



Economic Development

Economic Development

<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	365,491		150,000	105,500	620,991
Promotion of Tourism		300,000			300,000
Total	\$365,491	\$300,000	\$150,000	\$105,500	\$920,991

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 2024
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>

2024 Programmatic Goals

Goals

Adopt and implement Economic Development Strategic Plan.

Implement Business Retention & Expansion Program to include new economic development position. Implementation will occur simultaneously with planning process and will be a big undertaking for the dept. Creating a Specialist or Coordinator position is believed necessary to absorb new tasks created in accordance with the BRNE program..

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

Utilize new departmental programs and new software to create performance measures for the Economic Development Department.

2023 Programmatic Goals - Status

Goals	Status	Comments
Research and adopt Economic Development Strategic Plan.	In progress	Plan consultants selected and scheduled to begin planning process in the coming weeks
Develop and implement Business Retention and Expansion program.	In progress	Extent of business and retention program will be defined in strategic plan. Implementation to occur simultaneously
Update the website to provide an improved user experience by highlighting key industries, employers, data, and demographics specific to Maryland Heights.	In progress	Website details discussed & will be implemented with our consultants based on marketing plan & in collaboration with communications department



Annual Budget -2024

General Fund

DEPARTMENT	NUMBER	PROGRAM	NUMBER
Economic Development	45	Economic Development	003
Program Budget			
Object of Expenditure	2022 Budget	2023 Budget	2024 Budget
PERSONNEL SERVICES	214,342	227,288	249,031
CONTRACTUAL SERVICES	35,784	145,760	116,460
TOTAL EXPENDITURES	250,126	373,048	365,491
Personnel Schedule			
Position	2022	2023	2024
DIRECTOR ECONOMIC DEVELOPMENT	1.00	1.00	1.00
MANAGEMENT ASSISTANT	1.00	1.00	1.00
EMPLOYEES - FULL TIME EQUIVALENTS (FTE)	2.00	2.00	2.00



Annual Budget -2024

General Fund

DEPARTMENT		NUMBER	PROGRAM			NUMBER
Economic Development		45	Economic Development			003
Personnel Services		2022	2023	2024	Detail	
Account Number	Account Description	Budget (Actual)	Budget (Amended)	Budget (Proposed)		
710.00	SALARIES	156,615	167,743	185,524	Supervisory	123,340
					Regular	60,627
					Longevity pay	1,557
711.00	BENEFITS	57,727	59,545	63,507	FICA	14,191
					Workers' Compensation	551
					Health Insurance	27,320
					Life & Disability insurance	1,272
					Dental Insurance	694
					Pension	19,479
	TOTALS	214,342	227,288	249,031		



Annual Budget -2024

General Fund

DEPARTMENT		NUMBER	PROGRAM			NUMBER
Economic Development		45	Economic Development			003
Contractual Services		2022	2023	2024	Detail	
Account Number	Account Description	Budget (Actual)	Budget (Amended)	Budget (Proposed)		
720.11	MISC. CONTRACTUAL	11,985	18,400	38,600	Marketing of city through ads and promotional materials	10,000
					Smart phones (1)	600
					Placer.ai	24,000
					Co-Star	4,000
720.12	PROFESSIONAL SERVICES	2,200	70,000	20,000	Legal, economic and financial consulting	10,000
					Strategic BRNE plan	10,000
720.51	PROFESSIONAL DEVELOPMENT	13,518	26,360	26,360	See professional development request	26,360
720.54	PUBLIC RELATIONS	2,081	25,000	25,000	New business attraction and Eco Dev Forum-Westport	25,000
720.80	VEHICLE REIMBURSEMENT	6,000	6,000	6,500	Car allowance	6,000
					Mileage reimbursement	500
	TOTALS	35,784	145,760	116,460		



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 (4)
INTL ECONOMIC DEV COUNCIL		910	Membership dues (2)
MEDFA	TBD	800	Annual conference (2)
MISSOURI ECO DEV COUNCIL		500	Membership dues (2)
MISSOURI ECO DEV COUNCIL	TBD	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.

2024 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.

