



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: **Official St. Louis Visitors Guide ad/memberships/promotions**

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.

The Official St. Louis Visitors Guide – 350,000 printed/distributed year-round in St. Louis hotels, visitors centers state-wide, the St. Louis Convention Center, Loop businesses and the Explore St. Louis website (one of the most-visited websites in the Midwest).

Sent to students, families, visitors who request them – the only guide people receive before they move to St. Louis. It enhances the odds they'll look at University City for housing, etc.

The Loop is featured on 29 out of 96 pages! (See attached list.) Plus a lot of well-deserved editorial.

Also, The Loop is prominently represented (*the best of any neighborhood*) in the Official Visitors Map of St. Louis (quick reference pocket guide). Please review attached statistics sheet.

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

Job creation predictions are always difficult. What is very meaningful follows:

It's important that The Loop remains one of the top three or four St. Louis districts featured in travel and business publications around the United States and St. Louis.

When visitors and decision makers are drawn to The Loop because of these two guides, new jobs will be created as storefronts are filled. Equally important are the jobs and businesses that are retained and gain midwestern and nationwide reputations. This time-intensive project is worth the effort.

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

Success has been shown year after year, especially in the spring and summer when things used to slow down on Delmar.

Travel writers and local media now urge visitors and locals to check out the independent shops and restaurants in The Loop. Attached are the two guides – please take a look.

One excellent example of the impact comes from Componere Gallery (a Loop stalwart for 33 years). Owner Eleanor Ruder tracks sales (not just visitors, but visitors who actually purchase art) and confirms that 50% of her summer sales come from visitors who read about her gallery in the Visitors Guide at the Moonrise Hotel or hotels in Clayton or downtown.

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

See above.

Program or Project Timetable:

Annual

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/layout

Total Budget: \$38,000

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.

Annual

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

5-28-19

Authorized Signature Joe Edwards

Date

Official St. Louis Visitors Guide 2019

Loop listings/photos on 29 out of 96 pages!

350,000 copies are printed/distributed year-round in St. Louis hotels, visitors centers state-wide, the convention center, Loop businesses, City Hall and the Explore St. Louis website (one of the most-visited websites in the Midwest)

- Page 10 Tivoli Theatre – St. Louis International Film Festival.
- Page 14 Neighborhoods of St. Louis: The Loop/U. City on graphic map, Moonrise Hotel, Loop Trolley, Vintage Vinyl, Tivoli Theatre, music.
- Page 16 The Loop/ U. City with Moonrise Hotel rooftop photo.
- Pages 32,33,34 Loop triple page spread.
- Page 37 LGBTQIA three-page feature with Tivoli Theatre photograph. Description of The Loop featuring Tivoli Theatre, The Pageant and Delmar Hall.
- Page 50 Attractions, Arts & Culture – Chuck Berry Statue.
- Page 52 Attractions, Arts & Culture – Blueberry Hill with photo of exterior and sidewalk seating and a second listing of the Chuck Berry Statue.
- Page 54 Attractions, Arts & Culture – Delmar Loop Planet Walk.
- Page 55 Attractions, Arts & Culture – Fitz’s with photo of a float.
- Page 58 Attractions, Arts & Culture – The Loop with four photos: Blueberry Hill, Loop Trolley, Moonrise Hotel and The Pageant.
- Page 59 Attractions, Arts & Culture – Peacock Loop Diner with photo of Peacock sign, Pin-Up Bowl with photo of exterior and sign, Red Herring Escape Rooms.
- Page 60 Attractions, Arts & Culture – St. Louis Walk of Fame with photo of star and informational plaque.
- Page 64 Shopping – Coffee Shops: Blueprint Coffee, Galleries: Componere and Craft Alliance.
- Page 66 Shopping – The Loop has 22 listings!
- Page 67 Music, Dance, Theatre – Tivoli Theatre.
- Page 69 Nightlife – Pin-Up Bowl with photo, Moonrise Hotel’s Rooftop Twilight Room and photo.
- Page 70 Nightlife: Live Music – Blueberry Hill with three photos, Delmar Hall, The Loop with three photos, The Pageant.
- Page 70 Nightlife: Nightclubs – The Pageant.
- Page 73 Dining: Tempt the Tastebuds – Blueberry Hill and photo, Moonrise Hotel’s Eclipse Restaurant with photo, Fitz’s Bottling Co. and photo, Peacock Diner with photo, Pin-Up Bowl and photo.
- Pages 78,79,80 Dining: Tempt the Tastebuds – The Loop has 34 listings!
- Page 85 Hotels – Moonrise ½ page with two photos.
- Page 87 Hotels – Moonrise listing.
- Pages 90, 91 Attractions Map and Listings – Blueberry Hill, Chuck Berry Statue, Delmar Loop Planet Walk, Fitz’s, The Loop, The Pageant, Peacock Diner, Pin-Up Bowl, Red Herring Escape Rooms, Regional Arts Commission, Saint Louis Story Stitchers Artists Collective, St. Louis Walk of Fame, Tivoli Theatre.

2019 Official Visitors Map St. Louis

Quick Reference Pocket Guide

Loop listings/photos

200,000 copies are printed/distributed year-round in St. Louis hotels, visitors centers state-wide, the convention center, St. Louis City Hall and the Explore St. Louis website (one of the most-visited websites in the Midwest)

Central Corridor Attractions & Map: 15 Loop listings! (the Central West End has 7)

Accommodations: Moonrise Hotel.

Wayfinding Signage: example includes The Loop.

Shopping Guide: The Loop has 22 listings!

For reference:

- Downtown St. Louis 6
- Cherokee Antique Row 9
- Central West End 4
- Maplewood 9
- South Grand 4
- Webster Groves 9
- Eureka 6

Dining & Drink: The Loop has 34 listings!

For reference:

- Laclede's Landing 7
- Grand Center 3
- Soulard 17
- Lafayette Square 5
- Midtown 13
- The Hill 10
- Central West End 9
- South Grand 7
- Clayton 13
- Maplewood 7
- Webster Groves 13

PLEASE SEE THE
2019 OFFICIAL VISITORS MAP ST. LOUIS
AND
2019 OFFICIAL VISITORS GUIDE ST. LOUIS