



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
HEMAN PARK COMMUNITY CENTER
975 PENNSYLVANIA AVE
Thursday, April 4, 2024.
6:30 p.m.

AGENDA

ECONOMIC DEVELOPMENT RETAIL SALES TAX BOARD

1. Roll Call
2. Minutes – None
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. Mayor’s Comments
5. New Business
 - i. LSBF FY24 Budget Amendment
Vote Required
 - ii. FY25 Projected Budget
Vote Required
6. Board Member Comments
7. Next Meeting Date – July 11, 2024
8. 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: April 3, 2024
SUBJECT: Agenda Item 5(i) – LSBF FY24 Budget Amendment – **Vote Required**

This agenda item asks the Board to vote on a request from the Loop Special Business District to amend their FY24 Events Budget.

The Loop Special Business District (LSBD) was awarded \$275,000 to hold events in fiscal year 2024. The LSBD has submitted a request to amend their budget by reallocating funds to the Mural Festival as follows:

Small Business Saturday - \$19,989.48 was not used for Small Business Saturday.

Loop Ice Carnival 24 - \$9,866.66 was not used for the Loop Ice Carnival 24.

Loop in Motion – LSBD no longer intends to hold the Loop in Motion Event. This would leave \$35,000 in unused funds.

The LSBD is asking that a total of \$64,856.14 be reallocated to the Mural Festival. If this reallocation is approved, it will increase the budget for the Mural Festival from \$65,850.00 to \$130,706.14. The line-item budget would increase as follows (new amounts in **bold**):

Mural Festival	\$65,850.00	→	\$130,706.14
Supplies	\$7,800	→	\$13,347.00
Hosting	\$35,100	→	\$60,061.54
Advertising	\$4,500	→	\$7,700.20
Security	\$4,800	→	\$8,213.54
Cleanup	\$650	→	\$1,112.25
Admin Costs	\$13,000	→	\$22,245

Staff is not clear on the actual need for the increased budget for the Mural Festival. For example, staff is not aware of any changes to the event that requires additional funds. Because of this, staff will reserve its recommendation until the meeting.

Please do not hesitate to contact me with any questions.

Recommendation: Staff reserves its recommendation until the meeting.

Attachments: Approved FY24 Budget
 Amended FY24 Budget

LSBD FY24 Events Budget

Howl-o-ween	\$18,064.25		
Entertainment	\$6,329.92		
Supplies	\$1,926.05		
Prizes	\$1,750.00		
Advertising	\$3,353.28		
Contracted Labor	\$1,205.00	Total	\$277,458.19
Admin Costs	\$3,500.00		
Small Business Saturday	\$23,373.94		
Entertainment	\$2,200.00		
Supplies	\$173.94		
Giveaway	\$8,000.00		
Advertising	\$8,500.00		
Security	\$0.00		
Cleanup	\$0.00		
Admin Costs	\$4,500.00		
Loop Ice Carnival 24	\$70,090.00		
Entertainment	\$15,400.00		
Supplies	\$5,840.00		
Ice Creations	\$26,750.00		
Advertising	\$5,200.00		
Security	\$1,000.00		
Cleanup	\$1,900.00		
Admin Costs	\$14,000.00		
Restaurant Week	\$45,080.00		
Supplies	\$2,000.00		
Advertising	\$34,080.00		
Admin Costs	\$9,000.00		
Loop in Motion	\$35,000.00		
Entertainment	\$17,500.00		
Supplies	\$300.00		
Logistical Setup	\$3,900.00		
Advertising	\$5,300.00		
Security	\$1,000.00		
Admin Costs	\$7,000.00		
Mural Festival	\$65,850.00		
Supplies	\$7,800.00		
Hosting	\$35,100.00		
Advertising	\$4,500.00		
Security	\$4,800.00		
Cleanup	\$650.00		
Admin Costs	\$13,000.00		

Juneteenth	\$20,000.00
Entertainment	\$9,500.00
Supplies	\$300.00
Logistical Setup	\$1,900.00
Advertising	\$3,300.00
Security	\$1,000.00
Admin Costs	\$4,000.00



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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: April 3, 2024

SUBJECT: Agenda Item 5(ii) – FY25 EDRST Projected Budget – **Vote Required**

This agenda item asks the Board to review and approve the FY25 Proposed Budget for EDRST Funds.

Attached you will find a copy of the FY25 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.

Professional Services: This covers the cost of the city’s contract with Jessica Bueler and the CoStar software.

Events and Receptions: This item covers the funding for the four entities that receive EDRST Funding each year. The LSBDD has requested \$275,000 from EDRST for their events in the Loop. The Farmers Market’s allocation has will increased to include regular funding for their Wednesday market and winter advertisements. U City in Bloom and the Mannequins Project will both be allocated the same amount of funding for the year. Funds will not be reimbursed to these entities until they present end-of-year reports for FY24 to this board in July.

Professional Development: This line item covers professional development for the Economic Development team. 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 FY25 round of Façade Improvement.

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.

Projected revenues are still under review but are anticipated to exceed \$1,000,000 in FY25. The

reserves remain healthy with a fund balance exceeding \$3,000,000 after the current year's EDRST awards.

Please to not hesitate to contact me directly with any questions.

Recommendation: Motion to recommend to Council the approval of the FY25 Proposed Budget for EDRST.

Attachments: FY25 Proposed Budget for EDRST

Please do not hesitate to contact me with any questions.

FY25 Projected Budget - EDRST

Salaries - Full Time	\$179,770.00
Salaries - Part Time/Temp	\$0.00
Workers Comp	\$960.00
Medical Insurance	\$17,455.00
Social Security	\$11,145.00
Pension	\$12,390.00
Medicare	\$2,605.00
Professional Services	\$60,000.00
Events and Receptions	\$428,090.00
Maintenance Contracts	\$0.00
Professional Development	\$4,000.00
Advertising and Public Notices	\$4,000.00
Marketing and Promotional	\$5,000.00
Printing Services	\$2,500.00
Office Equipment Maintenance	\$1,000.00
Memberships and Certifications	\$3,000.00
Small Business Assistance Loans	\$0.00
Office Supplies	\$1,000.00
Façade Improvement Program	\$150,000.00