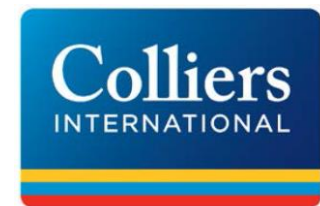# University City
Economic Development Strategy

Task Force Meeting #1

February 3, 2020

AGENDA

A.   Introductions

B.   Overview of Task Force / Group Discussion #1

C.   Selection of Task Force Committee Chair and Vice-Chair

D.   Overview and Schedule

E.   Stakeholder Meetings

F.   Sneak Peek of Assessment and Market Analysis

G.   Group Discussion #2

H.   Upcoming Schedule

I.   Other Items

INTRODUCTIONS

- Task Force Members
- Planning Team

PLANNING TEAM

Stephen Ibendahl
Project Manager

Beth Noonan
*Economic
Strategy*

Alison Gray
*Market and
Demographic
Analysis*

**Jacqueline Davis-
Wellington**
*Economic
Strategy*

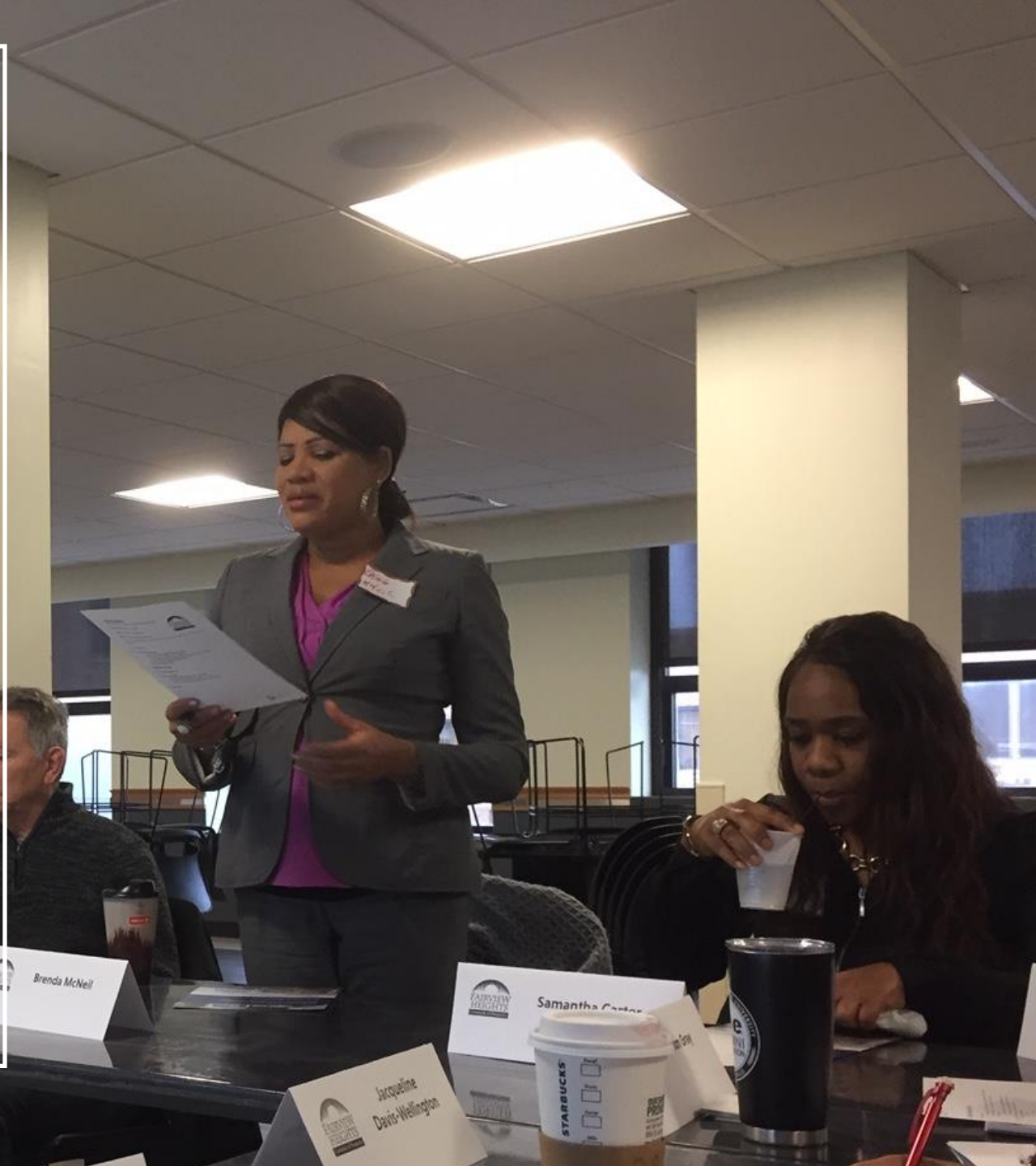Other Team Members
Laura Linn
Graphics and Planning

Katie McLaughlin
Planning

Overview of Task Force

ROLE OF TASK FORCE

- **"Ad-Hoc" Advisory Committee**
  - Sounding board for the planning team.
  - A shared strategy.

