

**Annual Report
of the
Soulard Community Improvement
District**

**Fiscal Year 2025
(July 1, 2024 – June 30, 2025)**

Background

Pursuant to the terms set forth in the adopting petition (“Petition”), and in accordance with St. Louis City Ordinance 71011 (“Ordinance”), the Soulard Community Improvement District (“SCID”) was approved by the City of St. Louis Board of Aldermen and created on July 12, 2019. The SCID is designated as a political subdivision of the State of Missouri, duly created, organized and existing under the Constitution and laws of the State of Missouri.

Per Section 1 of the Ordinance, the primary purpose of the SCID is to “provide certain services and construct, reconstruct, install repair, maintain and equip various public improvements, impose a sales and use tax and carry out other functions as set forth in the Petition”.

Towards that purpose, the SCID plays a pivotal role in the continued development and growth of Soulard and serves as a community strengthening tool designed to provide services and improvements for the District. Through its tax funding, the SCID provides a revenue source that facilitates community improvement projects that are designed to increase the use and value of properties within the District.

Per Section 3.B. of the Petition, the services and improvements contemplated by the SCID may include, but not be limited to:

- Public Improvements and Infrastructure (e.g., streetscapes, lighting, parking, public spaces);
- Clean-up and Maintenance (e.g., trash cans, trash pickup, alleys);
- Administrative (e.g., staff, contracts, insurance, audits/accounting, board administration);
- Transportation and Parking Solutions (e.g., addressing parking concerns and solutions, shuttles, contract lots, valets, etc.; as well as possibly contracting with a traffic planner);
- Marketing and Branding (e.g. informational brochures, signage, promotions of Soulard as both residential community and commercial district);
- Community Development and Planning (e.g., long range plan for projects listed above);
- Other services and projects as allowed by the Act and as determined by the Board.

Per Section 67.1471 of the CID Act (“Act”), the fiscal year for the SCID shall be the same as the fiscal year for the City of St. Louis (July through June). Therefore, this annual report outlines the SCID board composition, revenues and expenditures for July 1, 2024 through June 30, 2025.

Governance & Board of Directors

Per Section 4.B of the Petition, the Board of Directors shall consist of seven (7) individuals, who are appointed by the Mayor of the City of St. Louis, with the consent of the City of St. Louis Board of Aldermen. Each Director must be:

- At least 21 years of age;
- A resident of the State of Missouri; and
- Either be an owner of real property (or its legally authorized representative) within the SCID, or an owner of a business (or its legally authorized representative) operating within the SCID.

In order to ensure fair representation across the SCID, Board representation must meet the following requirements:

- Three residential owner/occupants of residential property and residing within the SCID;
- Two owners of commercial property or business owners within the SCID;
- One nominee of the Soulard Restoration Group (SRG); and
- One nominee of the Soulard Business Association (SBA).

As of June 30, 2025, the SCID Board of Directors consisted of the following individuals:

- Terry Hoffman, Chair (Residential Owner/Occupant, term expiration 7/25/2027)
- Luke Reynolds, Vice-Chair (Business Owner, term expiration 7/25/2027)
- Laura Leister, Secretary (SBA Nominee and Business Owner, term expiration 7/25/2025)
- John Durnell, Director (SRG Nominee and Residential Owner/Occupant, term expiration 7/25/2027)
- Phyllis Young, Director (Residential Owner/Occupant, term expiration 7/25/2025)
- Mary Hart Burton (Residential Owner/Occupant, term expiration 7/25/2027)
- Steve Edele (Business Owner, term expiration 7/25/2025)

Terms of successor directors serve four (4) year terms on the Board and are appointed by the Mayor of the City of St. Louis, with the consent of the City of St. Louis Board of Aldermen.

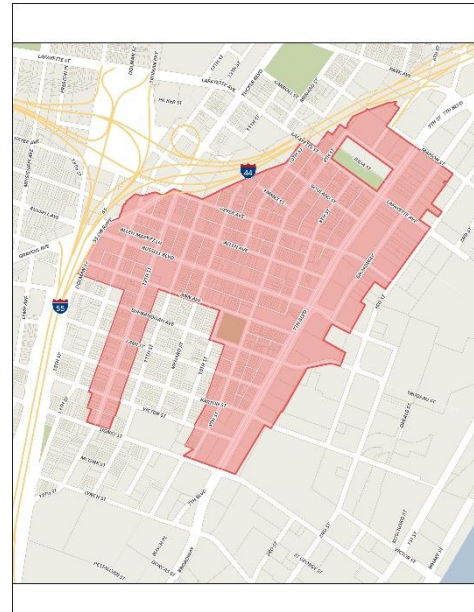
As of June 30, 2025, there were no vacancies on the SCID board.

