hanging Baskets –  
Midland to Grant**

**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.

Planning and plant selection for the upcoming growing season.  
Sourcing moss liners and quality water retentive growing media.  
Storage of baskets

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	\$21,945.00		\$10,972.5

**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> Feb 2, 2016	<b>Name of Person Completing Report:</b> Jesse Gilbertson

**Project Title:**  
**Interchange District**  
**Planters – 170 to Grant**

**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.

The scope of this project has changed with the approval of the Community Development team. Rather than install hanging baskets, 27 large planters have been selected to line the side of the Olive in the same location from 170 to Grant and to be placed where appropriate for traffic visibility and pedestrian access. The original hanging baskets and brackets were to be purchased by Community Development with UCB EDRST funds and owned by the City of University City and this will be the same arrangement with the planters. We will have the containers selected, purchased in the 3<sup>rd</sup> quarter and planted by the 4<sup>th</sup> quarter of the fiscal year. UCB will start billing for the remainder of the funds in February 12016

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

**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. Planters have been selected and ordered.	\$36,867.00	\$0.00	\$0.00	\$	\$36,867.00

**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>Submittal Date:</b> Feb. 2 <sup>nd</sup> , 2016	<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 2015 fiscal year on July 1 UCB has maintained the plants installed in the 90 planters during the spring of 2015 under the previous year’s funding.

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

Tasks completed for the 2<sup>nd</sup> quarter:

UCB staff and volunteers have been watering, weeding, cutting back, removing trash, and fertilizing the containers into mid October.

The plants were removed and composted for the winter and the containers were cleaned.

Greens were put in for a winter display in front of City Hall and fake greens throughout the Loop for the Ice Carnival Coordinating with Public Works on planter locations.

Cleaning out trash

**% 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	\$7,744.00	\$1084.00	\$3872.00
				Volunteer time	

**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> Feb 2 <sup>nd</sup> , 2016	<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>st</sup>, 4<sup>th</sup>, and 1<sup>st</sup> quarters.

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

- Weeded all beds on a weekly basis through the growing season
- Edged, fertilized and mulched the beds
- Trash removal.
- Leaf removal.
- Deadhead and winter cutback perennials
- Check and repair existing irrigation systems.
- Pruned trees and shrubs
- Assess safety and site lines for pedestrian and vehicular traffic.
- Repair vehicular damage and ruts.

**% 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	\$13041.00	\$2837.61	\$6520.50
				Volunteers	

**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>Submittal Date:</b> Feb. 2 <sup>nd</sup> , 2016	<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 2nd reporting quarter:

- Health assessments along with light pruning of damaged or weak branches.
- Watering as needed with Pro Gator and gator bags.
- Removal and storage of gator bags
- Weeding as needed on all trees

**% 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	\$6837.00	\$1709.25	\$9380.00		\$3418.50

**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:</b> Quarter 2	
<b>Applicant:</b> Julia Li	<b>Submission Date:</b> 2/1/16	<b>Name of Person Completing Report:</b> Julia Li

**Project Title: MAKE SPACE**

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

This quarter we finished designing the layout of the space and completed Architectural and Mechanical drawings on the MAKE SPACE building. We've also applied and received our building permits.

We've finished Phase 1 of the clear out process and are getting ready to install proper plumbing into the building. Our build out team has created a 5 month plan to complete project construction and open doors.

Make Space team has continued to be active in the Start up community and has generated excitement about the current incentive programs available in University City and the entrepreneurial programs being developed on Olive Blvd.

**Please describe milestones (per your application) achieved during this reporting period:**

Our milestones this quarter were to complete the architectural and mechanical drawings and receive all the needed building permits to start and complete construction.

**Also describe project goals achieved:**

We have achieved our goals of receiving our permits and have cleared out the space. Last quarter we build a sustainability strategy with our YALE MBA, this quarter we've decided on programming that will get started during the first month of open date. We've also been named finalists at the Social Enterprise & Innovation Competition at Washington University.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Make Space Architecture	9685	9685	0	40,315
Make Space Work	1440	11125	0	38,875

**Additional Information: Is the project on target to meet Economic Development goals and objectives? Briefly describe next quarter's goal?**

Yes, we are targeting to complete build out of MAKE SPACE in 5 months, this will serve the community with educational opportunities and attract other maker / inventors from other regions of St Louis. We've hosted 2 off-site MAKE DAYS and will continue to do so as previews to what's to come in University City.



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**QUARTERLY PERFORMANCE REPORT**

<b>Project Number:</b> 6040	<b>Quarter:</b> Second	
<b>Applicant:</b> Midwest Association of Farmers Markets	<b>Submittal Date:</b> January 31, 2015	<b>Name of Person Completing Report:</b> Deborah Henderson

**Project Title: Marketing and Events for the Midtown Farmers Market**

**Activity Progress Narrative:**

**What specific activities were completed this quarter:**

Special Events: These events are fun opportunities for us to partner with local businesses, community groups and organizations. Special Events not only provide marketing for the market itself, but they also provide marketing for The Loop as well as for the City of University City.

