



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: **Paint electric/traffic boxes with artistic designs**

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.

Commission local artists to submit designs and then paint them on electric/traffic light boxes. A Loop sub-committee will work with the U. City Arts & Letters Commission.

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

Artists' fees would probably be in the \$300 to \$500 range per stainless traffic box.

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

Similar to the ones on Olive Blvd., it will add another art element to The Loop and make Delmar more desirable to visitors, residents and potential future businesses.

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

The Loop

Program or Project Timetable:

Fall 2019 or Spring 2020

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: \$4,000

Amount of funding requested from EDRST: \$3,000

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.

Possibly a one-time request. Last year's \$1,000 was less than needed.

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
 FY19 Request for Funds: Budget Cost Summary**

Applicant University City Loop Special Business District

Amount of Request \$3,000

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

	EDRST Funds	Applicant's Cash Funds	Applicant's Non-Cash Contributions	Other Funds	Total
I. Project or Program Direct Costs *	3,000	1,000			4,000
II. Indirect Costs **					
BUDGET TOTAL - ALL ACTIVITIES	3,000	1,000			4,000

*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.