



OLIVE BUSINESS FORUM

Gail Snider, Executive Director
U City Chamber of Commerce
March 9, 2016



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
- Monthly Networking Events
- Training and Workshops
- Business Groups (Olive Business Group, North & South and Delmar Business Group, and others)
- Marketing and PR



Key Chamber Events

- Successful Lunar New Year Festival – Feb 18-20, 2016
 - 400+ participated in parade
 - 1200-1500 attendees from the entire region
 - Solid foundation for annual festival on Olive
- Taste of U City – May 12, 2016, 5:00-8:00 pm.
- Olive International Business Meeting – May (TBS)
- Golf Tournament – September 16, 2016
- China Trip – October 22-30, 2016 – informational meeting March 28, 8:30 am and 7:00 pm



Olive Business Group

- Met four times in 2015
- Lighting and safety is group's top priority
- Discussed forming a community improvement district (CID)
- Group opted to focus on International District
- Challenge is to get property and business owners together – targeting May, 2016
- The City has approximately \$900K in EDRSTB reserves for Olive



TheOliveLink.com

- Sixteen Olive business profiled during the last year
- Continue to evolve Olive Link website from B2B to B2C
- Considering ways to allow business owners to submit calendar items
- Gathering/developing content for News and Events page



Marketing & PR

- Finalizing details for digital couponing on Olive Link and Chamber websites
- Ethnic Dining Guide
- Lunar Advertising
- Drive Social Media campaign on Olive

University City Chamber of Commerce
June 2, 2015 · 🌐

Come where the food is world class and the ethnic groceries will delight!
Click to learn about what businesses in the Olive Link have to offer!

**THE OLIVE LINK:
THE NEXT BIG THING**

Looking for St. Louis' Hidden Gem?
Diversity-driven and family-friendly, the Link is a centrally located, four-mile stretch of Olive Boulevard in University City with more than 300 restaurants, shops and businesses.

THEOLIVELINK.COM [Learn More](#)

Ethnic Dining

IN THE OLIVE LINK



CHINESE

- 1 LuLu Seafood & Dim Sum
6224 Olive Blvd.
- 2 Asiana Garden
7930 Olive Blvd.
- 3 Women King
8116 Olive Blvd.
- 4 China King
7648 Olive Blvd.
- 5 Private Kitchen
8105 Olive Blvd.
- 6 Cheng Wah
8208 Olive Blvd.
- 7 Lam's Garden
8379 Olive Blvd.
- 8 Jia Xiang / Teng Palace
8237 Olive Blvd.
- 9 Yummy17 (at Olive Supermarket)
8041 Olive Blvd.
- 18 Shu Feng Restaurant
8435 Olive Blvd.
- 11 Wei Hong Seafood Restaurant
7740 Olive Blvd.
- 12 J & W Bakery
8148 Olive Blvd.
- 13 KC Chinese Restaurant
8233 Olive Blvd.
- 14 Royal Chinese BBQ
8404 Olive Blvd.
- 15 Hot's Wok II
6990 Olive Blvd.

JAPANESE

- 16 Nobu's
8643 Olive Blvd.

VIETNAMESE

- 17 Dao Tien
8400 Olive Blvd.
- 18 Pho Long
8427 Olive Blvd.
- 19 Kim Son
8000 Olive Blvd.

JAMAICAN

- 20 De Palm Tree
8631 Olive Blvd.

AFRICAN

- 21 Olive Green International
8215 Olive Blvd.
- 22 Merhaba
8445 Olive Blvd.

TAIWANESE

- 23 Tai Ke
8604 Olive Blvd.

PAKISTAN/INDIAN

- 24 Spice N Grill
6800 Olive Blvd.

KOREAN

- 25 Asian Kitchen
8423 Olive Blvd.

AMERICAN

- 26 Frank & Helen's Pizzeria
8117 Olive Blvd.
- 27 St. Louis Fish & Chicken Grill
8613 Olive Blvd.
- 28 Vernon's BBQ & Catering
6707 Vernon Ave.

MEXICAN

- 29 Mi Ranchito
847 Kingsland Ave.
- 30 La Monarca Mexican Restaurant
8501 Olive Blvd.



theOliveLink.com





Create It. Make It.

- City and Chamber partnership with Create Space
 - Create Space Incubator opening soon
 - Leverage allure of the Loop to attract best makers
 - Make Space/commercial kitchen underway on Olive





Create It. Make It. Sell It on Olive.

- What is the retail strategy?
- What is the retention strategy?
 - Rent reduction programs
 - Forgivable loan programs
 - A vision for Olive



The Retail Piece

- Partnership needs a formal plan to keep new businesses in U City – especially on Olive
- Some suggestions...
 - Container Malls
 - Retail Trucks
 - Street art/graffiti by professional artists



Vision for Olive – Container Mall





Vision for Olive – Retail Trucks





Vision for Olive – Street Art



THANK YOU!

Contact Information

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Questions?