SCID Expansion

When the SCID was established in 2019 (see map to the right), its boundary excluded a small portion of Soulard (primarily in the southern part of the neighborhood).

Throughout FY 2024 and FY 2025, a significant effort was made to expand the SCID to include the southern portion of the neighborhood. This involved:

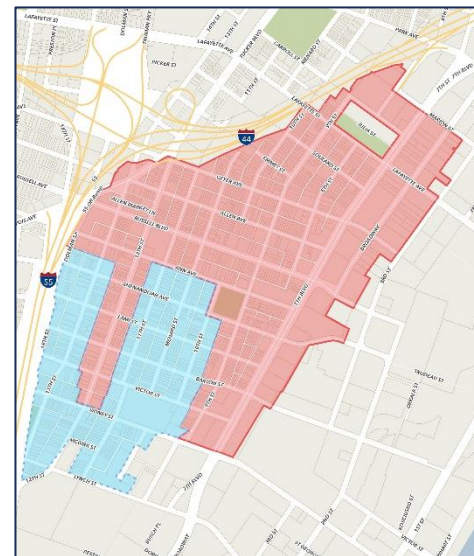
- Rewriting the Petition to include the expanded territory;
- Getting signatures from property owners in the expansion area to approve the Petition (required a minimum of 50% of property owner approval);
- Drafting an Ordinance to recognize the revised petition;
- Gain City of St. Louis Board of Aldermen approval of the Ordinance; and
- Gain Mayoral approval of the Ordinance.



All of this was completed in February, 2025. Board Bill 152 was approved, and Ordinance 71980 was created, on February 24, 2025, creating the expanded SCID (see map to right, expanded area in blue).

The expanded area was predominantly residential ... so very few tax revenue points were added to the SCID.

Net ... much of the existing SCID revenue base will now be spread across the larger boundary area.



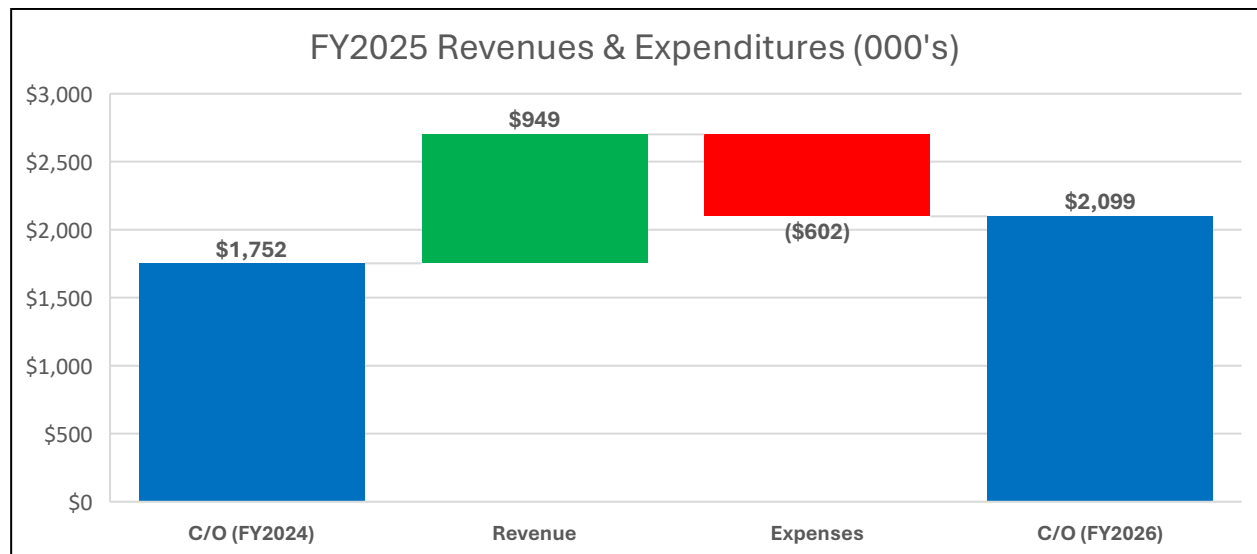
Revenues & Expenditures

Per Section 1.1 of the Ordinance, the SCID is authorized to “impose a sales and use tax” in order to fund the activities of the District. Per Section 8 of the Petition, and pursuant to Section 67.1545 of the Act, the SCID can impose a sales and use tax on all retail sales made within the District, at a rate not to exceed one percent (1%), for a maximum of ten (10) years. Current expiration of this tax is December 31, 2029.

