



Office of the City Manager

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February 12, 2021

Community Report: 0221-06

Honorable Terry Crow,
Members of the City Council,
and University City Residents:

Economic Development

The City of University City is pleased to announce Round 4 of the Forgivable Loan Small Business Assistance Program. The City has earmarked \$700,000.00 for the Program that is intended to help eligible local retail, service and creative for-profit businesses address immediate cash for short-term financial operational needs such as payroll, payment to suppliers, payment to service providers or payment of utilities. The available funding is intended to serve all qualified University City businesses with a goal that at least 25% of the allocated funding will fund minority and women-owned businesses. The loan funds may not be used for capital expenditures or rent. The intent of this Program is to provide local businesses relief due to their economic loss during the current COVID-19 Pandemic.

[CLICK HERE](#) for guidelines for Round 4 Forgivable Loan Small Business Assistance Program.

[CLICK HERE](#) for the Application for Round 4 Forgivable Loan Small Business Assistance Program.

Loop Special Business District

The Loop Special Business District meeting was held on Tuesday, February 9. Chairman Michael Alter proposed scheduling a calendar of events to begin after June of 2021 and the board unanimously agreed.

The LSBDD is working with the i-5 Group on a strategic plan with a timeline for completion in 9 months.

The LSBDD will begin holding monthly Activity Committee meetings the fourth Tuesday of each month, beginning February 23.

Calling all University City businesses!

With so much changing in the past year of how businesses operate in the era of COVID-19, we wanted to reach out to let you know if you have any specials, sales, promotions, or events, you can post them directly to the ExploreUCity.com website.

The goal is to take all of the events in University City and have them all in one place to share with a wider audience in St. Louis and to attract new customers to your business.

To Add an Event to the Calendar, Please Fill Out This Form:

<https://exploreucity.com/university-city-event-form-submission/>

To Update Your Business Listing Info, Please Fill Out This Form:

<https://exploreucity.com/university-city-business-listing-update-form/>

Finance

New businesses that started in the City the week of 2/04/21 to 2/10/21 are as follows:

- East Coast Provisions, LLC – 7038 Washington Ave. – 314-440-3683 – Ward 1
- P.J. Prifti, Inc. – 6970 Olive Blvd. – 314-963-7755 - Ward 2
- Kode Redd Dance, Inc. – 8324 Olive Blvd. – 818-915-3047 - Ward 3

Police Department

‘Warm-up theft’ happens every winter when drivers leave their vehicles running.

With the colder weather approaching, the University City Police Department would like to remind everyone to refrain from warming up their cars unattended. Vehicle thefts often lead to an increase in other types of crime. Help us, help you. Lock up your car, take your keys, every time. (see attachment 1)

Parks, Recreation and Forestry

Arts & Letters Commission met Thursday, February 11 and discussed:

- Starlight Concert:
 - Committee is in preparation to shoot a “virtual video” to be performed by The Convertibles and Charles Glenn (and a possible alternate group) at BB’s Jazz, Blues and Soup; James Jackson has agreed to be the videographer. Tentative dates of video: April 3, 10 or 17; Date available for public viewing: TBD
 - Committee would like to know if the City would give permission for in-person Starlight Concerts to be held at Heman Park for Summer 2021.
 - Due to the COVID-19 pandemic, the Committee is in the process of updating their Starlight Concert performer contracts to include language addressing various topics (i.e. cancellations due to county guidelines, etc.) and ask if their updates can be reviewed by City Attorney.
- Returning Artists:
 - Danny DuMaine has been selected as 2021 Returning Artist. Committee has received both his photo and bio for marketing purposes; Committee is working with UCSD to hold program virtually but hope by its scheduled date (November 2021; during UCSD Education Week) to be able to hold both the program and reception in person.
- Calendar Art:
 - Committee will be working with Judy Prange of University City in Bloom to obtain photos from 2020 Plein Aire virtual event to be considered for 2022 University City calendar.
- Young Artist Community Collaboration (with UCSD) Poster:
 - Due to low participation, Commission approved the \$175 earmarked for “U City Strong” poster contest award winners, be now used for the design and printing of posters depicting the few “U City Strong” poster submissions received.

Parks Commission is scheduled to meet on Tuesday, February 16, 2021 at 6:30 pm

Senior Commission is scheduled to meet on Tuesday, February 16, 2021 at 6:00 pm

Public Works

Solid Waste collection (trash, recycling and yard waste) service will not be provided on President’s Day, Monday, February 15, 2021. Monday collection route will be completed Tuesday, and all the rest of the work week days will shift one day back, with the standard Friday’s route being completed on Saturday, February 20, 2021. Please adjust schedules accordingly and contact the department office at (314) 505-8560 with any questions.

The Traffic Commission meeting scheduled for Wednesday, February 10 was cancelled.

Green Practices Commission met on Thursday, February 11.

The Blackbird Foundation reported on a “Food Waste Audit” that was completed in University City fall of 2020 indicating over 2,000 tons of edible food waste is generated by University City residents each year.

Perennial City Composting presented about their curbside food waste compost operations available to University City residents. The Commission discussed avenues for reducing food waste and education about composting options.

Activities and Events

02/272021 from 9am to noon: Visit the [U City Farmers Market](#) Winter Market to see and sample the new products and produce heading to the Market in the spring. Located at 6655 Delmar Blvd, rear lot.

Save the Date! March 13th from 9-noon Electronics Recycling Event: University City will hold an electronics recycling event in the Community Center parking lot, 975 Pennsylvania Ave.

University City Gives Back to Frontline Workers:

When you order online from one of our locally-owned, participating restaurants, you will have the opportunity to PAY IT FORWARD. By choosing to donate a meal when you place your order, not only are you saying THANK YOU to frontline essential workers, but you are also supporting a small business in the community at a time when they need it most. Visit <https://exploreucity.com/loop-giveback/> to find out more!

So far, this program has provided **1203** meals to frontline workers! (see attachment 1)

Support Our Local Businesses!

You can now buy gift cards from your favorite University City businesses online on the Explore U City website. Support your favorite University City businesses at: <https://exploreucity.com/gift-cards/>

Visit the [University City Loop](#) website has been launched by the Loop Special Business District (LSBD) to offer a one-stop online resource for information about all special events and shows, restaurants and retailers, businesses and more. The website can be found at <https://universitycityloop.com>.

Find out what's happening in University City by visiting University City's website at ucitymo.org or visiting ExploreUCity.com to connect local businesses with customers and residents.

Respectfully submitted,



Gregory Rose, ICMA-CM, MPA
City Manager

Attachments (2)

Attachment 1

Don't Make it This Easy



Attachment 2

