



**Economic Development Committee
Committee Meeting Agenda
March 15, 2018
8:00 AM
City Council Chamber**

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Minutes**
 - 1. Approval of November 16, 2017 Economic Development Committee Meeting Minutes**
- 4. Unfinished Business**
 - A. Business Awards 2018 Nominations**
 - 1. Creve Coeur Business Awards 2018 Nominees**

Summary: Staff has provided the nominations received for the 2018 Business Awards for committee discussion. Award categories include: Heart of the Community, Most Innovative, Green Business and Favorite Restaurant.
- 5. Business from Members**
- 6. Business from Staff Liaison**
 - A. PGA Tournament, Aug 6-12, 2018**
 - B. Development Update**
 - i. 39 North**
- 7. Next Meeting**
 - A. Business Awards, Apr 17, 4:00 PM**
 - B. EDC Meeting, May 17, 8:00 AM**
- 8. Adjourn**



**Economic Development Committee
Committee Meeting Minutes
November 16, 2017
8:00 AM
City Council Chamber**

1. Call to Order

2. Roll Call

Kent Skornia	Committee Member	(Absent)
Mark Manlin	Committee Member	
Deborah Matson	Committee Member	
Mark Gorksi	Committee Member	(Absent)
Stephen Bisch	Committee Member	
Robert Bockserman	Committee Member	
Sekhar Prabhakar	Chair	
John Meek	Vice-Chair	(Absent)
Vinh Tran	Committee Member	(Absent)
Charlotte D'Alfonso	Councilman	
Barry Glantz	Mayor	(Absent)
Mark Perkins	City Administrator	
Sharon Stott	Assistant City Administrator	
Bess McCoy	PIO	
Jason Jaggi	Director of Community Development	

3. Approval of Minutes

1. Approval of October 19, 2017 Economic Development Committee Meeting Minutes

Stephen Bisch moved, seconded by Mark Manlin to approve the EDC meeting minutes from October 19, 2017. Motion passed unanimously.

RESULT:	ACCEPTED [UNANIMOUS]
AYES:	Manlin, Matson, Bisch, Bockserman, Prabhakar
ABSENT:	Skornia, Gorksi, Meek, Tran

4. Unfinished Business

A. Action Items FY18

i. Business Survey

Committee members discussed whether or not conducting a survey would provide the city with useful information. Discussion included better focused communication with businesses including directed communication about the Comprehensive Plan, roundtable discussions with key industries, and the 39 North development and how it benefits the community.

The Committee has completed and/or is currently working on other action items for fiscal year 2018 including promoting the PGA, meeting with developers about the sign code amendments, and the business awards.



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Committee determined it did not have enough focus for a survey at this time and decided to table the item.

ii. Business Awards

Sharon Stott stated the Business Awards flyer will be included in the business license renewal notices will be mailed at the end of November 2017. The nomination form is live on the city website. Ms. Stott will email the flyer to EDC members. Charlotte D'Alfonso encouraged EDC members to spread the word and nominate companies. The nomination deadline is March 1, 2018.

Committee discussed ideas for the next location of Business Awards including the Venture Cafe and CityPlace as possibilities.

B. Sign Code Amendment Update

Charlotte D'Alfonso stated the sign code amendment was approved by City Council on Monday, November 13, 2017.

5. New Business

No new business was discussed.

6. Business from Members

No business from members was discussed.

7. Business from Staff Liaison

A. Development Update

i. HBE

Jason Jaggi stated the HBE project is on hold as a result of some changes recommended by the Planning & Zoning Commission (P&Z) to design elements. The applicant may be making some changes to the plan with possible review by the P&Z at the December 18 meeting.

Jason Jaggi stated the Waterway text amendment was withdrawn.

ii. 39 North

Mark Perkins mentioned recent updates impacting the 39 North area:

- Request for Qualifications for a Greenway Grant Project is under review to expand a multi-use path from Stacy Park in Olivette to the 39 North area.
- Request for Proposals by the St. Louis Economic Development Partnership are currently being accepted to develop an engineering and planning study for a Great Streets Initiative for the Old Olive Street Road to improve the roadway and connectivity per the 39 North Master Plan.
- The City has contributed toward and is assisting with the marketing and branding of 39 North.
- The Danforth Plant Science Center is considering a mixed-use building on its property to help facilitate growth in the area.

Minutes Acceptance: Minutes of Nov 16, 2017 8:00 AM (Approval of Minutes)



**Economic Development Committee
Committee Meeting Minutes
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City Council Chamber**

8. Next Meeting Jan. 18, 2018, 8 AM

9. Adjourn

The meeting adjourned at 9:01 a.m.

Minutes Acceptance: Minutes of Nov 16, 2017 8:00 AM (Approval of Minutes)



Economic Development Committee

SCHEDULED

STAFF REPORT

Meeting: 03/15/18 08:00 AM
Department: Economic Development Committee
Category: Discussion
Prepared By: Sharon Stott
Department Head: Sharon Stott

Creve Coeur Business Awards 2018 Nominees

Staff has provided the nominations received for the 2018 Business Awards for committee discussion. Award categories include: Heart of the Community, Most Innovative, Green Business and Favorite Restaurant.

