



Economic Development Retail Sales Tax Board
6801 Delmar Boulevard • University City, Missouri 63130 • 314-505-8533

**APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX
FUNDS-FALL ROUND
FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)**

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted by **September 6, 2019** to Libbey Tucker, Director of Economic Development, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or ltucker@ucitymo.org. For questions call 314-505-8533. Applications submitted after the deadline will not be considered for funding.

Application Date:

Project Title:

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: *Audrey Jones/Mannequins on The Loop*

Contact Person and Title: *Audrey Jones/owner*

Mailing Address: *904 Morehouse Ln*

Phone Number: *314-527-3093*

E-mail Address: *figure8designsLLC@gmail.com*

Website: *www.mannequins on the Loop.com*

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

a. *Dorothy Davis 904 Morehouse Ln 314-726-0537*

b. *dorothywoods davis@gmail.com*

c.

Type of Entity:

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

501(c) 3:

- ☐ Yes ☒ No If no, list type of entity:

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

- ☐ Yes ☒ No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

See attached

Describe the applicant/organization programs and activities:

See attached

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. Program or Project Summary (attach additional sheets if necessary)

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

See attached

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

See attached

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

See attached

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

See attached

Program or Project Timetable:

Type of Funding Request (check all that apply):

☒ Project

☐ Program

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

Total Budget: \$44,717

Amount of funding requested from EDRST: \$29,417

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

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

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

Mannequins on The Loop
Name of Applicant Organization

Audrey Jones
Authorized Signature

9/6/19
Date

EDRST B-1

City of University City
Economic Development Retail Sales Tax
FY19 Request for Funds: Budget Cost Summary

Applicant Audrey Jones/Dorothy Davis
Project Mannequins on The Loop
Amount of Request \$29,467

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

	Total EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Project Total
I. Project or Program Direct Costs*					
Advertising /Marketing	\$29,417	\$5,250	Sponsors/Volunteers \$10,000		\$44,717
Scholarship					
Signage					
Monetary Cash Prizes					
Printing					
T-Shirts					
Materials/photographer					
Total Direct Costs	\$ -				\$ -
II. Indirect Costs**					
Operations	\$29,417				
	\$ -				\$ -
BUDGET TOTAL - ALL ACTIVITIES	\$ 29,417				\$ 44,717

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

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

#2 Applicant /Organization background

Describe the applicant/organization history and mission:

Mission: To bring awareness about the importance of recycling, to provide a pathway to the arts through self-expression, exposure, growth, guidance, and education.

History: The Mannequins on The Loop was created in 2009 to bring awareness of going GREEN! Artists and designers compete by using recyclable and sustainable materials aligned on the streets of the Delmar Loop. Founders Audrey Jones and Dorothy Davis vision and goals behind this project is to help market the Loop businesses, expose artists and designers of their artistic talents, beautify our community, increase visitors to our city, and to educate future generations. In the past, a portion of our proceeds and donations solicited from various merchants and private donors have been donated to several art organizations, such as COCA, RAC, Loop Trolley, Craft Alliance, and University City High School Art Department. In 2018, The Mannequins on The Loop created the Dorothy Davis Art/Fashion Scholarship which awarded four graduating seniors from University City High School pursuing studies in Art/Fashion. This annual project receives support from Loop Special Business District, Arts and Letters Commission, and University City Public Library and the entire community.

Describe the Applicant Program/Activities: The Mannequins on The Loop annual project have over 20 mannequins aligned on the streets of the Delmar Loop for 3 weeks kicking off the **SUMMER HOLIDAYS!**

Application to adorn/sustain mannequin (guidance)

Informational Session-Service - Professional speaker to educate contestants on clean recycling and awareness

Informational Session-Service - Pre and post sessions with students

Informational Session-Service - Preparing students for interviews, selecting college courses, dress attire, early registration preparation - DD Scholarship class

Travel to various art venues to seek new talent (art venues/local and out-of-state)

Seek Loop merchants to participate

Provide benefits to participate/recycling awareness/phone/in-person interviews/emails/follow-up

Locate mannequins (travel to retail outlets)