2023 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	2022 Budget	2023 Budget	2024 Budget
CONTRACTUAL SERVICES	847	150,000	150,000
TOTAL EXPENDITURES	847	150,000	150,000
Personnel Schedule			
Position	2022	2023	2024
EMPLOYEES - FULL TIME EQUIVALENTS (FTE)	0.00	0.00	0.00



DEPARTMENT Economic Development		NUMBER 45	PROGRAM Economic Development			NUMBER 003
Contractual Services		2022 Budget (Actual)	2023 Budget (Amended)	2024 Budget (Proposed)	Detail	
Account Number	Account Description					
720.11	MISC. CONTRACTUAL	847	150,000	150,000	Land acquisition and property demolition	150,000
	TOTALS	847	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.

2024 Programmatic Goals

Goals

Monitor and oversee the TIF fund revenues and bonds.

2023 Programmatic Goals - Status

Goals

Status

Comments

Monitor and oversee the TIF fund revenues and bonds.

Ongoing



DEPARTMENT	NUMBER	PROGRAM	NUMBER
Economic Development	45	Economic Development	003
Program Budget			
Object of Expenditure	2022 Budget	2023 Budget	2024 Budget
CONTRACTUAL SERVICES	5,088	55,061	105,500
TOTAL EXPENDITURES	5,088	55,061	105,500
Personnel Schedule			
Position	2022	2023	2024
EMPLOYEES - FULL TIME EQUIVALENTS (FTE)	0.00	0.00	0.00



DEPARTMENT Economic Development		NUMBER 45	PROGRAM Economic Development			NUMBER 003
Contractual Services		2022 Budget (Actual)	2023 Budget (Amended)	2024 Budget (Proposed)	Detail	
Account Number	Account Description					
720.11	MISC. CONTRACTUAL	5,088	55,061	105,500	Trustee services	5,500
					Payments to Maryland Hghts Fire District	100,000
	TOTALS	5,088	55,061	105,500		

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.

2024 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.

2023 Programmatic Goals - Status

Goals

Status

Comments

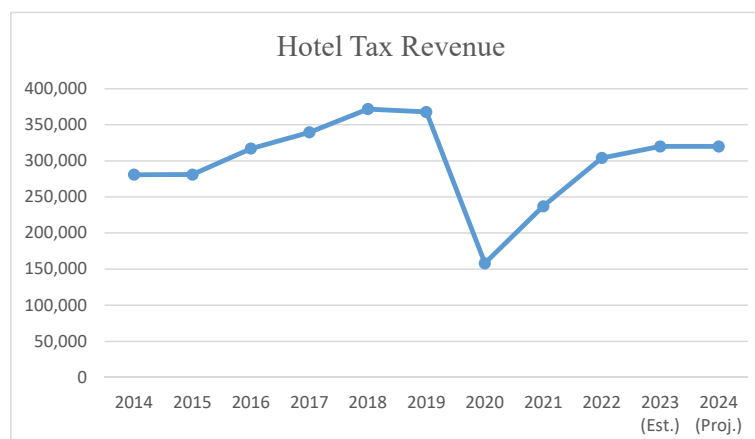
Provide the City Council annual reports on hospitality marketing program.

In progress

Increase hotel RevPar by 5%.

Performance Measures

	2021	2022	2023	2024
Metrics	Actual	Actual	Estimate	Projected
Hotel tax revenue	237,052	304,027	320,000	320,000
Marketing program report to City Council	2	2	2	2





Annual Budget -2024

Tourism Tax Fund

DEPARTMENT	NUMBER	PROGRAM	NUMBER
Economic Development	45	Promotion of Tourism	004
Program Budget			
Object of Expenditure	2022 Budget	2023 Budget	2024 Budget
CONTRACTUAL SERVICES	236,050	220,000	300,000
TOTAL EXPENDITURES	236,050	220,000	300,000
Personnel Schedule			
Position	2022	2023	2024
EMPLOYEES - FULL TIME EQUIVALENTS (FTE)	0.00	0.00	0.00



Annual Budget -2024

Tourism Tax Fund

DEPARTMENT		NUMBER	PROGRAM			NUMBER
Economic Development		45	Promotion of Tourism			004
Contractual Services		2022	2023	2024	Detail	
Account Number	Account Description	Budget (Actual)	Budget (Amended)	Budget (Proposed)		
720.11	MISC. CONTRACTUAL	236,050	220,000	300,000	Convention & Visitors Bureau contract	300,000
	TOTALS	236,050	220,000	300,000		