In FY 2025, the SCID imposed a sales and use tax on all retail sales within the District of 1%.

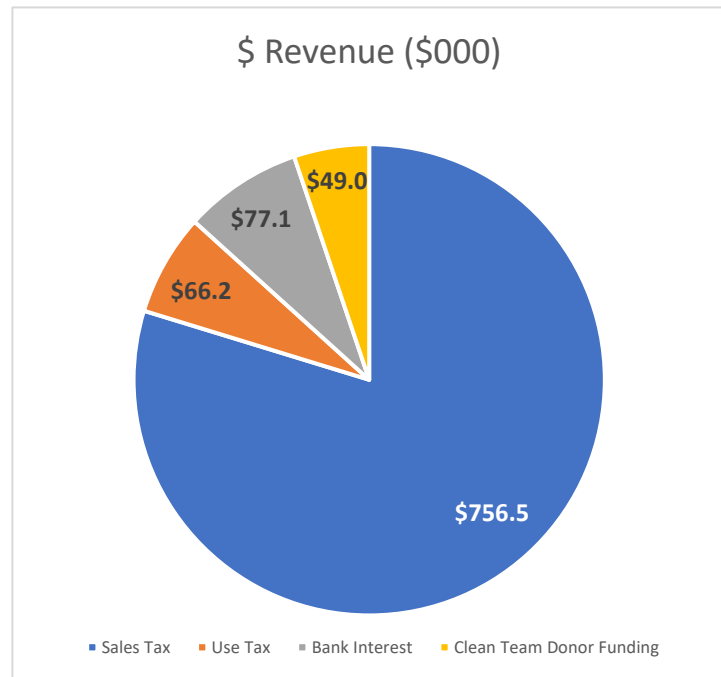
See chart below for FY 2025 topline financial summary:

- Began with a carryover balance (from FY 2024) of \$1,751,979.
- Total revenues were \$948,751.
- Total expenditures were \$601,538.
- Resulting carryover balance (into FY 2026) was \$2,099,192.



2025 Revenue Components

- \$756,502, or 79.7% of revenue, was sourced from the 1% surcharge on retail sales tax within the District.
- \$66,186, or 7.0% of revenue, was sourced from the 1% surcharge on retail use tax within the District.
- \$77,063, or 8.1% of revenue, was sourced from bank interest on tax revenue that is held in various accounts at Together Credit Union.
 - Tax funds are placed in a variety of CD's, Money Market accounts, Checking accounts and Savings accounts, each with varying rates of interest, maturity and liquidity.
 - As of June 30, 2025, 34.0% of SCID tax revenue was placed in 100% liquid accounts.
 - The remainder of SCID tax revenue was placed in a CD's with maturity dates ranging from 7/2025 to 6/2026.
 - If non-liquid funds are needed, the CD with the longest maturity date will be accessed.
- \$49,000, or 5.2% of revenue, was sourced from Soulard Clean Team funding donors (see Trash, Street & Alley Cleanup expenditures below).
 - \$41,500 was received from the Soulard Special Business District ("SSBD") on 10/20/2024.
 - \$5,000 was received from the Soulard Business Association ("SBA") on 1/17/2025; and
 - \$2,500 was received from the Peter & Paul Housing Corp ("PPHC") on 2/13/2025.



2025 Expenditure Components

- **Operating Expenses**

- FY 2025 expenses were \$74,633, or 12.4% of total expenditures.
- Operating expenses consisted of:

- ✓ **Administrative** expenses were \$3,400 and consisted primarily of mailing/printing payments to support the SCID expansion, Zoom monthly subscription and public notary fees.