Locate and secure locations for kickoff/finale events

Recruit and interview judges

Meet with Arts and Letters Commission (project approval)

Meet and obtain city compliance (Right-Of-Way approval)

Trolley Approval

Press Release (All news venues)

Contact various news outlets (Fox, NBC, ABC, KPRL, and STLTV)

Social Media (Website, Instagram, Facebook, Contestants Q & A)

Loop Business Bucks (Contestants and merchants promote businesses through social media)

Support from the Organizations: Letters of Recommendation from University City Public Library, Patrick Wall, Which-Wich Superior Sandwiches on the Delmar Loop, Neelam Khurana, and Garrie Burr, President of Arts and Letters Commission

#3 Programs or Project Summary/description of the Program or Project: Mannequins on The Loop is an annual competition that seeks talented artists and designers to team up with local merchants to adorn a mannequin using recyclable materials to be displayed for 3 weeks on the Delmar Loop. The call for artists/designers begins in November of the prior year through various forms of advertising and marketing, such as Critical Mass, Social Media, (Facebook, Instagram and email), print etc. We travel to various art venues such as colleges, universities, museums, art galleries, art fairs, and art exhibits to seek new talents. Artists/designers are interviewed and required to submit their artwork for review. New merchants in the Delmar Loop are recruited annually for this project. The recruitment efforts involves, walking the Loop, meeting with individual store owners, talking about the benefits of participating, phone calls, emails, follow-up and sign-up. We travel to various retail outlets to replenish our inventory. We seek qualified judges are recruited from local colleges, universities, and museums that have the knowledge and expertise in the field of art/fashion. **Mannequins Kick-Off:** This is a very unique and important part of the process. The mannequins are delivered and assembled where they are visually displayed for the public to see on the Delmar Loop! Artists/designers have the opportunity to meet other contestants. An informational session (Q A) is held to help educate everyone on how to obtain, apply, and sustain recyclables during the adorning process. Refreshments are served. Artists/designers have the opportunity to select their mannequin for the competition. **Mannequins Display:** Artists/designers are given an assigned time and location to have their mannequin displayed on the Delmar Loop. Each mannequin must be assembled and secured in the proper location. This generally takes the right precision and construction tools. **Mannequins Finale:** Mannequins are disassembled and moved from their assigned location, and re-assembled for the public viewing and the finale event. The finale is a Red Carpet Event that includes personal interviews by local TV personality to be shown on STLTV. First Place, Second Place, Audience Favorite (public voting), and Loop Business Bucks (est. 2019) will be announced. The Loop Business Bucks (public voting) is a social media contest for artists/designers to solicit votes from the public for their favorite Loop businesses. The Loop Business Bucks winners are required to support the businesses in the Delmar Loop. The other important component of the **Mannequins Finale** is related to the Dorothy Davis Art/Fashion Scholarship awarded to three University City High School students. We host an informational session to educate students/family members on the importance of receiving a scholarship, how to meet their educational goals, dress attire, how to be interviewed on TV, photo-ops,

We need EDRST funds to advertise and market both regionally and nationally to bring more diverse and talented artists/designers to participate in this annual competition and to bring awareness of going GREEN! The diversity of our contestants (Kirkwood, Webster Groves, Wildwood, Chesterfield, St. Charles, Memphis, Kansas City, and Las Vegas) is important to our entire community. This project generates awareness of who we are and what our community represents a Neighborhood to the World! Therefore, as we broaden our scope in our mission, educating the next generation is very important to us. Providing three scholarships to students graduating from University City High School is a commitment to giving back.

Goal: Provide awareness on going Green, using recyclables in a responsible manner, help market the loop merchants, expose artists and designers, beautify our community, educate our generation, and increase visitors to our city.

Objective: Seek artists and designers through advertising and social media; provide the benefits to new and participating merchants; adorn over 20 mannequins to be aligned on the streets of Delmar for 3 weeks; increase exposure and visibility through each participating contestant; Audience Favorite and Loop Business Bucks Awards generate increase social media exposure for the merchants. Provide three \$2,500 scholarships to graduating University City High School students, pursuing a major in Art/Fashion.