Nomination Category	Business Name	Address1	Zip	Phone Number
Favorite Restaurant	Nudo House	11423 Olive Blvd	63141	(314) 749-5655
Favorite Restaurant	Oishi Sushi	721 N New Ballas Rd	63141	(314) 567-4478
Most Innovative Business	Thai Nivas	11054 Olive Blvd	63141	(314) 567-8989
Green Business	Cantor Injury Law	12283 Olive Blvd	63141	(314) 628-9999
Green Business	Vanchi Properties LLC	844 North New Ballas Ct.	63141	(314) 323-5073
Heart of the Community	Jon Tomas Salon	12320 Olive Blvd	63141	(314) 469-6654
Heart of the Community	Westgate Centre, LLC (Gershman Commercial Real Estate)	150 N Meramec Ave., Suite 500	63105	(314) 746-1452
Heart of the Community	CycleBar Creve Coeur	11625 Olive Blvd.	63141	(314) 396-6766
Most Innovative Business	Computer Problem Busters	12384 Olive Blvd	63141	(314) 872-2878
Most Innovative Business	Heritage Veterinary Hospital	12952 Olive Blvd	63141	(314) 878-8454
Most Innovative Business	Arvegenix	1100 Corporate Square Dr., Suite 135	63132	(314) 691 9152
Most Innovative Business	NewLeaf Symbiotics	BRDG Park, 1005 N. Warson Rd.	63132	(314) 993-4411

Creve Coeur Business Awards 2018 – Heart of Community Nominations

Category: Heart of the Community

Business Name: Jon Tomas Salon

Business Address: 12320 Olive Blvd., Creve Coeur, MO, 63141

Business Phone: (314) 469-6654

Reason Nominated:

Jon Tomas has raised over \$10,000 for Siteman Cancer Center. Every year the salon donate pink hair extensions and the stylist donate their time to perform the service. 100% of the money goes to Siteman. In addition, Jon Tomas has matched over \$2000 in contributions for Siteman.

In addition, Jon Tomas is involved in several charities including holding events for Responder Rescue in the salon and performing hair services for women in need at the National Council of Jewish Women (NCJW).

Jon Tomas finds the time to devote resources to women in need, first responders and cancer survivors several time a year in addition to other charitable events in the Creve Coeur area.

The employees have big hearts and there is no better place than big hearts than Creve Coeur.

Category: Heart of the Community

Business Name: Gershman Commercial Real Estate / Westgate Centre, LLC

Business Address: 150 N. Meramec Ave., St. Louis, MO, 63105

Business Phone: (314) 746-1452

Reason Nominated:

Gershman Commercial Real Estate (GCRE) has a large presence in Creve Coeur with multiple retail shopping centers in the area. GCRE advocates healthy living and supports communities on promoting a healthier lifestyle.

At Westgate Centre, GCRE is proud to host the Creve Coeur Farmers Market at no cost. The Farmer's Market allows local residents to make healthy lifestyle choices while shopping local. GCRE and Westgate Centre recognize that healthier choices add value to the community.

Here at GCRE, we believe that the Farmer's Market at Westgate Centre is the heart of Creve Coeur.

Category: Heart of the Community

Business Name: CycleBar Creve Coeur

Business Address: 11625 Olive Blvd., Creve Coeur, MO 63141

Business Phone: (314) 396-6766

Reason Nominated:

At CycleBar Creve Coeur, we strive to build our CycleFamily by delivering an energetic, communal experience. Our platform is a premium indoor cycling studio where high energy, motivating instructors lead up to 50 riders through an exercise routine that feels like a rock concert. We grow our CycleFamily by connecting with riders, many of whom are improving their health, some in life-changing degrees.

CycleBar Creve Coeur opened for business on March 27, 2017. During 2017, 5,600 people came to the studio for 30,800 rides. Our riders pedaled 353,600 miles, which is equivalent to circumnavigating the earth 14.2 times. Enough calories were burned to lose 4,900 pounds of body fat.

Our riders were busy at the Creve Coeur studio. Some of their Facebook reviews and Instagram posts are attached. Many rider stories are shared in our Community Room, mostly about their personal achievements, new friends and sense of belonging. Some of these stories are delivered through tears of joy.

A pillar of our business is CycleGiving. We host fundraising events for nonprofits to support their local causes. Supporters of the nonprofit donate to attend the private ride with proceeds given back to the nonprofit. In 2017, CycleBar Creve Coeur held 36 CycleGiving events and generated proceeds of \$20,800.

We also enjoy getting out of the studio to participate in community events. In September, CycleBar Creve Coeur teamed with CycleBar Chesterfield and Pedal the Cause to create "The CycleBar Experience." Bikes from both studios were at the event where our instructors led several hundred PTC supporters through 4.5 hours of outdoor stationary riding. You can also find us at local runs, such as the Creve Coeur St. Paddy's Half Marathon & 7K Run, Olivette Turkey Trot, GO! St. Louis Marathon, Run for Chocolate and Frozen Buns Run. The studio was the Cross Training Partner of the St. Louis Ambush indoor soccer team during the 2017/2018 season.

On a daily average, CycleBar Creve Coeur pulled 110 people to Creve Coeur and CityPlace Retail. Many of the CityPlace Retail businesses experienced an increase in their business from our riders. Fit-Flavors expanded their hours to serve our riders. Other Creve Coeur businesses outside of CityPlace, such as Dapper Donut, report that CycleBar riders visit their businesses.

CycleBar Creve Coeur is very thankful for the great support of the community created in and around our studio. We are very proud of our CycleFamily!

