



**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](mailto: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: 50,000 full-color Loop Brochures/Directories and Illuminated Directories

### **SECTION 1: APPLICANT/ORGANIZATION INFORMATION**

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#### **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](mailto:loopbizonly@gmail.com)

Website: [visitTheLoop.com](http://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](mailto:loopbizonly@gmail.com)
- b. Michael Alter, Fitz's, 6605 Delmar, 726-9555, [Michael1@FitzsRootBeer.com](mailto:Michael1@FitzsRootBeer.com)
- c. Tom Schmidt, Salt + Smoke, 6525 Delmar, 727-0100, [Tom@SaltandSmokeSTL.com](mailto: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

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### 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.

Print and distribute 50,000 full-color Loop brochures/directories and update listings/maps on the illuminated, free-standing info kiosks.

This is The Loop's most important print piece that we distribute ourselves. All info is replicated on our website. The brochures are available at Loop businesses, six visitors' centers downtown, the convention center and via mail. They are in "Welcome" packets at U. City Hall when families move to U. City.

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

As The Loop competes with other districts in the area, it's important that we attract new people moving to St. Louis as well as those already here.

When new businesses are drawn to The Loop and more media coverage occurs because of these brochures, new jobs will be created as storefronts are filled. Just as important are the jobs retained and the businesses that succeed. This time-intensive project is worth the effort.

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

The fact that Explore St. Louis (Convention & Visitors Commission) docents call us when they run low on Loop brochures is a wonderful sign. Visitors who have read about The Loop in national publications or airline magazines actually ask for these brochures.

Because of the well-organized wealth of information contained in the brochures media producers and writers keep them as a reference tool. Info about businesses includes name, address, website, description and year opened. All Walk of Fame honorees with location address and facts about The Loop are included for reference.

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

The Loop (brochure included with application)

Program or Project Timetable:

All-year distribution. New printings/updates each year.

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) graphic design

Total Budget: \$23,000

Amount of funding requested from EDRST: \$14,000

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.

This is an important annual project.

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

*Joe Edwards*

Authorized Signature

Joe Edwards, Chair

5-28-19

Date



**PLEASE SEE THE  
DELMAR LOOP BROCHURE**