



Economic Development Retail Sales Tax Board

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

MEETING OF THE ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD
VIA VIDEOCONFERENCE
Thursday, May 11, 2023
6:30 p.m.

**IMPORTANT NOTICE REGARDING
PUBLIC ACCESS TO THE EDRSTB MEETING & PARTICIPATION**

EDRSTB will Meet Virtually on May 11, 2023

Observe and/or Listen to the Meeting (your options to join the meeting are below):

Webinar via the link below:

<https://us02web.zoom.us/j/82754943349?pwd=K3pORGRMWDY3TDVuZlhoVEFyeFRrUT09>

Passcode: 108855

Or One tap mobile :

+19292056099,,82754943349#,,,,*108855# US (New York)

+13017158592,,82754943349#,,,,*108855# US (Washington DC)

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 305 224 1968 US

+1 309 205 3325 US

+1 312 626 6799 US (Chicago)

+1 646 931 3860 US

+1 719 359 4580 US

+1 253 205 0468 US

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 360 209 5623 US

+1 386 347 5053 US

+1 507 473 4847 US

+1 564 217 2000 US

+1 669 444 9171 US

+1 669 900 6833 US (San Jose)

+1 689 278 1000 US

Webinar ID: 827 5494 3349

Passcode: 108855

International numbers available: <https://us02web.zoom.us/j/82754943349>

Citizen Participation

Those who wish to provide a comment during the “Public Comments” portion as indicated on the EDRSTB agenda: may provide written comments to the Deputy City Manager/Dir. of Economic Development ahead of the meeting.

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 or mailed to the City Hall – 6801 Delmar Blvd. – Attention Brooke A. Smith, Deputy 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.

AGENDA

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

1. Roll Call
2. 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 or mailed to the City Hall – 6801 Delmar Blvd. – Attention Brooke A. Smith, Deputy 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.*

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3. FY24 EDRST Budget
4. Board Member Comments
5. Next Meeting Date –July 6, 2023 at 6:30 p.m. (Tentative)
6. Adjourn



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, Deputy City Manager/Dir. of Economic Development

DATE: May 2, 2023

SUBJECT: Agenda Item 3 – FY24 EDRST Proposed Budget

This agenda item asks the Board to review and approve the FY24 Proposed Budget for EDRST Funds.

Attached you will find a copy of the FY24 Proposed Budget for EDRST Funds. This budget includes the following:

Personnel: Staff is requesting the funding for the two (2) full-time Economic Development Positions. This Board recommending funding these two positions to assist in implementing programming in line with the city’s Economic Development strategy. There may be a nominal increase included to account for any COLA and/or step increases that occur annually with performance evaluations. The amount these positions is less than the 25% cap for administrative costs.

Events and Receptions: This item covers the funding for the four entities that receive EDRST Funding each year. This line item has increased significantly because the LSBD intends to request \$275,000 from EDRST for their events in the Loop. Even though this item is listed in the budget, funds will not be allocated to the LSBD until they present to this board at a later date.

Professional Development: This line item has been increased due to additional staff being hired. Each team member will have a budget of \$2,000 to professional development. City Manager approval will be required prior to funds being expended for this line item.

Façade Improvement: Staff has requested \$150,000 be budgeted for the FY24 round of Façade Improvement. Prior to opening applications, this Board will be asked to attend a joint session with the City Council to discuss changes to the program moving forward.

As staff begins implementing the city’s Economic Development Strategy, staff may request additional funding for new initiatives as part of our Business Retention and Expansion Efforts. Any new programming will be presenting to this Board for consideration prior to funding being allocated.

Recommendation: Motion to recommend to Council the approval of the FY24 Proposed Budget for EDRST.

Attachments: FY24 Proposed Budget for EDRST

Please do not hesitate to contact me with any questions.