- ✓ **Charity & Goodwill** expenses were \$583 and consisted of payments

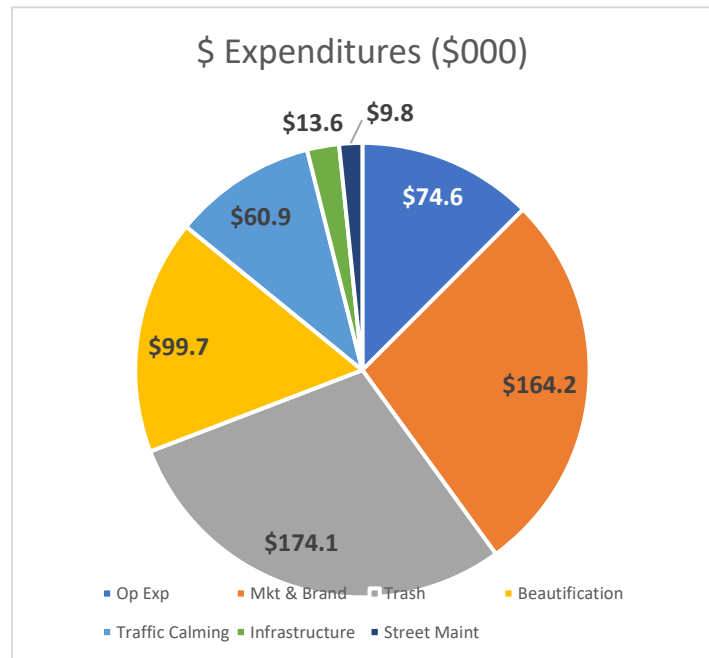
for products and services provided to an injured SCID board member during recuperation from an incident in which he was a shooting victim.

- ✓ **Computer and Software** expenses were \$1,103 and consisted of payments to GoDaddy for website hosting and email accounts used by SCID board members.

- ✓ **Insurance** expenses were \$1,600 and consisted of premium payments for two policies utilized by the SCID:

- \$1,200 paid to MOPERM for SCID Board of Directors Errors & Omissions insurance; and
- \$400 paid to West Bend Insurance for a general liability policy, which is required by the City of St. Louis for the SCID's placement of trash receptacles, pet waste stations and marketing banners on City of St. Louis property.

- ✓ **Legal** expenses were \$67,943 and consisted entirely of payments to the law firm of Husch Blackwell, the SCID's appointed legal counsel, for ongoing legal consultation and legal work associated with the SCID expansion.



- **Beautification Expenses**

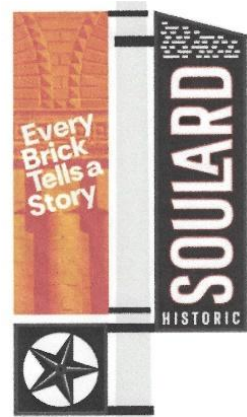
- FY 2025 expenses were \$99,658, or 16.6% of total expenditures.
- Beautification expenses consisted of:
 - ✓ **Tree Planting and Watering.**
 - \$9,180 was paid to Baxter Farms and Nurseries for the purchase of 54 trees that were planted in the tree canopy throughout the SCID. The SCID partnered with City of St. Louis Forestry for the planting of the trees (at no expense to the SCID).
 - To ensure the newly-planted trees (and other young-growth trees) would be adequately watered throughout the dry season, the SCID contracted with DJM Ecological Services to place water bladders around each tree and to provide bi-monthly watering. The cost for these services was \$11,760.
 - ✓ **City Tree Management Plan & Tree Removal.**
 - The SCID contracted with Davey Tree to fully inventory all City trees within the SCID, transfer this inventory data to City of St. Louis Forestry (to update the City Forestry database) and to create a 5-year management and maintenance plan. This plan included a prioritization plan of trees to be targeted for removal and pruning.
 - The SCID began executing components of this plan in FY 2025 and contracted with Dave Tree for the removal of 46 high-risk and medium-risk trees.
 - The cost for these combined services was \$74,758.
 - ✓ **Street Planter Watering.** The SCID contracted with Regency Services to water street planters (owned by the Soulard Restoration Group, “SRG”) located throughout Soulard. Total expenses for this service were \$3,960.