- **Representatives from across the City**
  - Chosen by City Council and Mayor.

- **Meeting 5 Times During Process**

Group Discussion #1

Selection of Task Force
Committee Chair and Vice-Chair

Overview and Schedule

Schedule

ECONOMIC DEVELOPMENT STRATEGY

1 Economic and Market Assessment

- Project kickoff
- Stakeholder and focus group meetings
- Assessment, benchmarking & evaluation
- Market & industry cluster analysis

Deliverable: Assessment and Market Analysis Report

December - March 2020

2 Draft Economic Development Strategy

- Neighborhood economic nodes (place-based growth strategy)
- Draft recommendations & best practices
- Follow-up stakeholder meetings
- **Community Open House**

Deliverable: Draft Economic Development Strategy

April - July 2020

3 Final Economic Development Strategy and Adoption

- Refinement of recommendations and best practices
- Implementation strategies and metrics
- Adoption of plan

Deliverable: Final Economic Development Strategy

July - October 2020

City of University City

ECONOMIC DEVELOPMENT
STRATEGY

Tasks

① Economic and Market Assessment

- Project kickoff
- Stakeholder and focus group meetings
- Assessment, benchmarking & evaluation
- Market & industry cluster analysis

Deliverable: Assessment and Market Analysis Report

December – March 2020

② Draft Economic Development Strategy

- Neighborhood economic nodes (place-based growth strategy)
- Draft recommendations & best practices
- Follow-up stakeholder meetings
- **Community Open House**

Deliverable: Draft Economic Development Strategy

April – July 2020

③ Final Economic Development Strategy and Adoption

- Refinement of recommendations and best practices
- Implementation strategies and metrics
- Adoption of plan

Deliverable: Final Economic Development Strategy

July – October 2020

Task 1: Assessment, Benchmarking, & Evaluation

Task 2: Market & Industry Cluster Analysis

Task 3: Neighborhood Economic Nodes *(draft)*

Task 4: Recommendations and Best Practices *(draft)*

Task 3 & 4: Refinement

Task 5: Implementation

City of University City
ECONOMIC DEVELOPMENT STRATEGY

Task Force Meetings

1 — Economic and Market Assessment
December – March 2020

- Project kickoff
- Stakeholder and focus group meetings
- Assessment, benchmarking & evaluation
- Market & industry cluster analysis

Deliverable: Assessment and Market Analysis Report

2 — Draft Economic Development Strategy
April – July 2020

- Neighborhood economic nodes (place-based growth strategy)
- Draft recommendations & best practices
- Follow-up stakeholder meetings
- **Community Open House**

Deliverable: Draft Economic Development Strategy

3 — Final Economic Development Strategy and Adoption
July – October 2020

- Refinement of recommendations and best practices
- Implementation strategies and metrics
- Adoption of plan

Deliverable: Final Economic Development Strategy

Meeting 1: Overview of Process

Meeting 2: Assessment and Market Analysis

Meeting #3: Place-Making

Meeting #4: Draft Recommendations and Best Practices

Meeting #5: Final Recommendations and Implementation Priorities

Stakeholder Meetings

Stakeholder Meetings

- **Internal Meetings**
  - **Businesses**
  - **Property Owners**
  - **Developers**

- **External Meetings**
  - **Regional Economic Development Professionals**
  - **Regional Agencies**
  - **Developers, Institutions, Businesses**

City of University City

ECONOMIC DEVELOPMENT
STRATEGY

Initial Blocks of Meetings (at City Hall):

- Feb 10th
- Feb 13th
- Feb 14th
- Feb 18th
- Feb 27th
- Feb 28th

- **Update on initial outreach.**

- **Feedback on other recommendations.**

- **Individual meetings with Planning Team – invitation to Task Force and Council members.**

Sneak Peek of Assessment and Market Analysis

UNIVERSITY CITY
DEMOGRAPHICS

Population Trends and Key Indicators

36,183	16,571	2.17	39.2	$58,476	$288,965	106	90	62
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

