

Annual Report of the Soulard Community Improvement District Fiscal Year 2024

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, 2023 through June 30, 2024.

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, 2024, 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 7/25/2025)
- 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, 2024, there were no vacancies on the SCID board.

2024 Revenues & Expenditures

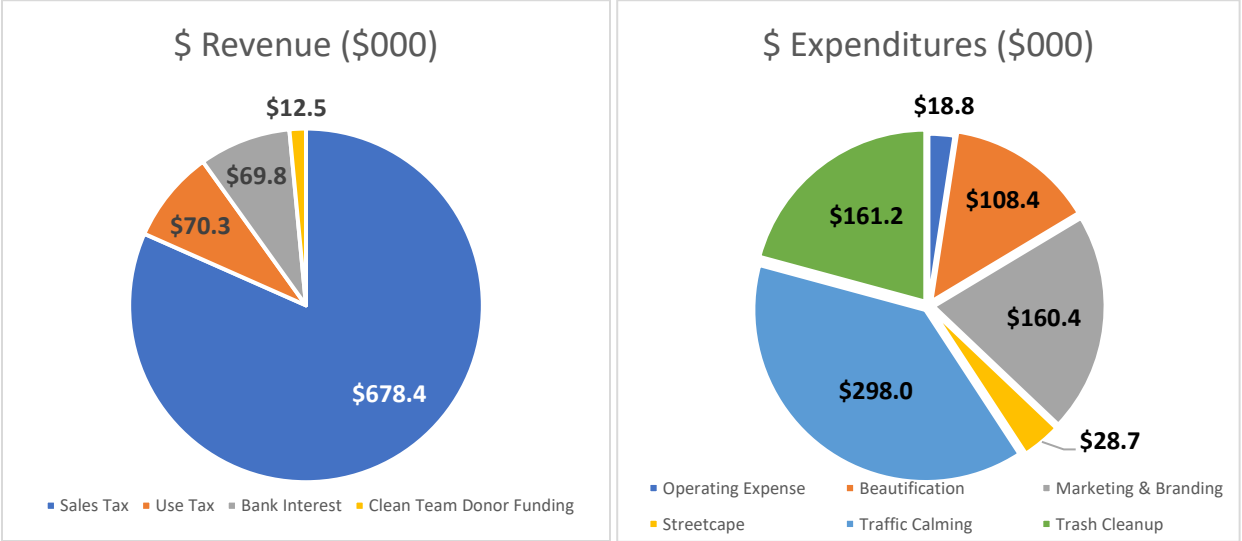
Per Section 1.1 of the Ordinance, the SCID is authorized to “impose a sales and use tax” in order to fund the activities of the District. Per Section 8 of the Petition, and pursuant to Section 67.1545 of the Act, the SCID can impose a sales and use tax on all retail sales made within the District, at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

In FY 2024, the SCID imposed a sales and use tax on all retail sales within the District of 1%.

FY 2024 topline financial summary was:

- Began with a carryover balance (from FY 2023) of \$1,696,409.
- Total revenues were \$831,012.
- Total expenditures were \$775,446.
- Resulting carryover balance (into FY 2025) was \$1,751,975.

See charts below for revenue and expenditure component details.



2024 Revenue Components

- \$678,401, or 81.6% of revenue, was sourced from the 1% surcharge on retail sales tax within the District.
- \$70,283, or 8.5% of revenue, was sourced from the 1% surcharge on retail use tax within the District.
- \$69,828, or 8.4% of revenue, was sourced from bank interest on accrued tax revenue in various accounts held at the Together Credit Union.
 - Tax funds are placed in a variety of CD's, Money Market accounts and Checking accounts, each with varying rates of interest, maturity and liquidity.
 - As of June 30, 2024, 24.6% 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 10/2024 to 6/2025.
 - If non-liquid funds are needed, the CD with the longest maturity date will be accessed.
- \$12,500, or 1.5% of revenue, was sourced from Soulard Clean Team funding donors (see Trash, Street & Alley Cleanup expenditures below).
 - \$5,000 was received from the Mardi Gras Foundation ("MGF") on 9/13/2023.
 - \$5,000 was received from the Soulard Restoration Group ("SRG") on 10/13/2023.
 - \$2,500 was received from the Peter & Paul Housing Corp ("PPHC") on 1/24/2024.

2024 Expenditure Components

- **Operating Expenses**

- FY 2024 expenses were \$18,787, or 2.4% of total expenditures.
- Operating expenses consisted of:
 - ✓ **Administrative** expenses were \$941 and consisted of payments for: 1) Zoom monthly subscription; 2) public meeting expenses; and 3) other expenses related to SCID expansion efforts.
 - ✓ **Communications Management** expenses were \$2,738 and consisted entirely of payments to MidCoast Media Group, for public relations, website and social media support services.
 - ✓ **Computer and Software** expenses were \$335 and consisted of payments to GoDaddy for website hosting and email accounts used by SCID board members.
 - ✓ **Insurance** expenses were \$1,652 and consisted of premium payments for two policies utilized by the SCID:
 - \$1,252 paid to MOPERM for SCID Board of Directors Errors & Omissions insurance; and
 - \$400 paid to West Bend Insurance for a general liability policy 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 \$13,121 and consisted entirely of payments to the law firm of Husch Blackwell, the SCID's appointed legal counsel, for ongoing legal consultation.

