

# NOTICE OF STUDY SESSION

## OF THE

### UNIVERSITY CITY CITY COUNCIL

Public Notice is hereby given that a Study Session of the City Council of University City will be held on **Monday, May 13, 2019, at 5:30 p.m.**, at City Hall, fifth floor, 6801 Delmar, University City, MO.

#### AGENDA

Requested by the City Manager

1. Meeting called to order
2. Changes to Regular Council Agenda
3. EDRST Grant Guidelines
4. Crime Statistics
5. Adjournment

This meeting is OPEN to the public.

Dated this 10<sup>th</sup> day of May 2019

LaRette Reese  
City Clerk



## **Economic Development**

6801 Delmar Boulevard, University City, Missouri 63130, (314) 505-8533 - ltucker@ucitymo.org

### **STAFF REPORT**

MEETING DATE: March 13 & April 16, 2019

ENTITY: Economic Development Sales Tax Board

TOPIC: Funding Priority Guidelines and Selection Criteria Matrix

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At the March 13 meeting of the EDRST Board, the members reaffirmed the existing Funding Priority Guidelines as presented. At both the March 13 and April 16 meetings, updates were made to the Selection Criteria Matrix to ensure the standards are in conformity to the uses of the funds as established in the Missouri State Statute.

Staff will present the guidelines and the changes to the Matrix at the May 13, 2019 Study Session.

#### Attachments:

1. EDRSTB Funding Priority Guidelines
2. EDRST Analysis Matrix



## **Department of Community Development**

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 505-8500, Fax: (314) 862-3168

# **ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD FUNDING PRIORITY GUIDELINES**

### **Purpose**

The purpose of these guidelines is to establish priorities for the use of the Economic Development Retail Sales Tax (EDRST) funds. These priorities and associated evaluation criteria shall be used as a guide for the orderly review and disposition of applications and requests for EDRST funds, and will be used to make funding recommendations to the City Council.

### **Strategic Goals and Objectives or General Funding Priorities**

The recommended use of the EDRST funds are aligned with the following University City economic development priorities:

1. To expand efforts and partnerships to encourage the physical and economic redevelopment of Olive Boulevard.
2. To continue infrastructure improvements to the Olive Boulevard and Delmar Boulevard streetscapes.
3. To continue to support existing successful business districts, such as the Loop.
4. To enhance the City's efforts of business retention, attraction and expansion.

These priorities are in keeping with Chapter 2.41 of the City's Municipal Code and other economic development planning documents.

### **Evaluation Criteria**

Applications submitted to the Economic Development Retail Sales Tax Board for consideration will be evaluated on the following criteria:

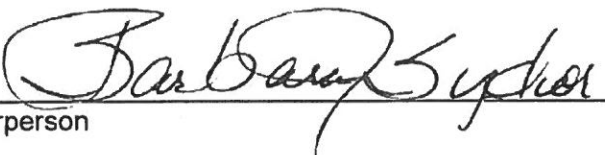
- Alignment of the project with the City's Comprehensive Plan or other approved planning documents.
- Ability of the applicant to leverage additional financial resources for the project.
- Ability of the project to be a long-lasting and value added investment.
- Ability of the project to redevelop vacant or underutilized commercial and industrial properties located in target redevelopment areas.
- Potential for the project to act as a catalyst for additional development activity.
- Potential for project to provide additional employment opportunities.
- Potential for the project to provide unmet needs, limiting duplication.
- Appropriate alignment of business fit with the target area.
- Other criteria that may be defined on a project by project basis.

