



Economic Development

Economic Development

Department Summary

<u>Program</u>	<u>General Fund</u>	<u>Tourism Tax Fund</u>	<u>Dorsett TIF</u>	<u>Westport Plaza TIF</u>	<u>Total</u>
Economic Development	373,548		150,000	55,061	578,609
Promotion of Tourism		220,000			220,000
Total	\$373,548	\$220,000	\$150,000	\$55,061	\$798,609

Organization Chart



Economic Development

Department	No.	Program	No.	Program Manager
Economic Development	45	Economic Development	003	Economic Development Director

Program Activities

Economic Development

The Economic Development Manager oversees the City’s economic development program. This activity includes meeting with prospective developers, providing staff support to the City’s Economic Development Commission and representing the City at organizations and events that are focused on business development.

Redevelopment

This activity includes identifying and promoting opportunities for redevelopment within the City in an effort to stimulate further economic growth. It also includes the management of programs that provide financial incentives to encourage redevelopment.

Data Management

This activity develops and manages the databases that track the development incentive tools that are available to us.

Public Information

This activity provides information and assistance on economic development incentives and the processes for obtaining them. This information will be available through the city website, newsletters, brochures, and public notices.

Long Range Plans

Economic Development and Community Development work side by side to meet the community’s needs associated with the city’s comprehensive planning process. Economic Development tracks market trends and growth within the city to meet the requirements of staff and the Economic Development Committee and Commission.

Economic Development Commission

The Economic Development Commission oversees the implementation of Economic Development policies and procedures.

Strategic Goal(s) Activity for 2023
Goal 6: Economic Development
Objective: Develop programs to ensure a high occupancy rate among commercial buildings.
Activities and Steps
1. <i>Expand business retention program.</i>
Objective: Support West Port Plaza as a destination of choice.
1. <i>Encourage new hospitality-oriented businesses to come to Maryland Heights that complement existing venues.</i>

2023 Programmatic Goals

Goals

Adopt and implement Economic Development Strategic Plan.

Implement Business Retention & Expansion Program to include new economic development position.

Research and acquire analytic software for department statistics as well as public information improving webpage experience.

2022 Programmatic Goals - Status

Goals	Status	Comments
Research and adopt Economic Development Strategic Plan.	In progress	Advertisement for RFP expected to be posted by end of 2022
Develop and implement Business Retention and Expansion program.	In progress	Extent of business and retention program will be defined in strategic plan
Update the website to provide an improved user experience by highlighting key industries, employers, data, and demographics specific to Maryland Heights.	In progress	The website is expected to be live by the end of 2022 with the understanding it may change significantly after adoption of Strategic Plan
Establish TIF in Maryland Park Lake District	Withdrawn	The establishment of the Maryland Park Lake District TIF was declined in litigation decision.



Annual Budget -2023

General Fund

DEPARTMENT	NUMBER	PROGRAM	NUMBER
Economic Development	45	Economic Development	003
Program Budget			
Object of Expenditure	2021 Budget (Actual)	2022 Budget (Amended)	2023 Budget (Proposed)
PERSONNEL SERVICES	196,277	205,500	227,288
CONTRACTUAL SERVICES	17,148	85,790	146,260
TOTAL EXPENDITURES	213,425	291,290	373,548
Personnel Schedule			
Position	2021	2022	2023
DIRECTOR ECONOMIC DEVELOPMENT	0.00	1.00	1.00
ECONOMIC DEVELOPMENT MANAGER	1.00	0.00	0.00
MANAGEMENT ASSISTANT	1.00	1.00	1.00
EMPLOYEES - FULL TIME EQUIVALENTS (FTE)	2.00	2.00	2.00



Annual Budget -2023

General Fund

DEPARTMENT		NUMBER	PROGRAM			NUMBER
Economic Development		45	Economic Development			003
Personnel Services		2021	2022	2023		
Account Number	Account Description	Budget (Actual)	Budget (Amended)	Budget (Proposed)	Detail	
710.00	SALARIES	141,933	148,639	167,743	Supervisory	111,300
					Regular	55,183
					Longevity pay	1,260
711.00	BENEFITS	54,344	56,861	59,545	FICA	12,832
					Workers' Compensation	498
					Health Insurance	26,271
					Life & Disability insurance	1,664
					Dental Insurance	668
					Pension	17,612
TOTALS		196,277	205,500	227,288		



