

THE LOOP SPECIAL BUSINESS DISTRICTS
6504 DELMAR IN THE LOOP
ST. LOUIS, MO 63130
(314) 727-0110 PHONE
(314) 727-1288 FAX

From: Joe Edwards, Chair, The Loop SBD
Loop Liaison and ex-officio board member of EDRST

May 28, 2019

To: Libbey Tucker, Director of Economic Development, University City

Requests for 2019-2020 EDRST budget from The Loop SBD

1. Several major events per year plus several smaller ones themed around the winter holidays, Delmar Loop Week, Taste The Loop, Back to School, Shop Local, etc.
Major Winter Event: Loop Ice Carnival. This family-friendly event has evolved into a great event for The Loop and one of the signature events for St. Louis in January. It's the biggest sales and media weekend of the year. **\$85,000**
 2. Print and distribute 50,000 full-color Loop brochures/directories.
This is The Loop's most important promotional print piece.
It also includes updating the illuminated directories. **\$14,000**
 3. Ad in the Official St. Louis Visitors Guide. 350,000 copies are printed each year. They're in every hotel and visitors center in St. Louis year-round. It's the only publication about St. Louis that visitors receive ahead of time. (+ pocket guide+ website!) Encouraging Loop businesses to be members of Explore St. Louis also is key. **\$14,000**
 4. Paint electrical boxes along Delmar with artistic designs. A design competition will be open to artists, students and residents. **\$4,000**
- Total of proposed projects from this year's funds: \$117,000**

- * "Welcome to The Loop" illuminated sign (with four electronic "message boards" to highlight special Loop events to 22,000 cars per day – perhaps 35,000+ people) across Delmar near Kingsland.

It will pay dividends for decades and help overcome the perception people have of The Loop after the unrest and broken windows.

This design incorporates the Loop logo, trolley imagery, stars alluding to the well-visited Walk of Fame, the phrase "One of the 10 Great Streets in America" and it begins with the wonderful, inviting word "Welcome."

It will be the best photo-marketing image for The Loop nationwide. **\$120,000**

- * Implement some of the lighting recommendations that will come as a result of the lighting study that is already underway. Huge for perception *and* ambience. **\$80,000**

Total of proposed projects from reserve funds: \$200,000



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: **Special Events (including Loop Ice Carnival, Delmar Loop Week, Shop Local)**

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.

Special Events (Loop Ice Carnival in January, Back-To-School in the fall, Delmar Loop Week in June, Shop Local in November, Holiday Celebrations and Sales Promotions throughout the year) encourage people from all over the region to visit The Loop. These “happenings” bring much-needed positive media coverage. They also attract business owners to look seriously at opening a new store in this exciting area (always exciting during events). Example: The Loop Ice Carnival is a family-friendly phenomenon that has evolved into a signature event for The Loop and the entire St. Louis region. It is projected that 14,000+ people will enjoy it and the area in 2020. As you will see below, the positive media coverage is extensive and lets everyone know this area is safe and welcoming. Additional development/tenants will follow.

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

It is estimated that eight part-time jobs that range from \$15 to \$25 per hour will be created during the various special events. Promotion specialists also are hired short-term for specific events. Their fees might be several thousand dollars, but they also bring in substantial sponsorship funds from suppliers of Loop businesses. They're supplemented by board volunteers and shop owners who volunteer their time. Most importantly, these events help retain jobs and keep businesses in the area.

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

Great media coverage, great people-in-the-area exposure, great day-of sales.

Great sharing of pictures on social media platforms by thousands of visitors and residents.

Using the Loop Ice Carnival as an example: In January 2019, there were 41 TV/radio news features that garnered a 1,373,760 Nielsen audience and \$112,410 in publicity value. In addition, there were excellent print media articles as well as pre-event coverage in December. These are documented results.

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

The Loop

Program or Project Timetable: Loop Ice Carnival: January 17,18,19, 2020
Delmar Loop Week: June 2020
Back-To-School: August 2019
Shop Local: November 2019
Holiday Events: (Tree Lighting, Menorah Lighting, Kwanzaa Celebration) December 2019
Plus other events such as Style In The Loop, Chalk The Loop and more.

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: \$145,000

Amount of funding requested from EDRST: \$85,000

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.

Request is for upcoming year, but we want to continue for years to come.

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

Date 5-28-19

DELMAR LOOP WEEK

Celebrate the
Kick-off to Summer
in St. Louis

Saturday,
June 15
to Saturday,
June 22

and enjoy a week of events and happenings!