## Use of Funds

The use of the Economic Development Retail Sales Tax Funds is prescribed by the Municipal Code as follows:

- | 2.41.050 - Use of revenue generated by the tax.
  - A. No revenue generated by the tax shall be used for any retail development project, except for the redevelopment of downtown areas and historic districts. Not more than twenty-five (25) percent of the revenue generated shall be used annually for administrative purposes, including staff and facility costs.
  - B. At least twenty (20) percent of the revenue generated by the tax shall be used solely for projects directly related to long-term economic development preparation, including, but not limited to, the following:
    1. Acquisition of land;
    2. Installation of infrastructure for industrial or business parks;
    3. Improvement of water and wastewater treatment capacity;
    4. Extension of streets;
    5. Public facilities directly related to economic development and job creation; and
    6. Providing matching dollars for state and federal grants relating to such long-term projects.
  - C. The remaining revenue generated by the tax may be used for, but shall not be limited to the following:
    1. Marketing;
    2. Providing grants and loans to companies for job training, equipment acquisition, site development, and infrastructures;
    3. Training programs to prepare workers for advanced technologies and high skill jobs;
    4. Legal and accounting expenses directly associated with the economic development planning and preparation process; and
    5. Developing value-added and export opportunities for Missouri agricultural products.

Endorsed by the Economic Development Retail Sales Tax Board this 7<sup>th</sup> day of May, 2013.

  
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Chairperson

**EDRST Analysis Matrix**

Updated 4-17-19

Applicant	Project Title	Funding Request	Alignment with Comp Plan	Ability to leverage additional funding	Ability to be long-lasting and value added	Ability to redevelop vacant properties	Potential to act as catalyst for additional develop.	# of Jobs Created, # FT or PT, Average Wages	Appropriate alignment of business fit target area	SCORE	Location	Recommend Funding	Sub-Category of Spending per statute (Section 120.520 of Municipal Code)*	Applicant has received funds in the past & how many times if Yes?
Applicant 1														
Applicant 2														
Applicant 3														
Applicant 4														
TOTAL FUNDS REQUESTED														
TOTAL FUNDS AVAILABLE														

**Scoring**

- Little or no alignment with criteria 0
- Moderate alignment with criteria 1
- Strong alignment with criteria 2

**Section 120.520 Use of Revenue**

A. 25% Administrative

B1. Acquisition of Land

B2. Installation of infrastructure for industrial or business parks

B3. Improvement of water and wastewater treatment capacity

B4. Extension of streets

B5. Public facilities directly related to eco devo and job creation

B6. Providing matching dollars for State and Federal grants relating to long-term projects

C1. Marketing

C2. Grants & loans to companies for job training, equipment acquisition, site development & infrastructure

C3. Training programs to prepare workers for advanced technologies & high skill jobs

C4. Legal & accounting expenses directly associated with the eco dev planning & preparation process

