



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, November 2, 2023.
6:30 p.m.

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

EDRSTB will Meet Virtually on Thursday, November 2, 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/84759640893?pwd=K1I0bmhvTUg2bTlzVDJ3WTBiZDZyQT09>

Passcode: 301724

Audio Only Call

+13126266799,,84759640893#,,,,*301724# US (Chicago) +16469313860,,84759640893#,,,,*301724# US

Or Telephone:

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

+1 312 626 6799 US (Chicago) +1 646 931 3860 US +1 929 205 6099 US (New York) +1 301 715 8592 US
(Washington DC) +1 305 224 1968 US +1 309 205 3325 US +1 669 444 9171 US +1 669 900 6833 US (San Jose)
+1 689 278 1000 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

Webinar ID: 847 5964 0893

Passcode: 301724

International numbers available: <https://us02web.zoom.us/j/84759640893?pwd=K1I0bmhvTUg2bTlzVDJ3WTBiZDZyQT09>

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. Minutes – April 6, 2023; May 11, 2023
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 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.*

4. New Business
 - i. EDRST Eligibility Requirements
Vote Required
5. Board Member Comments
6. Next Meeting Date – January 4, 2024 at 6:30 p.m. (Tentative)
7. Adjourn

**Economic Development Retail Sales Tax Board
Minutes
April 6, 2023
6:30 p.m.**

The Economic Development Retail Sales Tax (EDRST) Board held a virtual meeting on Thursday, April 6, 2023. The meeting commenced at 6:32 pm and adjourned at 7:19 pm.

Voting Members Present:

Matthew Bellows
Bobette Patton
Brandon Bradshaw
Byron Price
Kathleen Sorkin

Voting Members Absent:

Cynthia Martin
Brendan O'Brien
Matthew Erker

Council Liaison:

Mayor Terry Crow

Staff Present:

Brooke A. Smith, Deputy City Manager/Dir. of Economic Development
Montez Miles, Economic Development Specialist
Rajaye Smith, Interim ACM/Economic Development Specialist

Others attending:

None

Approval of Minutes

Motioned by Matthew Bellows, seconded by Brandon Bradshaw to approve the minutes from July 7, 2022 and October 6, 2022.

Motioned carried by voice vote.

Public Comments

There were no public comments.

Mayor Comments

Mayor Crow announced the celebration of 100 years of parks in University City, noting that Flynn Park was the first in 1923. He said on April 16th there is a kickoff of a one-year celebration of the parks. He said on the city calendar there is a different park every month. Mayor Crow stated that on April 16th, the kickoff ceremony would be a Ruth Park Woods with a tour given by students and members of community. He said the firefighters will be using the drone to take pictures of people in the parks. He noted that the second anchor for Market at Olive has been signed, noting that it was Dierbergs. There is one anchor left, which is moving swiftly so he hoped it would be done soon. He also listed other business that will be joining the development. He stated that the Market at Olive is fast becoming a sold-out development. He also mentioned that Joe Edwards had sold most of his property in the Loop

to Washington University. He said Wash U said they will continue to pay property taxes on their properties, so they are hoping they will do that since they do not have to pay property taxes if they don't want to. He noted there would be a ribbon-cutting for the Quik Trip the following Wednesday at 2:00 p.m. He noted there were school board elections earlier in the week and noted that two should be serving on this board. Deputy City Manager Smith noted that there is currently a vacant seat, and board member Matthew Bellows, who also serves on the school board, said there would be two once the reorganization at the school board occurs. Mayor Crow concluded his comments and there were no questions.

Introduction of Montez Miles

Chair Sorkin noted there was an introduction of the new Economic Development Specialist Montez Miles. Deputy City Manager Smith introduced Miles and noted that he would be focused on Business Retention and Expansion. Miles then provided a few fun facts about himself.