Annual Budget -2023

General Fund

DEPARTMENT		NUMBER	PROGRAM			NUMBER
Economic Development		45	Economic Development			003
Contractual Services		2021	2022	2023	Detail	
Account Number	Account Description	Budget (Actual)	Budget (Amended)	Budget (Proposed)		
720.11	MISC. CONTRACTUAL	4,228	10,600	18,400	Marketing of city through ads and promotional materials	17,800
					Smart phones (1)	600
720.12	PROFESSIONAL SERVICES	0	50,000	70,000	Legal, economic and financial consulting	10,000
					Strategic consulting plan	60,000
720.51	PROFESSIONAL DEVELOPMENT	6,920	13,690	26,360	See professional development request	26,360
720.54	PUBLIC RELATIONS	0	5,000	25,000	New business attraction and Eco Dev Forum	25,000
720.80	VEHICLE REIMBURSEMENT	6,000	6,500	6,500	Car allowance	6,000
					Mileage reimbursement	500
	TOTALS	17,148	85,790	146,260		



DEPARTMENT	NUMBER	PROGRAM	NUMBER
Economic Development	45	Economic Development	003
Professional Development Request			
Organization/Conference	Location	Amount	Detail
COMMUNITY DEV. INSTITUTE		600	Membership dues
ECO DEV TRAINING COURSES	ONLINE	4,000	IEDC hosts many online courses covering key topics and specialized issues focusing on eco dev best practices and tools for all PRO ECO DEV levels
ICMA		200	Membership dues
ICSC		200	Membership dues (2)
ICSC CONFERENCE	Las Vegas, NV	12,000	Annual conference (2) EDD, Mayor and 2 Council Members
INTL ECONOMIC DEV COUNCIL		910	Membership dues (2)
MEDFA	St. Louis, MO/Kansas City	800	Annual conference (2)
MISSOURI ECO DEV COUNCIL		500	Membership dues (2)
MISSOURI ECO DEV COUNCIL	Jeff City, MO/Ozarks, MO	3,600	Annual conference
MO ECON. DEVELOPMENT FINANCE ASSOC.		550	Annual dues
VARIOUS MEETINGS WITH DEVELOPERS	Local	3,000	
	TOTAL REQUEST	26,360	

Economic Development

Department	No.	Program	No.	Program Manager
Economic Development	45	Economic Development	003	City Administrator

Program Activities

Dorsett Corridor Redevelopment

The Dorsett TIF was established in 2005 for the purpose of supporting the redevelopment of the East Dorsett Redevelopment Area. The City was designated as the developer. Proposals for specific projects are reviewed by the City when they are submitted. Distressed residential properties are purchased and demolished as they become available.

2023 Programmatic Goals

Goals

Encourage redevelopment of properties in the East Dorsett area as they become available.

Review and re-evaluate East Dorsett Economic Development Plan.

2022 Programmatic Goals - Status

Goals

Acquire properties in the East Dorsett area as they become available.

Status

Ongoing

Comments

Property owners in the area are not selling at the moment. Purchases will be considered as they become available.



DEPARTMENT	NUMBER	PROGRAM	NUMBER
Economic Development	45	Economic Development	003
Program Budget			
Object of Expenditure	2021 Budget (Actual)	2022 Budget (Amended)	2023 Budget (Proposed)
CONTRACTUAL SERVICES	498,719	150,000	150,000
TOTAL EXPENDITURES	498,719	150,000	150,000
Personnel Schedule			
Position	2021	2022	2023
EMPLOYEES - FULL TIME EQUIVALENTS (FTE)	0.00	0.00	0.00



DEPARTMENT Economic Development		NUMBER 45	PROGRAM Economic Development			NUMBER 003
Contractual Services		2021 Budget (Actual)	2022 Budget (Amended)	2023 Budget (Proposed)	Detail	
Account Number	Account Description					
720.11	MISC. CONTRACTUAL	498,719	150,000	150,000	Land acquisition and property demolition	150,000
	TOTALS	498,719	150,000	150,000		

Economic Development

Department	No.	Program	No.	Program Manager
Economic Development	45	Economic Development	003	City Administrator

Program Activities

Westport Plaza Redevelopment and Infrastructure Improvement

The Westport Plaza TIF was established in 2015 for the purpose of supporting the redevelopment of Westport Plaza, a 42-acre commercial and office space development, resort and entertainment center. The developer and owner of Westport Plaza is Lodging Hospitality Management (LHM). Infrastructure investments afforded by the TIF include repairing the public parking lots and existing garage, constructing an additional garage, repairing pavers and water drainage system, and repairing the water detention/lake feature.

2023 Programmatic Goals

Goals

Monitor and oversee the TIF fund revenues and bonds.