$10,127
Avg Spent on Mortgage & Basics

24.2%
Percent of Income for Mortgage

POPULATION BY GENERATION
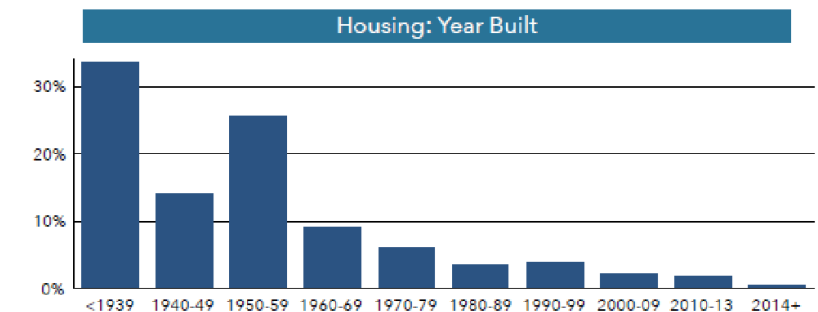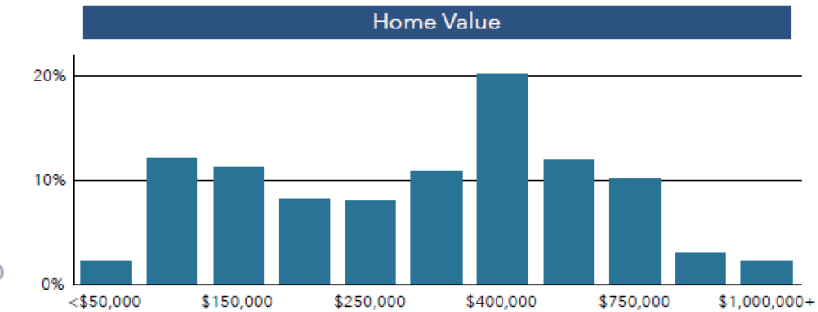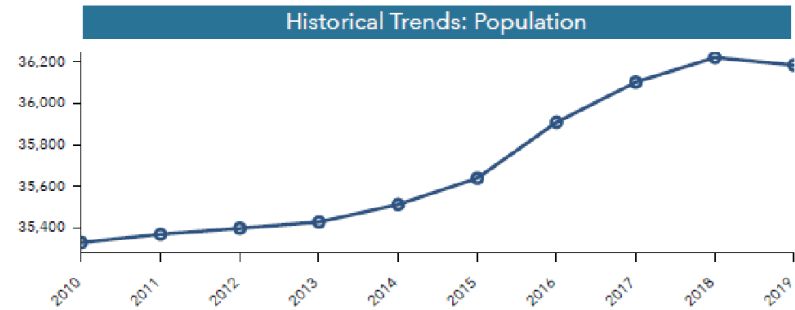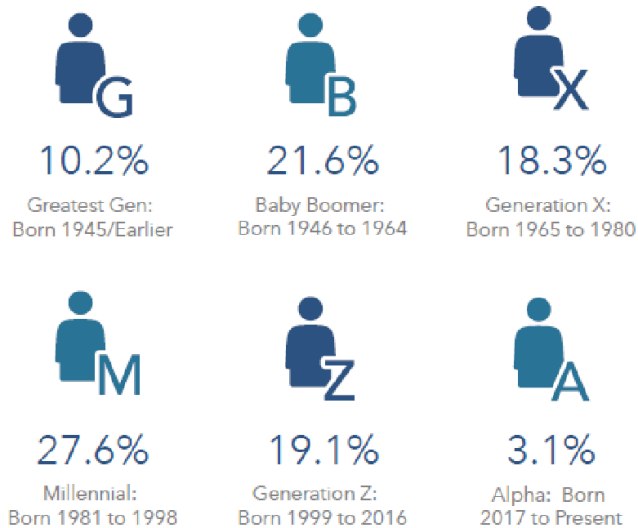
G 10.2%
Greatest Gen: Born 1945/Earlier

B 21.6%
Baby Boomer: Born 1946 to 1964

X 18.3%
Generation X: Born 1965 to 1980

M 27.6%
Millennial: Born 1981 to 1998

Z 19.1%
Generation Z: Born 1999 to 2016

A 3.1%
Alpha: Born 2017 to Present

Historical Trends: Population

Home Value

Housing: Year Built

Overview Charts

2019 Forecast

City	Population	Household	Families	Average Household Size	Owner Occupied Housing Units	Renter Occupied Housing Units	Median Age
University City	36,183	16,571	8,505	2.17	8,095	8,476	39
Clayton	16,889	5,738	3,091	2.12	3,056	2,682	32
Maplewood	8,072	4,264	1,729	1.89	1,584	2,680	38
Kirkwood	28,207	12,119	7,450	2.31	8,879	3,240	44
Olivette	7,973	3,114	2,236	2.54	2,121	993	42
Webster Groves	23,320	9,201	5,928	2.45	7,095	2,106	43
Maryland Heights	27,437	12,129	6,832	2.23	6,932	5,197	38
Florissant	52,291	21,221	13,537	2.43	14,941	6,280	40
Hazelwood	25,558	10,840	6,368	2.35	5,972	4,868	38
St. Louis City	310,204	138,946	64,668	2.15	60,277	78,669	36