ECONOMIC DEVELOPMENT

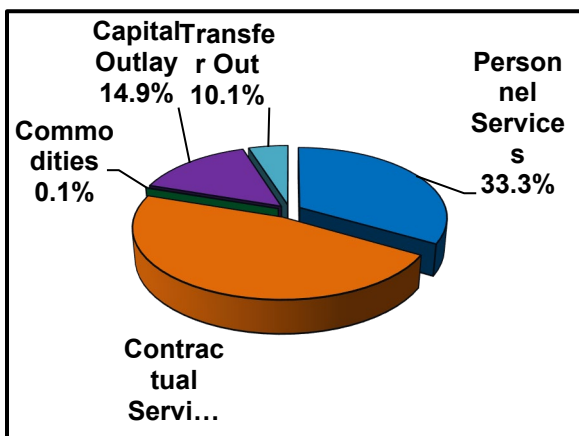
This Division works in partnership with the community and other city departments to grow the city's economic base by facilitating efforts in business retention, expansion and attraction efforts as well as being a resource for entrepreneurial growth. Specific tasks include the creation and adherence to a strategic plan for economic development, being a liaison to the business community, connecting and providing resources for businesses including connections to financing resources, venture capital, physical space needs and business planning. This division is also responsible for managing the City's four-story parking garage on Delmar Blvd and the street-level retail spaces.

This Division also helps administer the City's one quarter (¼) percent sales tax on retail sales to be used for economic development purposes ("Economic Development Retail Sales Tax – EDRST"). The budget expenditures detailed below represent projects and programs using EDRST funds.

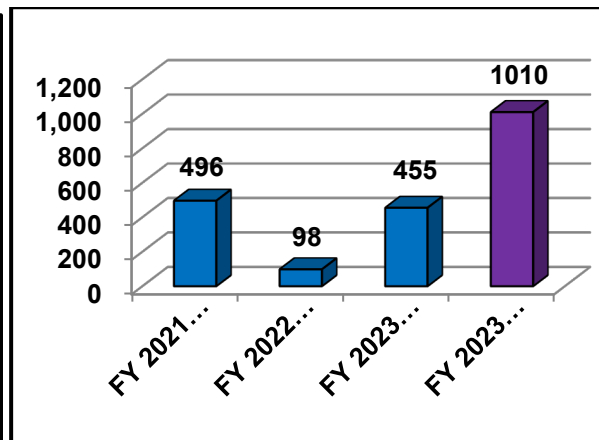
BUDGET EXPENDITURES (ECONOMIC DEVELOPMENT RETAIL SALES TAX FUND)

	FY 2021 Actual	FY 2022 Actual	FY 2023 Original	FY 2023 Amended	FY 2023 Estimated	FY 2024 Budget	% over FY 2023
Personnel Services	76,757	58,830	354,260	354,260	354,260	336,575	-5%
Contractual Services	292,864	39,540	59,500	59,500	59,500	472,500	694%
Commodities	-	-	1,000	1,000	1,000	1,000	0%
Capital Outlay	126,563	-	150,000	150,000	150,000	150,000	0%
Transfer Out	-	-	40,000	40,000	40,000	50,000	25%
Total	496,184	98,370	604,760	604,760	604,760	1,010,075	67%

FY 2024 Budget



Total Expenditures ('000)



GOALS

1. Implement the Economic Development Strategy adopted by the City Council.
2. Continue to assist businesses with economic recovery by being a resource and partner in their efforts.
3. Continue to identify highest and best use of city-owned properties available for redevelopment.
4. Ensure that the parking garage operates at an optimal level and monitor income and expenses as an enterprise fund.
5. Partner with various economic development agencies such as the STL Economic Development Alliance, the St. Louis Economic Development Partnership, and the State Department of Economic Development to promote economic growth and recovery.
6. Continue to identify and process improvements and tracking mechanisms for the Economic Development Retail Sales Tax (EDRST) and ensure projects meet the criteria outlined by state statute. Assist the EDRST Board in adhering to these criteria.
7. Create new economic development marketing materials, including print and digital.
8. Regularly meet with business owners in the community as part of business retention and recovery efforts.

2023 BUDGET DETAILS - EDRST

Budget details for the 2023 EDRST budget include funds to cover seventy-five percent of the salary and benefits for the Deputy City Manager/Director of Economic Development position to carry out city-wide economic development activities and administer the use of the EDRST. Criteria for other uses for the funds must meet the following criteria:

- Alignment with the City's Comprehensive Plan
- Ability to leverage additional resources
- Ability to be long-lasting and value added
- Ability to redevelop vacant properties
- Potential to act as a catalyst for additional development
- Potential to provide employment opportunity
- Appropriate alignment of business fit in the target area.