New Business

FY23 Façade Improvement Applications

Chair Sorkin opened the discussion for the FY23 Façade Improvement Applications. She asked if there were any questions or concerns. Deputy City Manager Smith noted that Rajaye Smith was present if the board wanted to go through the power point and discuss the projects. She also noted that the amount requested does exceed the \$150,000 allocated and that staff had intended to recommend not fully funding some of the applications, but the City Manager recommended that we fund all the applications at \$187,816. Chair Sorkin agreed, noting that there is a surplus of funds in the EDRST account. Bobette Patton said she thought this would be geared toward small business owners, not larger businesses. Deputy City Manager Smith responded that the program is open to any for-profit business and there is no distinction between whether it's a small or large business, whether the applicant is the building owner or not. Further discussion as had on this. Brandon Bradshaw asked how staff gets the word out about these programs. Deputy City Manager Smith and Rajaye Smith explained to the Board how the program was marketed. Byron Price asked if other businesses could participate in the program moving forward. Deputy City Manager Smith responded yes, noting that funding for the program will be include for FY24 and that staff hopes it will be an annual program. Byron Price asked if the board members could make referrals. Deputy City Manager Smith answered yes but noted that applications were closed now. She said that board members can share contact information for potential applicants and that staff would reach out to them when the applications open again in the new fiscal year.

Chair Sorkin called for a motion to approve the applications.

Motioned by Byron Price, seconded by Mathhew Bellows and carried by voice vote to recommend approval of the FY23 Façade Improvement Applications, not to exceed \$188,000.

Farmers Market Request for Additional Funds in FY23

Chair Sorkin opened the discussion for this next agenda item. Deputy City Manager Smith provided a brief overview before turning the floor over to Deb Henderson from the Farmers Market.

Smith noted that the Farmers Market is requesting an additional \$25,000 for new programming for FY23.

Deb Henderson presented the request from Farmers Market, noting that the new programming would consist of a new Wednesday market and increased advertising for the winter market. Chair Sorkin asked if there was a financial overview for the request. Deb Henderson provided this information, which was also included in the application packet.

Motioned by Brandon Bradshaw, seconded by Matthew Bellows and carried by voice vote to recommending approval of funding for the new programming, not to exceed \$25,000.

Board Member Comments

Next Meeting Date – July 13, 2023 at 6:30 p.m.

Due to the 4th of July holiday, the board agreed to move the July meeting to the 13th.

Adjourn

Chair Sorkin called for a motion to adjourn. Motioned by Matthew Bellows, seconded by Bobette Patton and carried by voice vote.

The meeting adjourned at 7:19 p.m.

poEconomic Development Retail Sales Tax Board
Minutes
May 11, 2023
6:30 p.m.

The Economic Development Retail Sales Tax (EDRST) Board held a virtual meeting on Thursday, May 11, 2023. The meeting commenced at 6:32 pm and adjourned at 6:54 pm.

Voting Members Present:

Kathleen Sorkin
Bobette Patton
Brandon Bradshaw
Brendan O'Brien
Byron Price

Voting Members Absent:

Matthew Bellows
Cynthia Martin

Council Liaison:

Mayor Terry Crow was not present at the meeting.

Staff Present:

Brooke A. Smith, Deputy City Manager/Dir. of Economic Development
Montez Miles, Economic Development Specialist

Others attending:

None

Public Comments

There were no public comments.

FY24 EDRST Budget

Deputy City Manager presented the proposed budget for fiscal year for approval. She noted this budget had been submitted to Council for review but had not been approved. Smith stated that staff is expecting a higher revenue due to the new Market at Olive development. She walked the board through the revenues and expenditures, offering explanations on the expenditure line items.

Deputy City Manager Smith reviewed the LSB's proposed events for FY24 while discussing the increase in the Events and Receptions line item. Brandon Bradshaw asked if the 4/20 Fest was a new event. Deputy City Manager Smith explained that the event was held for the first time in April of 2023. Bradshaw noted that he did not have a problem with the event itself, but was concerned about using city funds. Deputy City Manager Smith stated that staff shared these concerns, which is why the event was not promoted as a city sponsored event. Further discussion was had on the topic.