Saturday, June 15
Juneteenth
Celebration

Sunday, June 16
Sweet Loop Tour

Monday, June 17
Game Night
in the Loop

Tuesday, June 18
Taco Tuesday

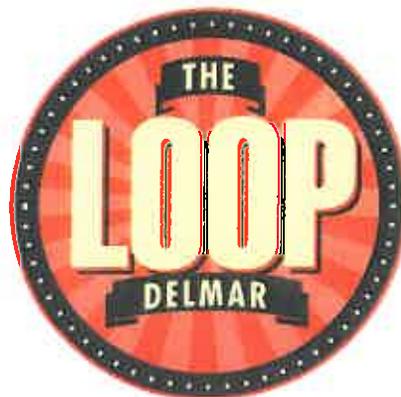
Wednesday, June 19
Yappy Hour

Thursday, June 20
PRIDE Day

Friday, June 21
Make Music Day

Saturday, June 22
Loop Arts Fest

Food, fun and
entertainment along
the Delmar Loop



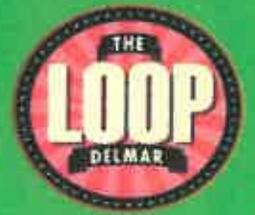
Information and
Details at
VisitTheLoop.com

DELMAR LOOP WEEK

June 15 – June 22

Kick-off Delmar Loop Week with Juneteenth

SAT JUNE 15
12PM - 5PM
DELMAR LOOP
HAMILTON & DELMAR

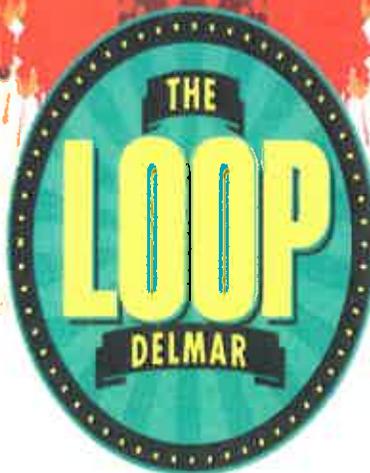


JUNETEENTH

Celebrate every day to the Loop Arts Fest grand finale

Make Music Day

Friday, June 21



Loop Arts Fest

Saturday, June 22

VisitTheLoop.com

THE LOOP ICE CARNIVAL

2019

Fri. Jan. 18 **Snow Ball**
Jan. 19-20 **Ice Carnival**

MOONRISE
Hotel

Ice Carving Demos



Carnival Games



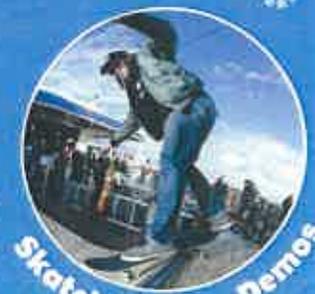
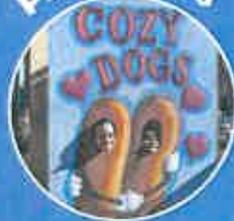
Ice Sculptures



Zipline



Photo Opps



Visit TheLoop.com



MOONRISE
Hotel



Friday, January 18

Snow Ball Party with DJ

at Moonrise Hotel 8pm-midnight
A truly unique party to benefit our friends at Operation Food Search. Featuring DJs, signature cocktails and more. We ask that each patron bring a canned good or \$5 donation, good for one free cocktail.

Sat. & Sun. Jan. 19-20

Wacky Trike Races Take on your friends in this one-of-a-kind race.

5K+ 10K Frozen Buns Run Sat. 10am
Races start and awards given out at Blueberry Hill. Registration: stlouistrclub.com/get-active/frozen-buns-run/

Ice Slides from 11am
Great family fun next to Blueberry Hill

Frozen Turkey Bowling
Vegetarian turkeys. Delmar at Limit Ave.

Carnival Rides 10am-4:30pm
Rides \$3 • Free for kids under 5

Event Key

- I** Ice Sculptures From 11am
- \$** \$1,000 in Ice Cubes Give Away From 11am. Collect ice cubes from 7 stores throughout The Loop. 1,000 different cubes will have a dollar coin inside and 9,000+ cubes will have chocolate coins.
- TT** Temporary Tattoo Scavenger Hunt From 11am. Collect 13 free tattoos at stores, then pick up your prize at Suite 100 at The Pageant.
- PP** Putt-Putt Pub Crawl Noon-4pm 5pm winners announced. 8 wild & crazy holes of golf. Golf attire optional. Get scorecards and start at any of the 8 locations.
- UE** Unique Event Check out various unique events taking place inside and outside Loop businesses



North