We finished the season with the return of popular events in October and November: Zucchini Trolley-Car Races, the Halloween Happening, and the Fall Festival. We had a great turnout at the Halloween Happening on October 31.

In December we hosted the Holiday Market and Bazaar which was a big success. We erected a large 60'X20' event tent, had live music and face-painting for kids. We estimate the turnout to be between 1500 and 2000 attendees.

Market Music Series: We continued the series of music concerts through the end of the market season. This is such an important part of our marketing and events program that I'm repeating the information from last quarter.

Live Music Concerts help to create a fun, inviting ambience for patrons. Previous market studies showed that when live music was provided, market-goers stayed longer. This, created opportunities for them, to not only make more purchases at the market, but to stay in The Loop longer. Vendors reported that when there was music their sales increased.

Offering live local music concerts provides "4 for 1" benefits: 1. Happy market ambience; 2. Increased vendor sales; 3. Free press and positive attention within the local music scene; 4. Patrons stay longer in The Loop.

Culinary Events: We also continued our Culinary Events finishing the season with a Cooking Demonstration and Sampling by a visiting Chef. We sourced ingredients from our farmers to encourage the use of local foods & farm products; eating more fresh fruits and vegetables; and more purchases at the market.

**Please describe milestones (per your application) achieved during this reporting period:**

We continued to measure Impact Potentials through customer and vendor surveys and social media metrics as outlined in our EDRST application. Here are the results:

Social Media Metric Reports: After the downturn last quarter from Delmar construction and road closures, metric reports from Constant Contact and Facebook showed an improvement in the second quarter, which supported our optimism as we finished the 2015 Farmers Market Season.

Tally Project: Going up from our lowest customer count in September due to the road construction, we estimate that our numbers were near 1000 in late October and higher in November. At our Holiday Market in December we estimate that we had 1500 to 2000 visitors at the Market.

Direct Surveys with the Farmers and Other Vendors: When the Delmar Blvd and the affected side roads were all opened again with all of the road barriers and construction equipment removed, we experienced a corresponding return of customers

to the Market.

Vendors and farmers reported that their sales began to go back up. This was very important for them to end the season on a high note, because as mentioned previously, Fall is the time of year when farmers and vendors make decisions about which markets they will go to next year and their choices are mostly based on sales.

**Also describe project goals achieved:**

During the second quarter we continued to employ UCHS Students as market assistants; provided a space for families to learn about healthy eating and nutrition; provided a community meeting place for residents; provided work for other market workers; provided work for local musicians and artists; and provided business and sales opportunities for small food entrepreneurs and local farmers;

As mentioned above we continued the Market Music Series and to Culinary Events. Special Events during this time period were the Zucchini Trolley-Car Races; the Halloween Happening; Facebook Photo Contest; the Fall Festival and the Holiday Market and Bazaar.

**Budget Performance:**

Program/Activity	EDRST Approved Funds	Requested this Quarter	Previous Funds Requested	Remaining EDRST Funds
Marketing/Events	\$21,500	\$9280.28	\$8596.39	\$3623,33

**Additional Information: Is the project on target to meet Economic Development goals and objectives?**

We optimistically report that we are on target to meet our Economic Development goals and objectives. We were able to turn the earlier negative impact of the road construction around through the offering of special events as well as additional marketing in the broader region to attract more people to The Loop and University City.

It's worth noting again that the even during the downturn, we consistently attracted a significant number of patrons to University City every single Saturday no matter the construction obstacles or the weather. We a

The Farmers Market has become The Loop's Saturday Morning Information Booth. When visitors to The Loop, park in the large public lot, they walk through the farmers market where we give them directions, maps and information. We are very pleased to contribute to the community in this way and look forward to ways to expand upon the concept this year.

**Briefly describe next quarter's goal?**

During the third quarter or the time period from January to March 2016, we will focus on the organizational plans for the 2016 farmer's market season. This is typically the time period where seasonal, producer-only markets schedule special events; recruit new vendors and farmers; renew contracts and agreements; repair equipment; apply for grants; and pursue sponsorships. This is what we will focus on this quarter.

In closing, I'd like to again thank the EDRST board members for giving us the opportunity to continue the operation of the Midtown Farmers Market in University City. Without the continued economic development support offered through the EDRST grants, we would not be able to offer the wonderful benefits of the Farmers Market to University City.

We look forward to continuing our project's economic development goals throughout the rest of the 2016 fiscal year.

Sincerely  
Deborah Henderson