Chair Sorkin asked if the free parking initiative would continue in the Loop. Deputy City Manager answered no, that parking is no longer free, and that there is no intent to reimplement. Further discussion as had on the topic.

Chair Sorkin asked about the decrease in the business licenses and Deputy City Manager

talked about business recruitment being part of the economic development strategy. Chair Sorkin also discussed possibly receiving a report to see if the events are impacting the vacancy rate. Smith said she could have the LSBDD present to report of the success of their events.

Brenden O'Brien asked if Professional Services was part of LSBDD. Smith answered that this line item does cover a portion of the work the Jessica Bueler does directly for the city, not LSBDD. She referenced the Explore U City newsletter that Jessica creates weekly. Smith stated that the remaining amount for the line item was for the CoStar access, which staff is getting trained on. Further discussion as had on this topic.

Deputy City Manager Smith noted the increase in the Professional Development line item and explained that it was due to having more staff. She also noted that staff is requesting \$150,000 for Façade Improvement for fiscal year 2024 and noted that there would be some changes requested to the policy before opening applications again. Further discussion was had on this.

Motioned by Brandon Bradshaw, seconded by Byron Price and carried by voice vote to recommend approval of the proposed EDRST budget for fiscal year 2024 with the caveat that LSBDD not be reimbursed for the 4/20 Event in FY23 nor in FY24.

Board Member Comments

Next Meeting Date – July 13, 2023 at 6:30 p.m.

Due to the 4th of July holiday, the board agreed to move the July meeting to the 13th.

Adjourn

Chair Sorkin called for a motion to adjourn. Motioned by Brandon Bradshaw, seconded by Byron Price and carried by voice vote.

The meeting adjourned at 6:54 p.m.



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: October 31, 2023

SUBJECT: Agenda Item 4(i) – EDRST Eligibility Requirements - **Vote Required**

This agenda item asks the Board to amend the funding guidelines for EDRST projects.

At the last meeting, this board expressed its desire to open applications for projects to be funded by EDRST funds. This recommendation was taken back to the City Manager who suggested that, prior to opening applications, this board consider the types of entities that are eligible to apply for EDRST funds.

Currently, the application specifies “EDRST is generally open to any business entity or organization.” (see attached application). Per your Funding Priority Guidelines (see attached), the recommended use of the EDRST Funds should be aligned with the city’s economic development priorities which include:

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.

Given the priorities previously set, City Manager Rose has asked this board to consider what types of businesses are eligible to apply for EDRST funds. The current policy does not have any restrictions. However, businesses like daycare centers have historically been denied funding by this board.

During our meeting, we will discuss if certain businesses should be excluded from applying for funds. This does mean that we will have to delay opening applications for funding.

Recommendation: None at this time.

Attachments: Application Template
Funding Priority Guidelines



Economic Development Retail Sales Tax Board
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**ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS
 FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)**

GENERAL INFORMATION

In August 2006, the City of University City levied a one-quarter (1/4) percent sales tax on retail sales to be used for economic development purposes. This revenue is based on the amount of sales tax generated through point of sales within the City limits and fluctuates from year to year.

Through the Economic Development Retail Sales Tax (EDRST), funds are being invested in University City programs and projects that encourage the physical and economic redevelopment of major corridors, improve infrastructure, support existing successful business districts, and enhance efforts toward business retention, expansion and attraction. The use of revenues generated by the tax are generally for project administration, land acquisition, infrastructure, water and wastewater treatment capacity, matching state or federal grants related to long-term economic development projects, marketing, training, equipment and infrastructure and other specified uses. Please refer to the “Funding Priority Guidelines” for additional information relating to the use of funds.

A nine-member volunteer Economic Development Retail Sales Tax Board helps to oversee the use of the EDRST and serves in an advisory capacity to City Council. City Council will make the final award decisions.