Attachment: CycleBar HeartOfTheCommunity_2018

Facebook Reviews

4.A.1.b



CYCLEBAR (Creve Coeur) ✓

@CycleBarCreveCoeur

Home

Posts

Reviews

Videos

Photos

Locations

About

Community

Groups

Promote

Manage Promotions

1

Like

Following

Share

...

Send Email

5 stars 97
4 stars
3 stars
2 stars
1 star



Tori Taylor Ross reviewed CYCLEBAR — 5★

January 15 · 🌐

I did my 2nd class tonight. I really like how if everyone else is up and I have nothin left, I can sit and back off the rpm and nobody side eyes me. You can ghostride if you don't want to see yourself on the board. I blew my knee out in May, gained a ton of weight because I wasn't working out and now need something I can do with the left knee of a 41-year-old with bad joint genetics. It is the first workout I've tried since where I don't feel like my knee is going to blow again.

Like

Comment

Share



CYCLEBAR and Jen Eckenfels



CYCLEBAR Tori Taylor Ross , you nailed it girlfriend! We love that you have the freedom to build at your own pace. If there is anything that you need, or any modifications, please let us know. Keep up the good work!

Like · Reply · Commented on by MomentFeed (?) · 5w



Write a comment...



Press Enter to post.



Mike Ragsdale reviewed CYCLEBAR — 5★

February 21 at 9:10pm · 🌐

This was my very first time doing cycle bar I will say this was super awesome!! I had a blast!! Our instructor Natalie was so awesome and so cool!! I recommend this to anyone that is looking for fun cardio workout!! Music was freakin awesome!! Love me some hip hop!! What also made my evening even better I got to cycle with my 1st Phorm Phamily!! I finally got meet these guys for first time I got opportunity to cycle with them!! Tell me that ain't cool!! It was awesome!! Love Cyclebar!!

Like

Comment

Share



Packet Pg. 9

Facebook Reviews

4.A.1.b

Attachment: 2018 Heart of the Community Nominee Packet (Business Awards 2018)

 **Gail Hotze Macer** reviewed CYCLEBAR — 5★
October 16, 2017 · 🌐

If you need a change in your exercise regiment, give CycleBar a whirl! It has literally changed the way I feel in so many ways. Paul rode next to me my first class and made sure I was situated on my bike. The staff is friendly and welcoming and it's nice to walk in and actually be greeted. You can tell the staff truly wants you to enjoy the experience. I received a personal email from Michelle with whom I took my first class with and that to me gave my experience that extra personal touch!



Like



Comment



Share



 CYCLEBAR and Carole Wanza Travis

 **CYCLEBAR** Gail Hotze Macer , thanks for the kind comments about your experience. One of the best aspects of my job is meeting people like you!



1

Like · Reply · Commented on by MomentFeed [?] · 19w



Write a comment...



Press Enter to post.

 **Stacy Butz** reviewed CYCLEBAR — 5★
November 30, 2017 · 🌐

The CycleBar in Creve Coeur is an amazing experience! The instructors, managers, owner as well as the other employees are very helpful and friendly!! It feels like one BIG family. We are all in this transformation together. Come along for the ride. It's worth it!!!



Like



Comment



Share



Katrina Boss reviewed CYCLEBAR — 5★

November 13, 2017 · 🌐

This place is awesome! Great customer service, very friendly and helpful staff, wonderful instructors. I always get a great workout and sweat my butt off and leave with an endorphin high 💎 Checking out my personal stats after class really help to push myself each time. 💎



Like



Comment



Share



 CYCLEBAR



CYCLEBAR Katrina Boss we love having you in class! It's amazing that you have tried out half of our instructors. Thank you for the wonderful review, and we cant wait to see you soon.



1

Like · Reply · Commented on by MomentFeed [?] · 15w



Write a comment...



Press Enter to post.



Margit Victoria reviewed CYCLEBAR — 5★

October 23, 2017 · 🌐

It is like no other experience. I was nervous coming in because I am new at cycling and have never taken any sort of class. The staff was and is super inviting and friendly, and put any of my uncertainties at ease. I have only taken two classes, but I'm hooked already! Great environment, and AWESOME workout... what's not to love!



Like



Comment



Share



Facebook Reviews

4.A.1.b

Attachment: 2018 Heart of the Community Nominee Packet (Business Awards 2018)

 **Jennifer Michele Matus** reviewed CYCLEBAR — 5★
July 16, 2017 · 🌐

I went to CycleBar for the first time yesterday after some friends suggested trying it out. I was nervous to try it but the staff there was so friendly and welcoming that it made the experience so much better. The owner happen to be there and explained exactly how to set up the bike and the shoes, etc. It was nice to see that all different types of people were there participating in the class. The instructor Ayesha was wonerful! She was so motivating and chose great music which is important during an intense workout. I'm excited to go back and try it again soon!

 Like  Comment  Share 

 CYCLEBAR and Angie Steiger

 **CYCLEBAR** Jennifer Michele Matus thank you so much! We look forward to seeing you soon 🥰🥰
 1
Like · Reply · Commented on by MomentFeed [?] · 27w

 Write a comment...
Press Enter to post.

 **Jess Perkins** reviewed CYCLEBAR — 5★
December 7, 2017 · 🌐

Today was my first cycle bar experience, and I am already hooked! Thank You Coleen for one of the hardest and most up-lifting workouts I have ever experienced! I most definitely will be back!