Additionally, the use of EDRST funds must be in accordance with Section 120.520 of the municipal code. Funds are allocated to City departments, organizations or toward projects that assist the City in attaining economic development goals.



FISCAL YEAR 2023 PERFORMANCE SUMMARY

- Grand opening of Costco held in October of 2022
- Grand Opening of Quik Trip at Olive and Midland
- Hired staff to implement the Economic Development Strategy adopted by the City Council
- Provided financial assistance to cover the Free Parking Initiative in the Delmar Loop
- Provide support to the Economic Development Retail Sales Tax Board, including closing out projects funded during previous fiscal years.
- Provided financial assistance for individuals and businesses displaced by the Markets at Olive Project.
- Implemented the Façade Improvement Program for FY23

PERFORMANCE MEASUREMENTS

	FY 2020 Actual	FY 2021 Actual	FY 2022 Actual	FY 2023 Projected
Total Business Licenses *(May 1 Renewal)	784	626	566	600
New Business Licenses	43	45	41	40
Business License Revenues	\$447.876	\$528.329	\$489.499	\$450,000



Department	City Manager
Program	Economic Dev Sales Tax Operation

Fund	Econ Dev
Account Number	11-45-78

	FY 2021 Actual	FY 2022 Actual	FY 2023 Original	FY 2023 Amended	FY 2023 Estimated	FY 2024 Budget	% over FY 2022
Personnel Services							
5001 Salaries - Full-Time	32,529	41,715	270,005	270,005	270,005	270,230	0%
5340 Salaries- Part-Time & Temp	30,000	-	60,000	60,000	60,000	-	-100%
5420 Workers Compensation	3,071	110	375	375	375	920	145%
5460 Medical Insurance	1,773	5,890	5,530	5,530	5,530	27,620	399%
5660 Social Security Contributions	2,020	2,590	7,440	7,440	7,440	14,895	100%
5740 Pension Contribution Nonunif.	6,915	7,920	9,170	9,170	9,170	19,425	112%
5860 Unemployment	-	-	-	-	-	-	0%
5900 Medicare	449	605	1,740	1,740	1,740	3,575	105%
Sub-Total Personnel Services	76,757	58,830	354,260	354,260	354,260	336,665	-5%
Contractual Services							
6010 Professional Services	79,749	36,000	41,000	41,000	41,000	41,000	0%
6040 Events and Receptions	60,512	-	-	-	-	410,000	100%
6050 Maintenance Contracts	50,573	-	-	-	-	-	0%
6120 Professional Development	-	-	3,000	3,000	3,000	6,000	100%
6130 Advertising & Public Notices	535	3,540	4,000	4,000	4,000	4,000	0%
6136 Marketing and Promotional	-	-	5,000	5,000	5,000	5,000	0%
6150 Printing Services	-	-	2,500	2,500	2,500	2,500	0%
6270 Telephone & Pagers	-	-	-	-	-	-	0%
6400 Office Equipent Maintenance	-	-	1,000	1,000	1,000	1,000	0%
6650 Memberships and Certifications	-	-	3,000	3,000	3,000	3,000	0%
6805 Forgivable Loan - Small Business Assistance	101,495	-	-	-	-	-	0%
Sub-Total Contractual Services	292,864	39,540	59,500	59,500	59,500	472,500	694%
Commodities							
7001 Office Supplies	-	-	1,000	1,000	1,000	1,000	0%
7855 Promotional Supplies	-	-	-	-	-	-	0%
Sub-Total Commodities	-	-	1,000	1,000	1,000	1,000	0%
Capital Outlay							
8170 Façade Improvement Program	126,563	-	150,000	150,000	150,000	150,000	0%
Sub-Total Capital Outlay	126,563	-	150,000	150,000	150,000	150,000	0%
Other							
9950 Transfer Out	-	-	40,000	40,000	40,000	50,000	25%
Sub-Total Transfer Out	-	-	40,000	40,000	40,000	50,000	25%
Total	496,184	98,370	604,760	604,760	604,760	1,010,165	67%