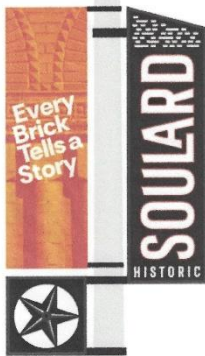
- **Beautification Expenses**

- FY 2024 expenses were \$108,356, or 14.0% of total expenditures.
- Beautification expenses consisted of:
 - ✓ **Tree Planting and Watering.**
 - A \$17,000 payment was made to Baxter Farms and Nurseries for the purchase of 100 trees to be planted in the tree canopy throughout the District.
 - 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 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 \$16,780.
 - ✓ **Tree Pruning.**
 - The SCID contracted with Davey Tree to prune city-owned trees in order to: 1) maintain their long-term growth, health and viability; and 2) increase street light visibility in areas where the tree canopy was blocking street light visibility.
 - Davey Tree was paid \$62,160 for maintenance pruning and \$6,918 for street light pruning.

- ✓ **Street Planter Watering.** A \$5,498 contribution was made to the Soulard Restoration Group to assist that organization with funding the watering of street planters located throughout Soulard.

- **Marketing and Branding**

- 2024 expenses were \$160,422, or 20.7% of total expenditures.
- All marketing and branding expenses in FY 2024 were costs associated with the design, development, fabrication, licensing and installation of street light banners throughout the District.
- 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 the following three groups:



- ✓ Ten8 Design (design services) – \$17,574
- ✓ Craftsmen (fabrication and installation services) - \$139,272
- ✓ City of St. Louis (licensing and permitting) - \$3,576

- Sign fabrication was completed in May, 2024 and banners were hung in June, 2024.
- Additional signage may be added in FY 2025 as additional locations are identified.

- **Streetscape**

- 2024 expenses were \$28,683, or 3.7% of total expenditures.
- All streetscape expenses in FY 2024 were costs associated with the replacement of 16 historic light heads at Pontiac Park.
- The existing light heads at Pontiac Park were old and faded and had not been serviced and/or maintained by the City of St. Louis Parks Department in several years. Multiple resident complaints were raised about safety and security at the park, as a result of poor or non-existent lighting.



- ✓ As a result of these concerns, the SCID worked with a vendor designated by the City of St. Louis (StressCrete) to replace all 16 fixtures at Pontiac Park.
- ✓ The new fixtures were LED, thereby consuming less energy than the originals and requiring less future maintenance and upkeep.
- ✓ The light head fixtures were installed by the City of St. Louis Streets Department (at no cost to the SCID) in March, 2024.
- ✓ The SCID paid \$28,683 to StressCrete for the purchase of the 16 historic light fixtures.

- **Traffic Calming**

- 2024 expenses were \$297,960, or 38.4% of total expenditures.
- Traffic calming expenses fell into two categories of spending in FY 2024:
 - ✓ **Traffic Calming Intersection Design**
 - In 2021, the SCID, the SSB 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 is conducting intersection re-design work on 14 intersections. Design work should be completed by Fall, 2024; contractor bids will be issued in late 2024 and work will be expected to begin in mid 2025.
 - The SCID paid CBB Engineering \$51,000 in FY 2024 for their design services. The balance of design services fees have been paid by the Soulard Special Business District.
 - ✓ **Speed Hump Installation**
 - After the successful placement of 30 speed humps in 2023 (recommended in the Traffic Calming study cited above), and the noticeable difference in driving behavior throughout the neighborhood, the SCID proposed that additional speed humps be installed in FY 2024.
 - With support from Ald. Cara Spencer, Board Bill 100 was passed later in 2023, authorizing the placement of 60 additional speed humps throughout Soulard.
 - Of these 60 speed humps, only 38 were located inside SCID boundaries, so the SCID funded their installation, which was a \$246,960 expense to the City of St. Louis.
 - Of the remaining 22 speed humps, 20 were funded by the Soulard Special Business District ("SSBD") and 2 were funded by Ald. Spencer's ward capital funds.
 - We anticipate the speed humps will be installed in Fall, 2024.

- **Trash, Street and Alley Cleanup**

- FY 2024 expenses were \$161,239, or 20.8% 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 Souard. Each is separately budgeted and funded.

- ✓ **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 2024 were \$68,787.

- ✓ **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 Souard.
- In 2023, the SCID contracted with Regency Services to provide bulk trash pick-up in Souard 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 2024 were \$8,990.

- ✓ **Souard Clean Team**

- Street trash is an ongoing problem in the District as well as throughout the entire Souard neighborhood. This problem is further exacerbated by the large number of visitors to the area's many entertainment venues, the homeless and the general popularity of the area.
- To address this ongoing issue, the SCID proposed that all Souard neighborhood groups participate in an effort to fund street cleanup services throughout Souard. This program, called the Souard 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 MGF, the Souard Business Association ("SBA"), the SRG and the PPHC completely funded the operation of the Clean Team in FY 2024.
- In FY 2024, the SCID contracted with Regency Services to provide Clean Team services throughout the Souard neighborhood. This service was provided four days per week (Monday – Thursday), from 8:00am – 4:00pm each day.
- The operating costs associated with providing this service in FY 2024 were \$83,462.50.