 Like  Comment  Share 

 **Shertina Shert Gillespie** reviewed CYCLEBAR — 5★
November 8, 2017 · 🌐

I attended Cyclebar for the first time last night and was so impressed! Everyone very friendly and helpful. My instructor sent me an email after class thanking me riding with her. I'll definitely be back.. What a great workout!

 Like  Comment  Share

 CYCLEBAR

 **CYCLEBAR** Shertina Shert Gillespie Thank you so much! Natalie is an amazing instructor and we cant wait to see you back soon. If you have any questions that come up, please let us know.
 1
Like · Reply · Commented on by MomentFeed [?] · 15w

 Write a comment...
Press Enter to post.

 **Molly Kovacich** reviewed CYCLEBAR — 5★
May 23, 2017 · 🌐

This involves both Creve Coeur and Cheaterfield...

My grandfather passed away yesterday morning. I had a ride scheduled for ton but of course want to spend time with the family. I saw Chesterfield didn't have phone number listed on Google, so I called the Creve Coeur location. The lady answered the phone was SO nice and sweet. She took down my information and said she would call the owner of the Chesterfield location to inform them of my situation. I then received an email from Chesterfield stating they cancelled my c and that they are sorry for my loss. They also asked if there was anything else I could do to let them know.

It's so nice to know there are kind people in this world still.

Thank you!

Instagram Posts

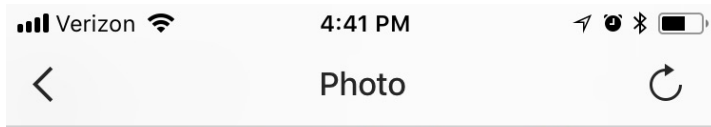
4.A.1.b



Attachment: 2018 Heart of the Community Nominee Packet (Business Awards 2018)

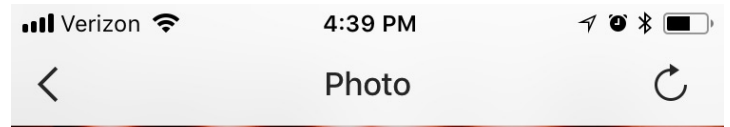
Instagram Posts

4.A.1.b



59 likes

onenaveen24 At this time a year ago, we had never done a spin class. Today, we all finished Top 4! Not pictured: the Indian buffet we demolished afterwards...



895 likes

will2win50 I have to admit ... I use to think I would never be caught on a road bike... or wearing one of those stupid little tight shiny outfits ... and certainly never in a "spin" class... F that... 😊

And now here we are ... not only do I love road riding ... I wear my "stupid" little tight outfit any chance I get like a kid and a power ranger costume ... and I'm slightly addicted to CycleBar ... 🙌

When you think about it though ... People change ... seasons change ... circumstances change ... hell even taste buds change!

So it only makes sense that fitness interest and



Packet Pg. 13

Instagram Posts

4.A.1.b



28 likes

cb_colleen Thanks to Dapper Donuts for the delicious donuts after our Brunch Ride today at @cb_crevecœur ! And thanks to the 11:45am riders - you crushed it!! 🍌🌟👏

#dapperdonutscrevecœur

cyclebossspinks So jealous!!!



27 likes

cb_colleen Thanks so much to @briesproteinbars.fit.treats for treating us to delicious protein bars and cookies after class today. Yummy!! Check them out! 🍌🍪💕

