



## AGENDA

### ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

1. Roll Call
2. Minutes - NA
3. Public Comments – (Limited to 3 minutes for individual’s comments, 5 minutes for representatives of groups or organizations.)

*ALL written comments must be received **no later than 12:00 p.m. the day of the meeting**. Comments may be sent via email to: [bsmith@ucitymo.org](mailto:bsmith@ucitymo.org) or mailed to the City Hall – 6801 Delmar Blvd. – Attention Brooke A. Smith, Assistant City Manager. Such comments will be provided to the EDRST Board prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.*

*Please note, when submitting your comments, a **name and address must be provided**. Please also note if your comment is on an agenda or non-agenda item, and a name and address are not provided, the provided comment will not be recorded in the official record.*

4. Mayor Comments
5. New Business
  - a. Funding for FY22 Programs
6. Next Meeting Date – To be Scheduled
7. Adjourn

**ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD - 4 year term**  
**9 Members: (2 from school district, 2 from St. Louis County, 5 citizens appt by the MAYOR)**  
 Meets As Needed

| APPT   | NAME     |          | BOARD POSITION | PHONE             | E-MAIL   | WARD | APPT   | REAPPT   | TERM EXP |
|--------|----------|----------|----------------|-------------------|--|------|--|----------|----------|
| School | Matthew  | Bellows  | School Board   | 636-399-3844      | <a href="mailto:mbellows@ucityschools.org">mbellows@ucityschools.org</a>     |      | 07/08/19   |          |          |
| School | Vacant   |          |                |                   |  |      |  |          |          |
| M      | Bobette  | Patton   |                | (c ) 314-346-7758 | <a href="mailto:bpatton258@gmail.com">bpatton258@gmail.com</a>               | 1    | 4/26/2021<br>until<br>1/7/2024                     |          | 01/07/24 |
| M      | Kathleen | Sorkin   | Chair          | (c )687-7030      | <a href="mailto:kathysorkin@sbcglobal.net">kathysorkin@sbcglobal.net</a>     | 1    | 5/29/2018<br>fill in until<br>1/7/2021             | 03/22/21 | 01/07/25 |
| M      | Matthew  | Erker    |                | (c )312-622-8029  | <a href="mailto:merker@monetagroup.com">merker@monetagroup.com</a>           | 2    | 02/11/19   |          | 01/07/23 |
| M      | Brendan  | O'Brien  |                | (c)437-0284       | <a href="mailto:bobrien@intcre.com">bobrien@intcre.com</a>                   | 2    | 02/11/16   | 9/14/20  | 01/07/24 |
| M      | Cynthia  | Martin   |                | (c ) 691-6456     | <a href="mailto:cynthiaJMartin@msn.com">cynthiaJMartin@msn.com</a>           | 1    | 2/22/2021fill<br>in until<br>1/7/2024              |          | 01/07/24 |
| County | Byron    | Price    | Vice Chair     | 314-853-2165      | <a href="mailto:creator.price@gmail.com">creator.price@gmail.com</a>         | 3    | 1/29/19<br>Stl County                              |          | 01/07/23 |
| County | Brandon  | Bradshaw |                | 919-345-7206      | <a href="mailto:brandonbradshaw@hotmail.com">brandonbradshaw@hotmail.com</a> | 1    | 8/18/20<br>Stl County<br>fill in until<br>1/7/2023 |          | 01/07/23 |
|        | Brooke   | Smith    | Staff Liaison  | 505-8536          | <a href="mailto:bsmith@ucitymo.org">bsmith@ucitymo.org</a>                   |      |  |          |          |
|        | Terry    | Crow     | Mayor          | 505-8606          | <a href="mailto:terry@ctlaw.net">terry@ctlaw.net</a>                         |      |  |          |          |



**OFFICE OF THE CITY MANAGER**

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 505-8531

**M E M O R A N D U M**

TO: Members of the Economic Development Retail Sales Tax Board  
FROM: Brooke A. Smith, Assistant City Manager  
DATE: January 24, 2022  
SUBJECT: Program Funding for FY2022

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The purpose of this memorandum is to provide the current balance and revenue projects for the Economic Development Retail Sales Tax (“EDRST”) Fund and to provide background information on the past programs funded by the EDRST Board.

**Fund Balance and Revenue Projection**

The EDRST Fund balance as of December 31, 2021 is **\$2,798,780**

The FY2022 adopted budget for the EDRST Fund is **\$525,000**

Revenue received from July 1, 2021 – December 31, 2021 is **\$245,304**

Revenue *projected* from January 1, 2022 – June 30, 2022 is **\$400,000.**

Per the state statute and the city’s charter, funds must be allocated as follows:

- 25% to administrative costs
- 20% to long-term economic development planning
  - Some examples
    - Acquisition of land
    - Extension of streets
    - Improvement of water and wastewater treatment capacity
- Remaining may be used for initiatives such as marketing, workforce development, site development, and equipment acquisitions. (not an exhaustive list)

**Past Programming**

Included with your packet is a document titled “Economic Development Retail Sales Tax Board Funding Priority Guidelines. This will give you an idea of what previous board members have considered when funding programs and/or projects.

In the past, the EDRST Board has accepted applications for the following types of programs:

- A. **Façade Improvement Program:** In FY20, the EDRST Board and the City Council allocated \$150,000 to the Façade Improvement Program. Local businesses were able

to apply for and receive funding to improve the exterior of their businesses. This program worked on a reimbursement basis, meaning, once approved, the business owner would bear the cost of the repairs and be reimbursed after the project was complete.

- B. **Local Business Programs and Projects:** In FY21 approximately \$625,000 was awarded to local organizations and businesses for various projects. These entities include, but are not limited to, U City in Bloom, Midwest Farmers Market, the Loop Special Business District (LSBD), and Mannequins on the Loop. The types of projects funded include a lighting study, LSBD special events, and U City in Bloom beautification projects to name a few.
- C. **Forgivable Loan Program:** Over \$1 million was allocated to a Forgivable Loan Program to assist small businesses during the COVID-19 pandemic. Additionally, the Board has previously funded a Forgivable Loan Program to help eligible new local retail, creative for profit and non-profit businesses purchase equipment and materials associated with establishing a new location. These loans would range from \$5,000 - \$10,000, did not require payment and would be forgiven if the recipient meets program guidelines for three (3) years.

### **Items to Consider for This Meeting**

There are several items for the Board to consider.

1. Does the Board prefer funding “rounds” with application deadlines, or would you prefer to fund projects on a rolling basis (as applications come in)?
2. What programs, if any, does the Board want to fund for FY22? (This would cover the period from January 1<sup>st</sup> – June 30<sup>th</sup>?)
3. How much does the Board want to allocate to each program?
4. Is the Board open to setting a quarterly meeting?
5. Is the Board opening to designating entitlement entities for organizations such as U City in Bloom and Midwest Farmers Market who receiving funding each year?

Please do not hesitate to contact me with any questions.



## **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:

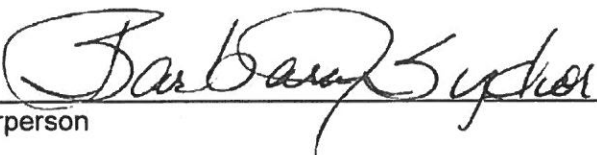
- Alignment of the project with the City's Comprehensive Plan or other approved planning documents.
- Ability of the applicant to leverage additional financial resources for the project.
- Ability of the project to be a long-lasting and value added investment.
- Ability of the project to redevelop vacant 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.

  
Chairperson