C5. Developing value-added and export opportunities for MO Ag products





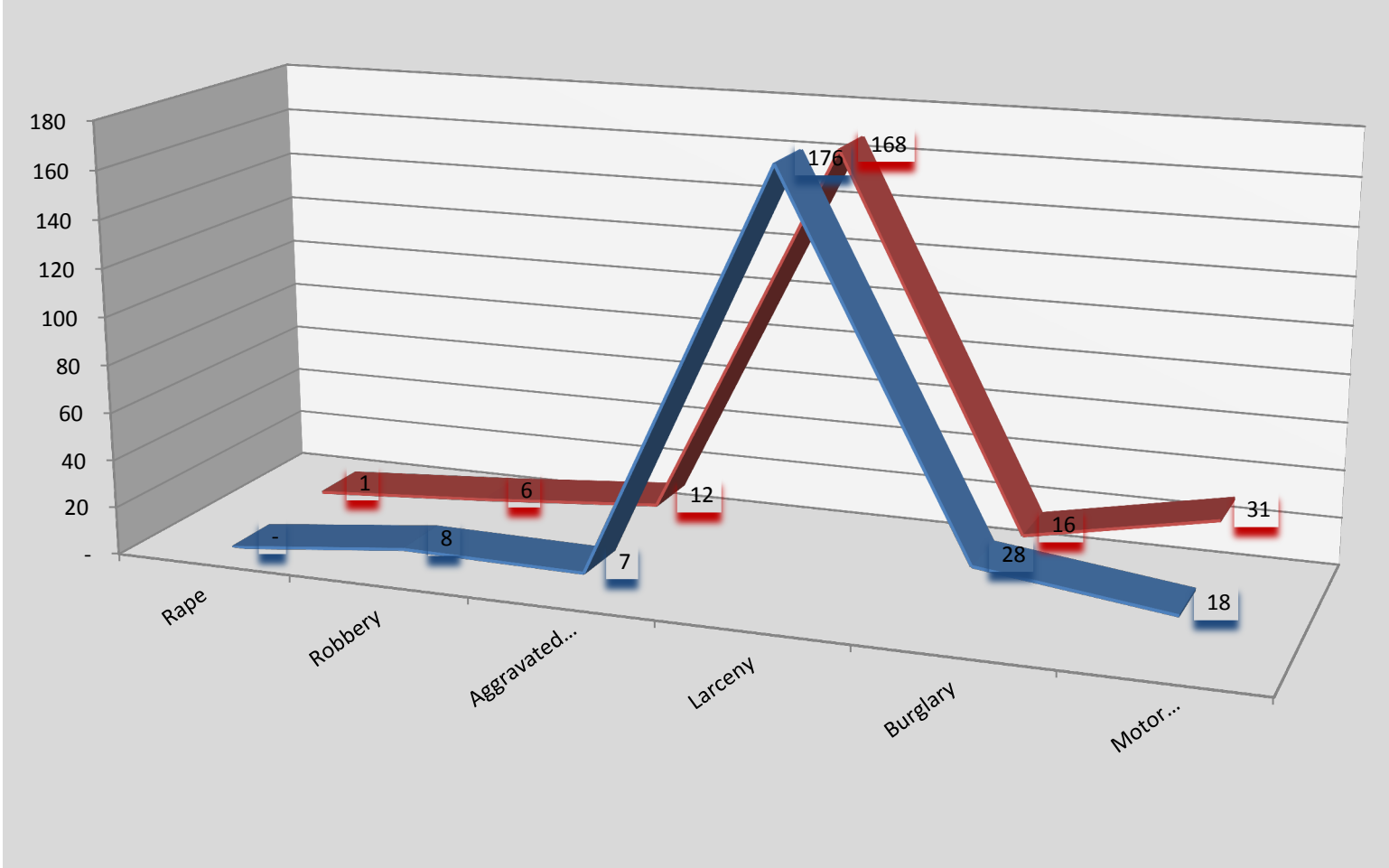
2018/2019  
1<sup>st</sup> Quarter  
Crime Comparison