briesproteinbars.fit.treats Thank YOU for a killer class!!!! 🍌🍌🍌💕💕

dan_the_healthy_man What a great morning with



Packet Pg. 14

Instagram Posts

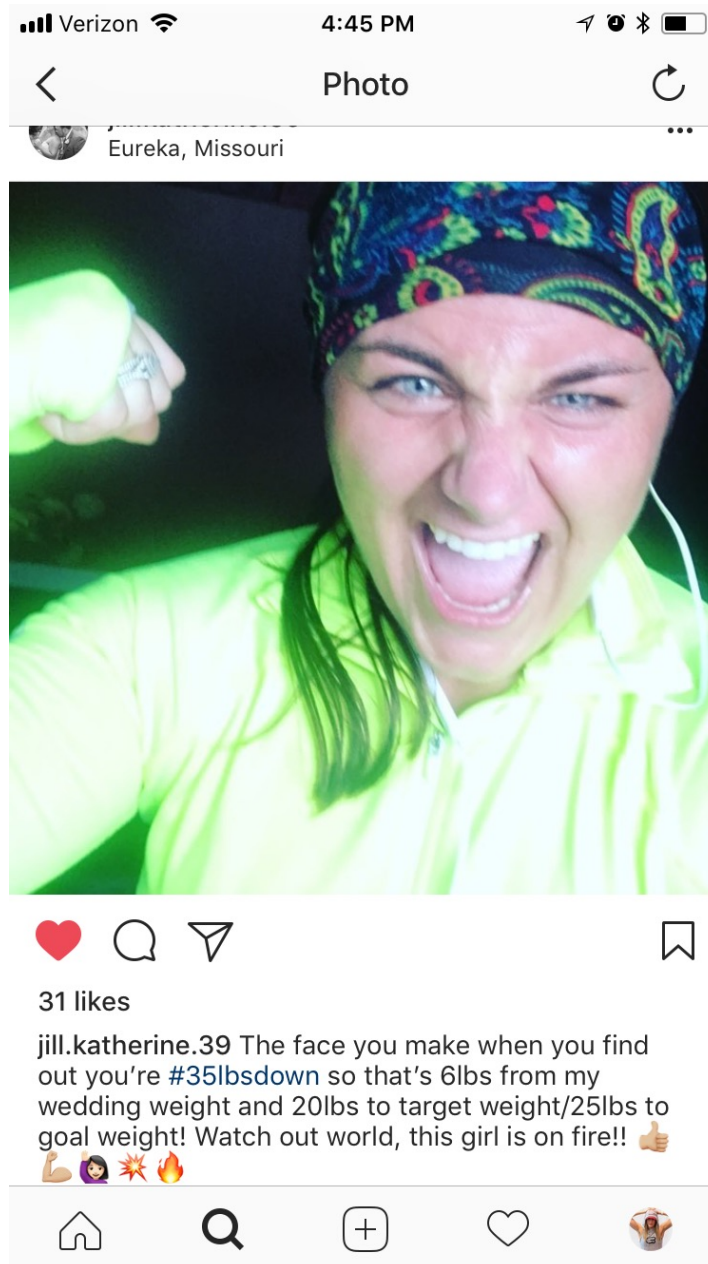
4.A.1.b



Attachment: 2018 Heart of the Community Nominee Packet (Business Awards 2018)

Instagram Posts

4.A.1.b



Attachment: 2018 Heart of the Community Nominee Packet (Business Awards 2018)

Creve Coeur Business Awards 2018 – Most Innovative Nominations (4)

Category: Most Innovative Business

Business Name: Computer Problem Busters

Business Address: 12384 Olive Blvd., Creve Coeur, MO, 63141

Business Phone: (314) 872-2878

Reason Nominated:

Computer Problem Busters provides excellent customer service. Their employees provide friendly and prompt service and the prices are reasonable.

Category: Most Innovative Business

Business Name: Heritage Veterinary Hospital

Business Address: 12952 Olive Blvd, Creve Coeur, MO, 63141

Business Phone: (314) 878-8454

Reason Nominated:

Heritage Veterinary Hospital located on the southwest corner of Olive Blvd. and Fernview was established in 1974 by Dr. McLaughlin. Dr. Sanford purchased the practice in 2003. They've proudly been a part of the St. Louis veterinary hospital community, offering care to the residents of the greater Creve Coeur, MO area, including extending care to the surrounding communities of Bridgeton, Maryland Heights, Kirkwood, Chesterfield, and St. Charles, among others. It maintains an accreditation by AAHA with only 12-15% of veterinary hospitals in the United States and Canada being recognized by AAHA.

The business is women owned and employs four veterinarians and 12 support staff. They provide an extensive list of services and are in the process of expanding their services to include dog grooming. The staff are very friendly and very accommodating and their review score on Facebook is 4.9 out of 5 for 61 reviews. <https://www.facebook.com/HeritageVet/>

The building is easily recognizable on the south side of Olive Blvd as you enter Creve Coeur from the west and they decorate their dog and cat metal statue depending on the season. They just recently experienced a tragic loss to their staff when one of the female technicians passed away from breast cancer. The business celebrated her life with a special event at the Butterfly House. Creve Coeur needs more business like Heritage Veterinary Hospital that makes a positive impact and provides value services to our community, appreciates its employees and develops personal relationships with pets and their owners.

Website: <http://heritageveterinary.com/index.html>

Category: Most Innovative Business

Business Name: Arvegenix

Business Address: 1100 Corporate Park Drive, Suite 135, Creve Coeur, Missouri, 63132

Business Phone: (314) 691-9152

Reason Nominated:

Arvegenix is deserving of the Creve Coeur Most Innovative Business Award because of its demonstrated record of innovation, and the research team's unique achievements and significant advancements in the field of agriculture. Arvegenix's research is focused on domesticating the common native plant known as pennycress as a viable addition to the traditional corn /soybean crop rotation. Pennycress is of particular focus because, unlike traditional plants used for typical corn/soybean crop rotations, pennycress grows in the offseason, through the winter! Pennycress gives farmers an extra growing season!!

The research team at Arvegenix is exploring how pennycress, a weed and member of the mustard seed family, can be domesticated into a viable commodity crop for Midwest farmers. Although every new crop makes this transition, very few native plants ever become a new crop. Canola, a relative of pennycress, is one of the last major crops to make the jump, and that was over 50 years ago.

Fast forward to 2013 and the founding of Arvegenix in Creve Coeur, Missouri. Arvegenix has since collected more than 900 wild varieties of pennycress across 22 states, and raised nearly \$6M to advance their research. Agronomists like George Washington Carver have long advocated farmers rotate their crops to replenish the soil with nitrogen and other nutrients, but there hasn't been a winter crop option for farmers with the same profit potential as pennycress. One pennycress plant can produce as many as 20,000 seeds. Once harvested, the seeds typically contain 36 percent oil content, which makes pennycress a great oil resource for renewable, biodiesel and aviation fuel in addition to its value as a high-protein animal feed. New developments have also enabled the oily to be a high quality super low saturate food quality oil too.

As Arvegenix has established its presence in Creve Coeur, the team has focused on people, place, and purpose. In addition, the management team of Arvegenix is deeply committed to ensuring that the company is as committed to equity and inclusion as it is to advancing sustainable practices in agriculture.