Project Meets City Plans: This annual project continues to help expose, enhance and support the Loop businesses in University City:

Attract artistic talent from regional and national sources

Social media exposure from all stakeholders (contestants, merchants, and community) to highlight and bring awareness to support The Loop

Businesses are associated with each contestant

Advertising and marketing will highlight the Loop businesses (brochures, banners, flyers, tee-shirts, social media, magazines, newspapers, signage, backdrop, and television)

***Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.**

Create 10 part-time jobs with the average wage of \$25.00 per hour

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

Each year our goal is to continue to educate the broader community on going GREEN! This project continues to seek talented artists/designers to participate in this competition to adorn mannequins out of recyclable materials that will provide the utmost artistic and competitive edge. This will be the 12th year for this project, involving artists/designers from various and unique backgrounds such as fashion, sculptures, set-designers, production artists, painting, fine arts, etc. The goal of the project is to seek 50 artists/designers to compete for First Place, Second Place, Audience Favorite Competition (public voting), and Loop Business Bucks (public voting). The Loop Business Bucks was implemented in 2019 to help support businesses in the Loop. Winners are required to spend their winnings at the participating businesses. We have reached over 150,000 local and out-of-town visitors through social media, advertising and marketing efforts, such as (STL Magazine, St. Louis American, and STLTV). This project educates the artists/designers, UCHS students, and the entire community on the importance of recycling and sustainability to decrease land-fill waste. Arts and Letters Commission approved the Mannequins on The Loop Project to be featured in the University City Calendar in 2020! Every household in University City will see the amazing mannequins and the message of **going GREEN and SAVING MOTHER EARTH and eventually having a plastic bag free community. UNIVERSITY CITY CAN DO THIS!**

The kick-off for this event is held around Earth Day! A day to remember what our responsibilities are to Mother Earth!

UNIVERSITY CITY HISTORY OF RECYCLABLES/GOING GREEN

University City has been on the cutting edge of recycling. Over 25 years, our community has been finding ways to conserve energy, to be responsible citizens and good steward to Mother Earth. We have gone from eliminating plastic bags to having reusable dumpsters, from collecting magazines and newspapers in a small plastic bend, to having a dumpster to collect all recyclable materials, collecting fall leaves and converting them to compose! University City is now offering a bi-annual Recycling Day Program! And now we have a Trolley that will travel from University City to the History Museum which will provide the clean air and eliminate emission fumes and odors!

Global Responsibility

1. Community Awareness
2. Community Responsibility
3. Community Recyclable and Art = Mannequins on The Loop Project

Project Location: Provide 50 mannequins to be aligned on the streets of Delmar Blvd.

Project Timetable:

November January - Recruit new contestants

April - Kickoff for artists/designers at a participating restaurant

May - Mannequins mantle for street display - 7 a.m. - 7 p.m.

June - Finale Red Carpet Event hosting at a participating business

Total Budget: \$44,717

Amount of funding requested from EDRST: \$29,467

Recommend: Multi-Year

<u>Direct Cost:</u>	<u>EDRST Funds</u>	<u>Applicant's Cash Funds</u>	<u>Applicant's Non-cash Funds</u>	<u>Total</u>
Advertising/Marketing	\$29,467	\$5,250	Sponsors/Volunteers \$10,000	\$44,717
Scholarships				
Education Programs				
Signage				
Monetary Cash Prizes				
Photographer				
Printing				
Tee-Shirts				
Materials				

Indirect Cost:

General Office Expenses
Update contracts
Business Insurance
Secure Judges

Other Funds:

***Create 10 part-time jobs with the average wage of \$25.00 per hour for 20+ Mannequins**

- Preparing Mannequins for **Kick-Off**: Paint, assemble and re-assemble, drop-off mannequins for contestants to pick-up
- Build and paint platforms
- Deliver platforms and concrete blocks to each mannequin location on the Loop for installation
- Mantle mannequin to platform (screw/nail/wire)
- Attached Contestant Signage
- Monitor each mannequin 3 x per day for 3 weeks (63 days of overseeing mannequins) for public viewing
- Preparing Mannequins for **Finale**: Dis-assemble, and transport each mannequin to the finale location and re-assemble each mannequin for public view
- Set-up, refreshments, prepare certificates of awardees, clean-up
- Dis-mantle mannequins to sort and dispose recyclables to University City Recycling Center
- Load and dis-assemble platforms for storage
- Re-assemble mannequins for storage
- Red Carpet/Backdrop set-up and breakdown

Information In-Service Scholarship Recipient Interview Preparation:

- Meet with scholarship recipients and parents at University City Library
- Prepare students for interviewing Q & A on the Red Carpet
- Dress attire preparation -Students and Family Member(s)
- Follow-up with scholarship recipients and University City School District to make up funds have been distributed to their appropriate institutions.