UCPD Crime Stats

Presented By Chief Larry Hampton

# Part 1 Crimes 1<sup>st</sup> Quarter 2018/2019 Comparison by Incident Type

■ 2018 ■ 2019



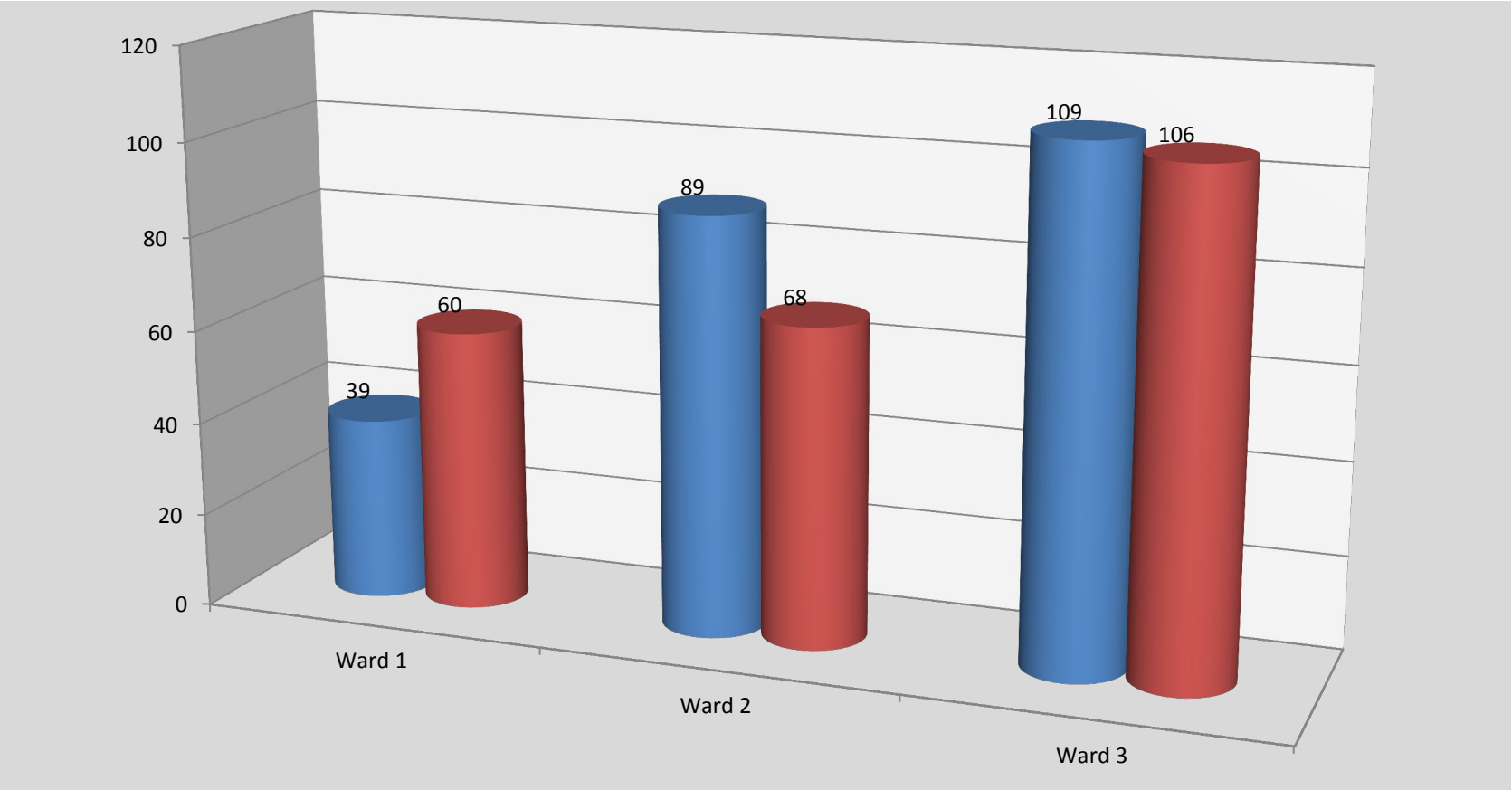


**Part 1 Crimes  
1<sup>st</sup> Quarter  
2018/2019 Comparison  
by Incident Type**

<b>Incident Type</b>	<b>2018</b>	<b>2019</b>
Rape	-	1
Robbery	8	6
Aggravated Assault	7	12
Larceny	176	168
Burglary	28	16
Motor Vehicle Theft	18	31
<b>Grand Total</b>	<b>237</b>	<b>234</b>