People: Arvegenix seeks to create an inclusive and welcoming business environment by building a team of diverse people all of whom work collaborative "to get the project done". The management team deeply values gender, cultural, technical, and generational diversity. This company-wide commitment to collaboration and inclusion makes Arvegenix extremely dynamic and adaptable. Even though the team is small, we have team members of five different nationalities!

Place: Arvegenix leverages St. Louis's regional startup support and science related organizations including area universities and research institutions. Arvegenix's headquarters is located inside

St. Louis County's Helix Center which is adjacent to BRDG Park and the Danforth Plant Science Center within the 39 North AgTech Innovation District in Creve Coeur. Research efforts within Arvegenix include collaborative agreements with Illinois State University, the University of Minnesota, and Western Illinois University. These partnerships allow Arvegenix to be extremely capital efficient and simultaneously accelerate research and product development.

Purpose: Pennycress is the definition of sustainability because it fits into a window when nothing else is growing in the field. Arvegenix is working to develop pennycress into a viable seed product that will be embraced by farmers as a NEW winter cover crop to be harvested before soybean planting. Broad adoption of pennycress as a winter cover crop would result in farmers having the option to go from a two-crop business model to a three-crop business model. In addition, including pennycress in the corn/soybean crop rotation would ultimately improve soil quality and reduce nutrient runoff while retaining moisture in the soil. For farmers, pennycress has the potential to add revenue and create a new business opportunity for grain processors. For the consumer, pennycress brings two sustainably produced, non-genetically modified organism (non-GMO) products to the market: high quality oil and high protein animal feed. Of equal interest to market watchers is the potential of pennycress to be a new feedstock for energy, food and feed.

For all these reasons, the St. Louis Economic Development Partnership and the Helix Center are pleased to nominate Arvegenix for the 2018 Creve Coeur Most Innovative Business Award.

Thank you for the opportunity to submit this nomination.

Additional Supporting Documentation Links:

FORBES: <https://www.forbes.com/sites/maggiemcgrath/2017/06/28/the-25-most-innovative-ag-tech-startups/#52939a8f4883>

St. Louis Post Dispatch – 2017: http://www.stltoday.com/business/columns/david-nicklaus/pennycress-startup-arvegenix-raises-million/article_39f247ee-fb01-59aa-a12a-de34c9e02701.html

St. Louis Post Dispatch – 2015: http://www.stltoday.com/business/local/young-biotech-firm-arvegenix-chases-the-next-cash-crop/article_8ca1b20a-748c-5a4d-8eee-fdc3d5d4379e.html

Category: Most Innovative Business

Business Name: NewLeaf Symbiotics

Business Address: BRDG Park, 1005 N. Warson Rd., Creve Coeur, MO, 63132

Business Phone: (314) 993-4411

Reason Nominated:

NewLeaf Symbiotics is an agricultural biologicals company engaged in discovery, development, production, and commercialization of products containing beneficial plant microbes. They became tenant at BRDG Park at the Danforth Plant Science Center in 2012 with two founders Tom Laurita and Steve Kahn, a small lab and scientific staff. Since then, they have experienced rapid growth. The Company has filed over 70 patent applications that cover a broad range of

technology including methods of production and formulation, crop yield enhancement, and activity against pathogens and pests. In September 2017, they announced the second close of its \$30MM series C financing round (see attached news articles). Today they employ 40 people, occupy one half floor of the BRDG Park and recently released their first two products to the market, (see attached news release).

The company's commitment to tapping the advantages of Methylophilic bacteria has positioned it as a leader in biologicals to create more sustainable agriculture. They are excellent ambassadors of 39 North, the 600 acre Innovation District in the heart of Creve Coeur and are a stellar example of the of our community's strength in research, innovation and product development.

Attachment: NewLeaf Press Release



For additional information, contact:
Melanie Bernds, (314) 587-1647
mbernds@danforthcenter.org

NewLeaf Symbiotics Launches Transformative Ag Biological Technology

Terrasym products sold in US Market for the First Time

ST. LOUIS, MO, February 26, 2018 – [NewLeaf Symbiotics](#) announced the launch of its [Terrasym™](#) technology and the sale of its first two nutrient enhancing products, a totally new class of natural, beneficial biologicals called [M-trophs](#). Terrasym 401 is a seed treatment for soybeans that maximizes the yield potential by enhancing plant nutrition. Terrasym 402 is a bio-complement applied to peanuts that provides season-long performance and significantly higher yields. Both products are marketed through a network of strong regional partners.

“NewLeaf has developed the [Terrasym](#) technology with a singular focus and strategy. These sales mark the first time anyone, anywhere has developed bio-complement products based on this unique class of beneficial microbials,” said Tom Laurita, CEO of NewLeaf Symbiotics. “Our patented production process has exceeded expectations, allowing us to manufacture, formulate and market both the soybean and peanut products at scale in 2018, earlier than plan. We are very happy to respond to the growing market demand for sustainable biological products.”

NewLeaf is working with innovative regional crop input distributors in soybean and peanut growing areas to facilitate the adoption of Terrasym technology. The initial response from partners has been focused on the novel way Terrasym optimizes plant performance by contributing to robust growth. Growers have observed higher yield and quality in crops treated with Terrasym products.