- **Infrastructure Expenses**

- FY 2025 expenses were \$13,575, or 2.3% of total expenditures.
- These expense were associated with the purchase of two 3-station drinking fountains for placement in Pontiac Park. City of St. Louis Parks Department personnel installed the drinking fountains (at no expense to the SCID).

- **Marketing and Branding Expenses**

- 2025 expenses were \$178,734, or 29.7% of total expenditures.
- All marketing and branding expenses in FY 2025 were costs associated with the continued fabrication, installation and licensing of street light banners (see image on right) throughout the SCID.
- Banner signage consists of both permanent signage and seasonal signage.
 - ✓ Permanent signage will remain affixed to street light poles throughout the year and not change.
 - ✓ Seasonal signage will change multiple times throughout the year to highlight seasonal activities, neighborhood events and/or holidays.
- Costs were split among:
 - ✓ Craftsmen Industries (fabrication, installation and maintenance) - \$171,974
 - ✓ City of St. Louis Streets Department (licensing and permits) - \$3,560
 - ✓ Ten8 Design (design services) – \$2,800
 - ✓ Lift for Life Academy (banner fabrication and placement) - \$400
- Additional signage will be added in FY 2026 due to the SCID expansion.



- **Street Maintenance**

- 2025 expenses were \$9,840, or 1.6% of total expenditures.
- Due to the City of St. Louis Streets Department lack of street plowing and salting during the January snowstorm, the SCID contracted with Regency Services to salt streets and alleys within the SCID. This service was performed 2X during late January.

- **Traffic Calming Expenses**

- 2025 expenses were \$60,850, or 10.1% of total expenditures.
- All Traffic Calming expenses were related to the design and engineering expenses associated with intersections being targeted for improvement in FY 2026.
 - ✓ In 2021, the SCID, the SSBD and Ald. Jack Coatar authorized a Soulard neighborhood Traffic Calming study with CBB Engineering (which was completed in 2022). Several of the study's key conclusions were that multiple intersections in Soulard needed to be redesigned in order to slow down vehicular traffic and promote pedestrian safety.
 - ✓ As a result, CBB Engineering has been conducting intersection re-design work on 13 intersections. Design work will be completed in early FY 2026 with construction planned for select intersections in Summer, 2026.

- **Trash, Street and Alley Cleanup Expenses**

- FY 2025 expenses were \$164,249, or 27.3% of total expenditures.
- Street and alley cleanup services have been a key initiative for the SCID since its inception in 2019. Since that time (and continuing to the present), the SCID has developed a three-prong program to address street and alley trash in Soulard.

- ✓ **Trash and Pet Waste Receptacles**

- In 2021, the SCID received permission from the City of St. Louis to place approximately 70 trash receptacles and 30 pet waste receptacles throughout the District.
- The SCID contracts with Metro's Main Haul to empty the trash receptacles and replenish the pet waste receptacles. Metro's Main Haul services the receptacles 6 days/week.
- The operating costs (Metro's Main Haul) and capital costs (replacing damaged receptacles, etc.) associated with providing this service in FY 2025 were \$67,974.

- ✓ **Bulk Pick-Up**

- The City of St. Louis Refuse Division provides bulk trash pick-up services 1x/month. Due to the infrequent pick-up schedule, bulk trash accumulates very quickly in the alleys throughout Soulard.
- The SCID contracts with Regency Services to provide bulk trash pick-up in Soulard for the other three weeks of the month (not serviced by City of St. Louis Refuse).
- The operating costs associated with providing this service in FY 2025 were \$15,250.

- ✓ **Soulard Clean Team**

- Street trash is an ongoing problem in the District as well as throughout the entire Soulard neighborhood. This problem is further exacerbated by the large number of visitors to the area's many entertainment venues, the unhoused and the general popularity of the area.
- To address this ongoing issue, the SCID proposed that all Soulard neighborhood groups participate in an effort to fund street cleanup services throughout Soulard. This program, called the Soulard Clean Team ("Clean Team"), would be funded by these neighborhood groups and administered and coordinated by the SCID.
- The combined effort of the SCID, the SSBD, the SBA and PPHC completely funded the operation of the Clean Team in FY 2025.
- The SCID contracts with Regency Services to provide Clean Team services throughout the Soulard neighborhood in FY 2025. This service is provided four days per week (Monday – Thursday), from 8:00am – 4:00pm each day.
- The operating costs associated with providing this service in FY 2025 were \$81,025.