# Part I Crimes 1st Quarter 2018/2019 Comparison by Ward

■ 2018 ■ 2019

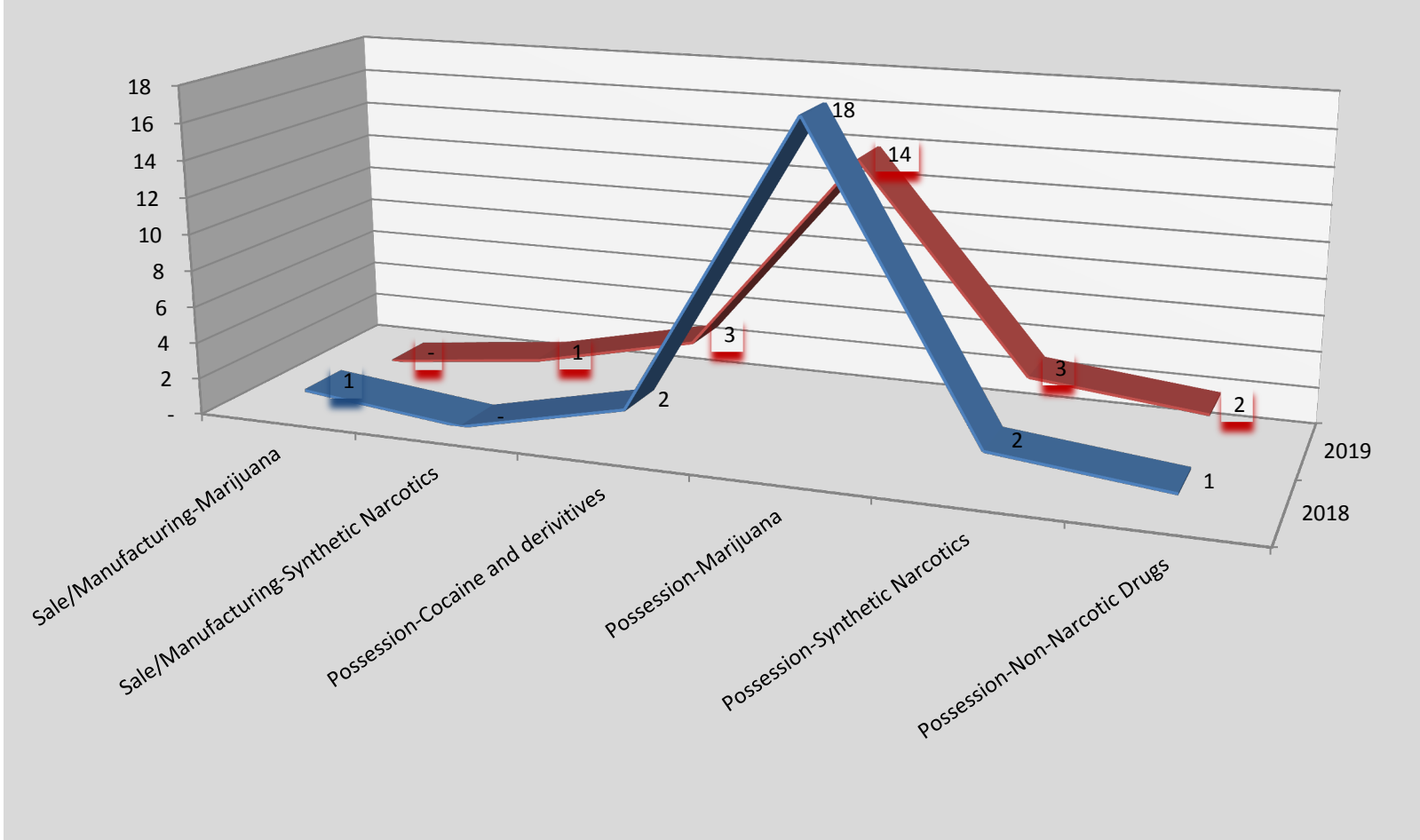


**Part 1 Crimes  
1<sup>st</sup> Quarter  
2018/2019 Comparison  
by Ward**

<b>Ward</b>	<b>2018</b>	<b>2019</b>
Ward 1	39	60
Ward 2	89	68
Ward 3	109	106
<b>Grand Total</b>	<b>237</b>	<b>234</b>