NewLeaf uses its Prescriptive Biologics™, genomics platform, to identify best fit M-trophs for each crop, use, and geography. Terrasym 401 and 402 are distinct proprietary strains of naturally occurring beneficial plant microbes. M-trophs work all season long augmenting plant performance. NewLeaf’s products are designed to enhance plant nutrient acquisition during critical stages of development. Treated crops grow more vigorously, and improved nutrient uptake makes them stronger and better able to withstand environmental stresses.

Three years of field data showed yield increases of greater than 2bushels/acre in soybean treated with Terrasym 401 as a result of increased plant root mass and enhanced nutrient uptake.

In peanut fields where Terrasym 402 was added to rhizobia applied in-furrow, average yield increased by over 200 pounds/acre compared to crops grown with standard U.S. production practices.

NewLeaf Symbiotics, the leader in M-troph based product development and commercialization, located in the heart of the world’s Plant Science Center, St Louis, MO continues to work on novel, sustainable solutions for growers around the world, expanding into corn and other important crops next growing season.

About NewLeaf Symbiotics

NewLeaf Symbiotics is an agricultural biologicals company engaged in discovery, development, production, and commercialization of products containing beneficial plant microbes. Its 40+member team is based in BRDG Park at the Donald Danforth Plant Science Center in St Louis, MO. Visit NewLeaf Symbiotics at www.newleafsym.com.

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Creve Coeur Business Awards 2018 – Green Business Nominations (2)

Category: Green Business

Business Name: Cantor Injury Law

Business Address: 12283 Olive Blvd., Creve Coeur, MO, 63141

Business Phone: (314) 628-9999

Reason Nominated:

Law offices and legal practice are notoriously paper-heavy businesses. Imagine the hundreds of banker's boxes full of contracts, research, discovery, precedents, verdicts, settlements, interviews, and more. Step into any run-of-the-mill law office and you'll find filing cabinets upon filing cabinets of paper-clutter.

Cantor Injury Law is a very different kind of law office; it is environmentally friendly and prioritizes being "green" as a vital pillar in its business model. Cantor Injury Law recently went completely paperless, switching completely to electronic files. A typical case used to garner four banker's boxes worth of paper between medical records and discovery. Now, the office only prints two pages per case: a written contract and a hipaa compliant medical release. This move to e-files will literally save the local law office hundreds of tons of paper per year.

It is an incredibly time-consuming process to switch from physical files to electronic files, but Mark Cantor, owner of Cantor Injury Law, is a nature-lover and environmental advocate that realized the benefits for our Earth and dedicated the time and manpower to make the switch. It is unique for a law office, usually so set in it's excessive paper consumption ways, to switch after decades in the industry and hundreds of thousands of documents to sift through, but Mark and his team are paving the way for local businesses to reduce their consumption and waste, while maintaining their top-notch services and brand.

Category: Green Business

Business Name: Vanchi Properties LLC

Business Address: 844 N. New Ballas Ct., Creve Coeur, MO, 63141

Business Phone: (314) 323-5073

Reason Nominated:

Vanchi Properties, LLC is the newly constructed medical building at 844 North New Ballas Road designed to be one of the most energy efficient commercial buildings in Creve Coeur. It is also the first structure in the area to install a state-of-the-art photovoltaic solar power system AND utilize a highly efficient geothermal heating and cooling system.

Photovoltaic Solar Power System Details (See attached project detail sheet):

- Solar System Size: 17.64kW
- Number of Modules: 63 (25-Year Warranties)
- Estimated Annual Production (kWhs): 24,532
- Average Monthly Electric Bill Savings: \$242

Estimated Environmental Offset of the Solar Power System:

- Annual Miles Driven by a Passenger Vehicle: 41,312
- Number of Seedlings Planted per Month: 37.2
- Annual Pounds of Carbon Dioxide Offset: 38,000

GeoComfort Geothermal System:

- 30% to 70% energy cost reduction versus traditional HVAC methods
- Building is heated and air conditioned by 22 tons of geothermal units
- Closed loop field is made up of 22 vertical bore holes underneath the parking lot (Should last a lifetime)
- Geothermal Units last 20-25 years, sometimes longer

Additional Energy Efficiency Modifications:

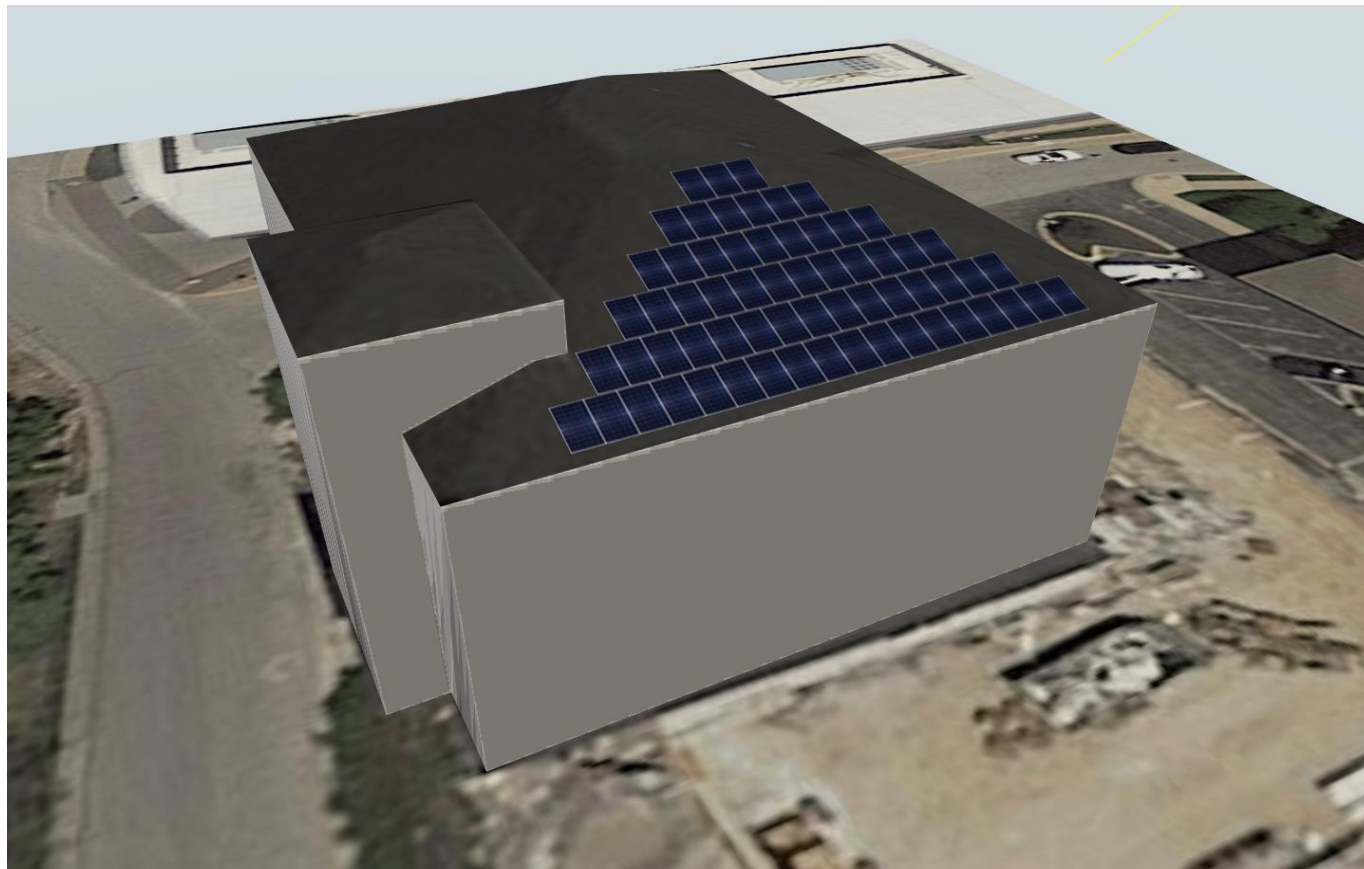
- Lighting upgraded to LEDs instead of inefficient incandescents throughout the entire building
- The building has R44 insulation in attic and R22 insulation in the exterior walls

Attachment: Vanchi Properties Supporting Documentation.pdf



Solar Energy System Installed For:

844 North New Ballas Court



System Size (kW):	17.64	Number of Panels:	63
Estimated Annual Production (kWhs)	24,532	Average Monthly Electric Bill Savings	\$242

Estimated Environmental Benefits:

Annual Miles Driven By a Passenger Vehicle:	-or-		41,312
Number of Seedlings Planted per Month	-or-		37.2
Annual Pounds of Carbon Dioxide Offset			38,000

Panel Type:	<i>Silfab SLA-M 280W All Black Module</i>
Inverter Type:	<i>SolarEdge with DC Optimizers</i>
Racking System:	<i>Ironridge XR-100</i>

Creve Coeur Business Awards 2018 – Favorite Restaurant Nominations (3)

Determined by Popular Vote online at www.creve-coeur.org/businessawards

(voting ends April 6 at 5 p.m.)

Category: Favorite Restaurant

Business Name: Nudo House

Business Address: 11423 Olive Blvd., Creve Coeur, MO, 63141

Business Phone: (314) 749-5655

Reason Nominated:

Original, innovative menu with top notch service! This exceptional ramen noodle shop opened in August of 2017 in the Dierberg's West Oak Shopping Center after many months of waiting The food is exceptional. The broth is absolute perfection....the Banh Mi sandwich is the best around. The pricing is reasonable, service warm and very friendly. After one visit, you are treated like family -- which is the base of this endeavor. The owner, Qui Tran's mother opened up Mei Lee in U. City in the '80's - Qui took over and moved it to it's present location near the Hanley Metro Link in Brentwood and it has been the "go to place" for the best in Viet Names cuisine for the past several years. Now, right here in the heart of Creve Coeur, we have his wonderful cuisine right at our fingertips/chop sticks! This is a true gem and Creve Coeur should rejoice in the good fortune that he chose to land his second restaurant right here!

Category: Favorite Restaurant

Business Name: Oishi Sushi

Business Address: 721 N New Ballas Rd., Creve Coeur, MO, 63141

Business Phone: (314) 567-4478

Reason Nominated:

Good food. Good service.

Category: Favorite Restaurant

Business Name: Thai Nivas

Business Address: 11054 Olive Blvd., Creve Coeur, MO, 63141

Business Phone: (314) 567-8989

Reason Nominated:

Delicious, quality family run Thai restaurant conveniently located in Graeser Square. Lovely place for a quiet dinner, also kid friendly. Thai Nivas offers excellent take-out as well. Best sushi in Creve Coeur. The owners are kind and personable. Small restaurant filled with character and charm. A treasure for our community.