WHO CAN APPLY

The EDRST is generally open to any business entity or organization. To be considered for funding, please complete and submit the attached application. Those requesting funds for multiple programs or projects must complete a separate “Section 2: Program or Project Information” for each funding request.

FY2022 EDRST APPLICATION CALENDAR

DATE	ACTION
TBD	Issue application
TBD	Application Deadline
TBD	Staff reviews applications & forwards to EDRST Board
TBD	EDRST Board Receives Applications
TBD	Public Hearing & Presentations by Applicants to EDRST Board
TBD.	EDRST Board makes final funding recommendations to City Council.
TBD	City Council makes final funding awards



Economic Development Retail Sales Tax Board
 6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8533

APPLICATION FOR ECONOMIC DEVELOPMENT RETAIL SALES TAX FUNDS FISCAL YEAR 2024 (JULY 1, 2023 – JUNE 30, 2024)

Directions. Please complete all sections of the application. If a question does not apply to a project, please indicate “n/a” for not applicable. Please refer to “Economic Development Retail Sales Tax Board Funding Priority Guidelines” for guidance. Applications should be submitted by **TBD** to Brooke A. Smith, Assistant City Manager, City of University City, 6801 Delmar Boulevard, University City, MO 63130 or bsmith@ucitymo.org. For questions call 314-505-8536. Applications submitted after the deadline will not be considered for funding.

Application Date: _____

Project Title: _____

SECTION 1: APPLICANT/ORGANIZATION INFORMATION

1. **Applicant/Organizational Information**

Name of Applicant/Organization: _____

Contact Person and Title: _____

Mailing Address: _____

Phone Number: _____

E-mail Address: _____

Website: _____

Organizational Officers (Provide Name, Address, Phone and e-mail of at least three. Provide Articles of incorporation and letter or status):

a. _____

b. _____

c. _____

Type of Entity:

- Sole-Proprietorship
- Corporation/Partnership/Limited Liability Company
- Not for Profit Organization
- Public/Government

501(c) 3:

- Yes No If no, list type of entity:

Minority Business Enterprise (MBE) or Women Business Enterprise (WBE):

- Yes No

2. **Applicant/Organization Background**

Describe the applicant/organization history and mission:

Describe the applicant/organization programs and activities:

If the request is from an organization, please provide proof of organizational support for the application (i.e. letter from organization on official letterhead, meeting minutes, etc.).

SECTION 2: PROGRAM OR PROJECT INFORMATION

3. **Program or Project Summary (attach additional sheets if necessary)**

Description of the Program or Project. In addition to a detailed description of the project, include a summary of the need for the program or project, goals and objectives, partners, and how the program or project meets any City plans or policies.

Describe the number of part-time and full-time jobs to be created by the specific request and average wages for these jobs.

Define the expected outcomes of the project, milestones and how the project success will be measured.

Program or Project Location (Attach photos of location or site, if appropriate):

Program or Project Timetable:

Type of Funding Request (check all that apply):

- Project
- Program
- Other (such as marketing, legal, professional services, grants or loans to companies for job training)

Total Budget:

Amount of funding requested from EDRST:

Is this request anticipated to be a one-time request or multi-year? If multi-year, please provide additional details, including anticipated future funding request, project details, and any other helpful information.

Complete and attach form EDRST B-1 with budget cost summary.

I CERTIFY THAT ALL INFORMATION IN THIS APPLICATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Name of Applicant Organization

Authorized Signature

Date



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:

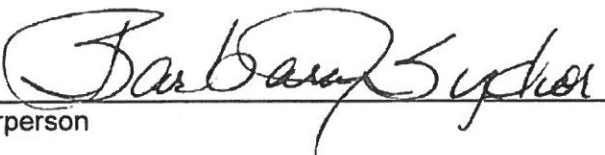
- Alignment of the project with the City's Comprehensive Plan or other approved planning documents.
- Ability of the applicant to leverage additional financial resources for the project.
- Ability of the project to be a long-lasting and value added investment.
- Ability of the project to redevelop vacant 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 7th day of May, 2013.


Chairperson