Delmar Loop Store Merchants Participation:

Avalon Exchange-10 years

Blueberry Hill-10 Years

Craft Alliance-9 Years

Fitz's - 1 Year

Moonrise Hotel-10 Years

Pin-Bowl -1 year

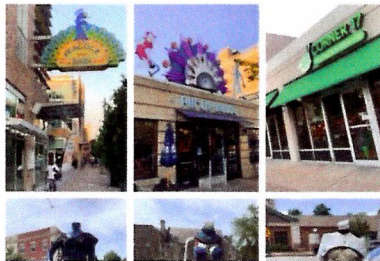
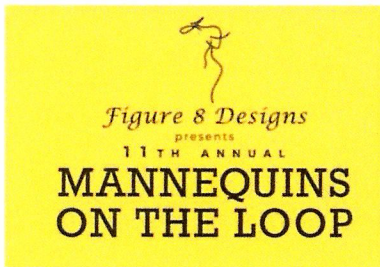
Plowsharing Crafts-10 Years

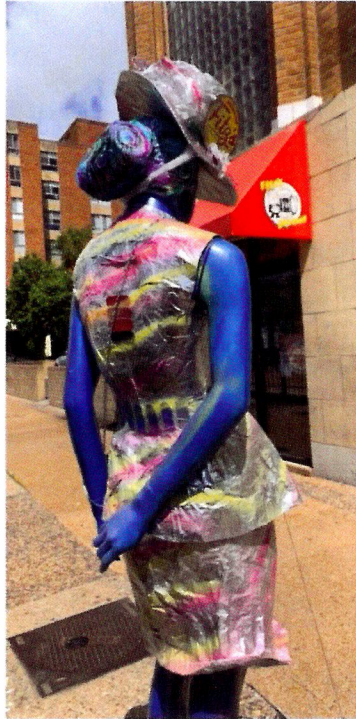
Salt & Smoke - 3 Years

Subterranean Books-10 Years

University City Library -8 Years

Vintage Vinyl-10 Years





MANNEQUINS ON THE LOOP
 Mannequins Adorned out of Recyclable Material
 2019 Winners



1st Place
Christine A. Holtz
Representing
Rocket Fizz

2nd Place
Kelli Schaefer
Representing
Fitz's

Audience Favorite
Aileen Woods
Representing
Pin-Up Bowl

Loop Business Bucks Winners
 1st Place Pin-Up Bowl
 2nd Place Which Wich
 3rd Place Fitz's

Dorothy Davis Art/Fashion Scholarship
 University City High School Class of 2019



Erico Garrett Courtney Taylor Autumn White

Call for Artists & Designers 2020
 For more information about this project or if you want
 to be a sponsor, please contact
Audrey Jones/Dorothy Davis
www.mannequinsontheloop.com
figure8designsllc@gmail.com
[#mannequinsontheloop](https://www.instagram.com/mannequinsontheloop)
[Mannequins on The Loop](https://www.facebook.com/MannequinsOnTheLoop)

BEST DOCTORS



How Much Progress Has Leptospira Made?