2022 Programmatic Goals - Status

Goals

Monitor and oversee the TIF fund revenues and bonds.

Status

Ongoing

Comments



DEPARTMENT	NUMBER	PROGRAM	NUMBER
Economic Development	45	Economic Development	003
Program Budget			
Object of Expenditure	2021 Budget (Actual)	2022 Budget (Amended)	2023 Budget (Proposed)
CONTRACTUAL SERVICES	148,406	60,000	55,061
TOTAL EXPENDITURES	148,406	60,000	55,061
Personnel Schedule			
Position	2021	2022	2023
EMPLOYEES - FULL TIME EQUIVALENTS (FTE)	0.00	0.00	0.00



Annual Budget -2023

Westport Plaza TIF

DEPARTMENT Economic Development		NUMBER 45	PROGRAM Economic Development			NUMBER 003
Contractual Services		2021 Budget (Actual)	2022 Budget (Amended)	2023 Budget (Proposed)	Detail	
Account Number	Account Description					
720.11	MISC. CONTRACTUAL	148,406	60,000	55,061	Trustee services	5,061
					Payments to Maryland Hghts Fire District	50,000
	TOTALS	148,406	60,000	55,061		

Promotion of Tourism

Department	No.	Program	No.	Program Manager
Economic Development	40	Promotion of Tourism	004	City Administrator

Program Activities

Hospitality Marketing

To promote patronage of the City’s wide range of hospitality-oriented businesses, the City has entered into a partnership with the Maryland Heights Convention and Visitors Bureau to develop and implement a hospitality marketing program. A local 0.5% tax on hotel and motel rooms funds this program, the proceeds of which are limited by state statute to the promotion of tourism.

2023 Programmatic Goals

Goals

Provide the City Council semi-annual reports on hospitality marketing program.

Increase hotel RevPar by 5%.

More fully integrate the hospitality industry with other city programs to increase hotel development and room rentals and increase attendance at entertainment venues. Increase hotel occupancy.

Increase hotel occupancy.

2022 Programmatic Goals - Status

Goals

Status

Comments

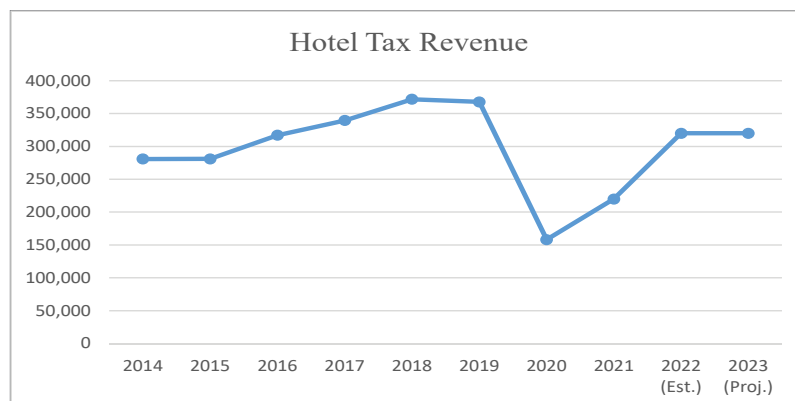
Provide the City Council annual reports on hospitality marketing program.

In progress

Increase hotel RevPar by 5%.

Performance Measures

	2020	2021	2022	2023
Metrics	Actual	Actual	Estimate	Projected
Hotel tax revenue	157,070	220,000	320,000	320,000
Marketing program report to City Council	2	2	2	2





Annual Budget -2023

Tourism Tax Fund

DEPARTMENT	NUMBER	PROGRAM	NUMBER
Economic Development	45	Promotion of Tourism	004
Program Budget			
Object of Expenditure	2021 Budget (Actual)	2022 Budget (Amended)	2023 Budget (Proposed)
CONTRACTUAL SERVICES	218,068	220,000	220,000
TOTAL EXPENDITURES	218,068	220,000	220,000
Personnel Schedule			
Position	2021	2022	2023
EMPLOYEES - FULL TIME EQUIVALENTS (FTE)	0.00	0.00	0.00



Annual Budget -2023

Tourism Tax Fund

DEPARTMENT		NUMBER	PROGRAM			NUMBER
Economic Development		45	Promotion of Tourism			004
Contractual Services		2021	2022	2023		
Account Number	Account Description	Budget (Actual)	Budget (Amended)	Budget (Proposed)	Detail	
720.11	MISC. CONTRACTUAL	218,068	220,000	220,000	Convention & Visitors Bureau contract	220,000
	TOTALS	218,068	220,000	220,000		