



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

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS 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 **May 31, 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: **MAY 28, 2019**

Project Title: New Loop lighting for ambience and impact from Kingsland to Limit.
(study underway)

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. Applicant/Organizational Information

Name of Applicant/Organization: University City Loop Special Business District

Contact Person and Title: Joe Edwards, Chair

Mailing Address: 6504 Delmar, University City, MO 63130

Phone Number: 314-727-0110

E-mail Address: loopbizonly@gmail.com

Website: VisitTheLoop.com

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

- a. Joe Edwards, 6504 Delmar, 63130, 314-727-0110, loopbizonly@gmail.com
- b. Michael Alter, Fitz's, 6605 Delmar, 726-9555, Michael1@FitzsRootBeer.com
- c. Tom Schmidt, Salt + Smoke, 6525 Delmar, 727-0100, Tom@SaltandSmokeSTL.com

Type of Entity:

Sole-Proprietorship

- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government
- Political subdivision of the State of Missouri - sales tax exempt

501(c) 3:

- Yes No If no, list type of entity: sales tax exempt - political subdivision of State of Missouri

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

- Yes No Although many members ARE.

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

This political subdivision of the State of Missouri was formed Oct. 20, 1980 to improve the environment and promote business in the area.

We strive to expand the remarkable revitalization of this exciting restaurant, shopping and arts & entertainment district by encouraging unique businesses to locate in The Loop by emphasizing diversity, by implementing infrastructure improvements, and by planning special events for the enjoyment of residents and visitors. The Loop was designated "One of the 10 Great Streets in America" by the American Planning Association.

Describe the applicant/organization programs and activities:

Business promotion/recruitment/retention, economic development/planning/marketing, promotion of tourism, special events/decorations, advertising, capital improvements/cleaning/trash collection on weekends, streetscape amenities including bicycle racks, beautification, monthly meetings, newsletters for good communication, website, social media, co-promotions.

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.).

Requests and suggestions were made at monthly meetings open to all property owners, merchants and other interested parties at the April and May 2019 general meetings and board meetings. Chair Joe Edwards agreed to submit the applications.

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.

Loop Lighting for ambience and impact from Kingsland to Limit (study already underway).

A study has already been funded by the Loop SBD. Randy Burkett (internationally known – he is the one who “lit” the Arch in St. Louis) is close to delivering his recommendations to the Board.

It is very important that The Loop implement better lighting, both for safety and for ambience. This project will have a positive effect on visitors and residents/merchants alike. It can help change the perception of the area by making it lighter, more cheerful and more inviting.

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

The number of jobs is hard to quantify. There will be design and contractor jobs on a short-term basis, of course. Long-term, with high-quality merchants and office businesses perceiving The Loop to be an attractive option as they expand or move or innovate, this project meets the City's plans.

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

The project's success will be determined by the response of visitors, residents, merchants and media alike. This is for the long-term good of Delmar and University City. Image is important.

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

Along Delmar from Kingsland to Limit Ave.

Program or Project Timetable:

Fall and early winter 2019.

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) lighting experts

Total Budget: \$82,500

Amount of funding requested from EDRST: \$80,000

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.

Fall and early winter 2019 for the first \$80,000 phase.

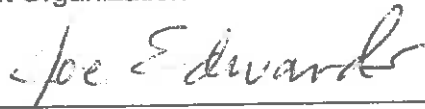
In 2020, we hope to implement the remainder of the recommendations upon Council approval.

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.

University City Loop Special Business District

Name of Applicant Organization



Authorized Signature Joe Edwards, Chair

Date 5-28-19

City of University City
 Economic Development Retail Sales Tax
 Y19 Request for Funds: Budget Cost Summary

Applicant: University City Loop Special Business District
 Amount of Request: \$80,000

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

Project or Program	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
Project or Program Direct Costs *	80,000	2,500	5,000		87,500
II. Indirect Costs **					
BUDGET TOTAL - ALL ACTIVITIES	80,000	2,500	5,000		87,500

*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.