MANNEQUINS ON THE LOOP
 Mannequins Adorned out of Recyclable Materials
 2019 Winners



1st Place
Christine A. Holtz
Representing
Rocket Fizz

2nd Place
Kelli Schaefer
Representing
Fitz's

Audience Favorite
Aileen Woods
Representing
Pin-Up Bowl

Loop Business Bucks Winners
 1st Place Pin-Up Bowl
 2nd Place Which Wich
 3rd Place Fitz's





Figure & Design
11TH ANNUAL MANNEQUINS ON THE LOOP
Mannequins Adorned out of Recyclable Materials

2019 Winners

1st Place: Christine A. Holz, Representing Rocket Fizz
 2nd Place: Keli Schacter, Representing Fit's
 Audience Favorite: Adren Woods, Representing Pus Up Bowl

Loop Business Bucks Winners

1st Place: Pus Up Bowl
 2nd Place: Which Wich
 3rd Place: Fit's

Dorothy Davis Art/Fashion Scholarship
 University City High School 2019 Recipients

Teresa Garza-\$2500 Courtney Taylor-\$2500 Juliana White-\$2500

Call for Artists & Designers 2020
 For more information about this project or if you want to be a sponsor, please contact:
 Audrey Jones-Dorothy Davis

www.mannequinsontheloop.com
 figure&designslc@gmail.com
 Instagram: @mannequinsontheloop
 Facebook: Mannequins on The Loop

THE ST. LOUIS AMERICAN
 93 years of serving the St. Louis community
 stlamerican.com

and jury missed in dner case
 er's attorney
 ns roles of
 prosecutor, judge

ACLU wins appeal over Ashcroft
 Will proceed with referendum process on abortion ban

POP OUT & ENJOY SOME MUSIC



To Whom It May Concern:

The annual Mannequins on the Loop Project by Figure 8 Design continues to be a valuable part of University City's Delmar Loop. Not only does the event reflect the tradition of supporting the arts and artists for which our community is often noted but it also enhances the attraction of the Loop to visitors from all over the area.

The mannequins appearance is a seasonal and welcome surprise for visitors. A permanent exhibit can often fade into the environment after a period of time. The temporary nature of these pieces makes their up-time more precious and attractive.

Also important to the community is Figure 8's requirement of using recyclable materials for the designs. This not only helps educate our visitors and citizens on the need to 'be Green' but it also mirrors University City's own efforts to improve and expand the proper recycling of waste in our area.

Giving local artists a voice and a chance to show their sense of style is always a commendable effort which should be continually supported, but in the last few years it's been heartening to see the project also attract younger artists from the high school. Giving these students a platform ensures the art in University City will not just be something historical and in the past, but something that will continue on into the future.

As a member of the Municipal Commission on Arts & Letters of University City, president the last few years, and chair of the long-running Public Art collaboration between Washington University and University City, I can report that Figure 8's Audrey Jones has come to our organization every year for our permission and has always received a unanimous vote of 'Yes'. I hope that your group will do the same.

Sincerely,

Garrie Burr
750 Kingsland, 1-S
University City, MO 63130
grburr@gmail.com



To Whom It May Concern

This is to state that Which Wich superior sandwiches has participated in the Mannequins on The Loop Project for the past three years. It's a wonderful program for the Loop Business district as it not only brings increased traffic to the area during the time that the mannequins are displayed, it also helps the participating business to showcase themselves in a creative and artistic way through the eyes of our talented artists. We are thankful to Audrey Jones and Dorothy Davis for having started this unique art exhibit that brings the local artists, merchants, and the community in the Delmar Loop together and for working so hard to keep this annual program going for 12 years now. We fully support this program and hope that this will continue for years to come.

Neelam Khurana,
Owner, Which Wich Superior sandwiches,
6662 Delmar Blvd, U.City, 63130.
Ph: 314-899-0999

University City Public Library

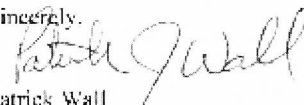
9/4/2019

To the members of the Economic Development Retail Sales Tax Board,

The University City Public Library would like to write in support of the Figure 8 Designs' Mannequins on the Loop project. When the Mannequins on the Loop display is underway in May and June and the mannequins are on display throughout the Loop, Library staff field questions and hear comments from Library patrons and visitors about the mannequins. It has always seemed a positive display which draws people out to the Loop.

Additionally the Library has been very happy to host and display the winning mannequin each of the last several years. Our patrons enjoy having the winning mannequin here, and people do come here seeking it out. We believe this project benefits the Loop and University City as a whole.

Sincerely,



Patrick Wall
Library Director