# Drug Violations 1<sup>st</sup> Quarter 2018/2019 Comparison by Incident Type

■ 2018 ■ 2019



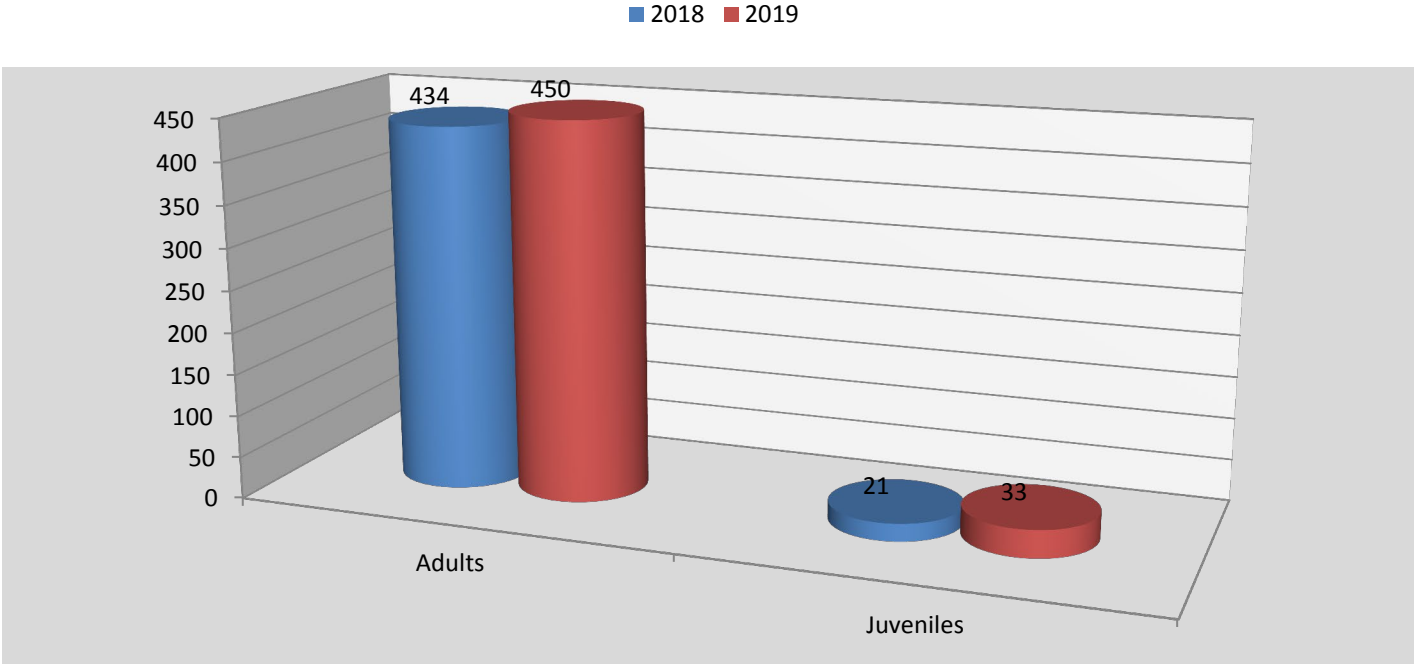
**Drug Violations**  
**1<sup>st</sup> Quarter**  
**2018/2019 Comparison**  
**by Incident Type**

<b>Incident Type</b>	<b>2018</b>	<b>2019</b>
<b>Sale/Manufacturing</b>		
Marijuana	1	-
Synthetic Narcotics	-	1
<b>Possession</b>		
Cocaine and Derivatives	2	3
Marijuana	18	14
Synthetic Narcotics	2	3
Non-Narcotic Drugs	1	2
<b>Grand Total</b>	<b>24</b>	<b>23</b>

# Arrest Totals 1<sup>st</sup> Quarter 2018/2019 Comparison

Arrest	2018	2019
Adults	434	450
Juveniles	21	33
<b>Grand Total</b>	<b>455</b>	<b>483</b>

\*Arrest totals includes summons issued in lieu of arrest



# Delmar Loop Manpower

- As crime trends are monitored in the region and areas surrounding the Delmar Loop in University City, UCPD continues to dedicate resources and strategic patrolling efforts for business districts like the Delmar Loop in our continuous efforts to keep our community safe.
- 2016 – \$44,672.90 {1,000.7500 hours}
- 2017 – \$54,406.97 {1,231.2500 hours}
- 2018 – \$91,605.53 {2,023.5000 hours}

# Delmar Loop drone footage





# Drone footage



# Questions?



**UNIVERSITY CITY POLICE DEPARTMENT**