% Population Change (2000 – 2019)

City	Population Change
University City	-3.33%
Clayton	31.69%
Maplewood	-12.53%
Kirkwood	3.23%
Olivette	7.19%
Webster Groves	0.39%
Maryland Heights	6.53%
Florissant	3.55%
Hazelwood	-2.47%
St. Louis City	-10.91%

2024 Forecast

City	Population	Household	Families	Average Household Size	Owner Occupied Housing Units	Renter Occupied Housing Units	Median Age
University City	36,639	16,786	8,549	2.17	8,318	8,468	40
Clayton	17,677	6,119	3,276	2.12	3,143	2,976	34
Maplewood	8,235	4,340	1,748	1.90	1,609	2,731	38
Kirkwood	28,555	12,240	7,483	2.31	9,035	3,205	45
Olivette	8,066	3,140	2,248	2.55	2,169	971	43
Webster Groves	23,492	9,245	5,930	2.46	7,205	2,040	44
Maryland Heights	27,498	12,143	6,794	2.24	7,011	5,132	39
Florissant	52,469	21,268	13,506	2.43	15,145	6,124	40
Hazelwood	25,602	10,836	6,326	2.35	6,059	4,777	39
St. Louis City	305,204	136,933	63,258	2.14	59,690	77,243	37

% Population Change (2000 – 2019)

City	Population Change
University City	-3.3%
Clayton	31.7%
Maplewood	-12.5%
Kirkwood	3.2%
Olivette	7.2%
Webster Groves	0.4%
Maryland Heights	6.5%
Florissant	3.6%
Hazelwood	-2.5%
St. Louis City	-10.9%

UNIVERSITY CITY
DEMOGRAPHICS
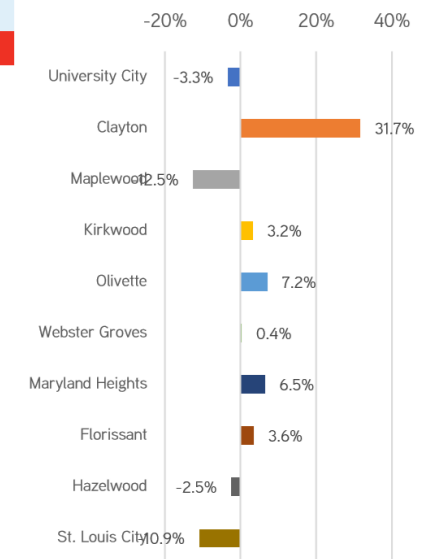
TOP TAPESTRY SEGMENTATION PROFILES

26.9% | **FAMILY FOUNDATIONS**

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade.

Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

17.7% | **URBAN CHIC**

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable.

This market is a bit older, with a median age of 43 years, and growing slowly, but steadily.

11.4% | **EMERALD CITY**

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment.

This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically

University City – Top Industries

# of Companies	
NAICS Supersector	% of Companies
Education and Health Services	20.14%
Professional and Business Services	14.97%
Other Services	14.71%
Trade, Transportation, and Utilities	14.35%
Financial Activities	12.21%
Leisure and Hospitality	11.76%
Construction	4.90%
Unclassified Establishments	2.32%
Information	2.05%
Manufacturing	1.52%
Government	0.89%
Natural Resources and Mining	0.18%

# of Employees	
NAICS Supersector	% of Companies
Education and Health Services	32.12%
Trade, Transportation, and Utilities	15.36%
Leisure and Hospitality	14.91%
Professional and Business Services	8.49%
Information	7.02%
Other Services	6.84%
Financial Activities	5.36%
Construction	4.34%
Government	3.80%
Manufacturing	1.68%
Natural Resources and Mining	0.06%
Unclassified Establishments	0.03%

Revenue	
NAICS Supersector	% of Companies
Trade, Transportation, and Utilities	32.26%
Information	14.79%
Education and Health Services	11.25%
Professional and Business Services	9.95%
Construction	8.75%
Financial Activities	8.56%
Leisure and Hospitality	6.42%
Manufacturing	6.10%
Other Services	1.89%
Natural Resources and Mining	0.03%
Unclassified Establishments	0.01%
Government	0.00%

Source: DataVu (Database USA) - 2017 - 2017

Leisure & Hospitality by Annual Revenue
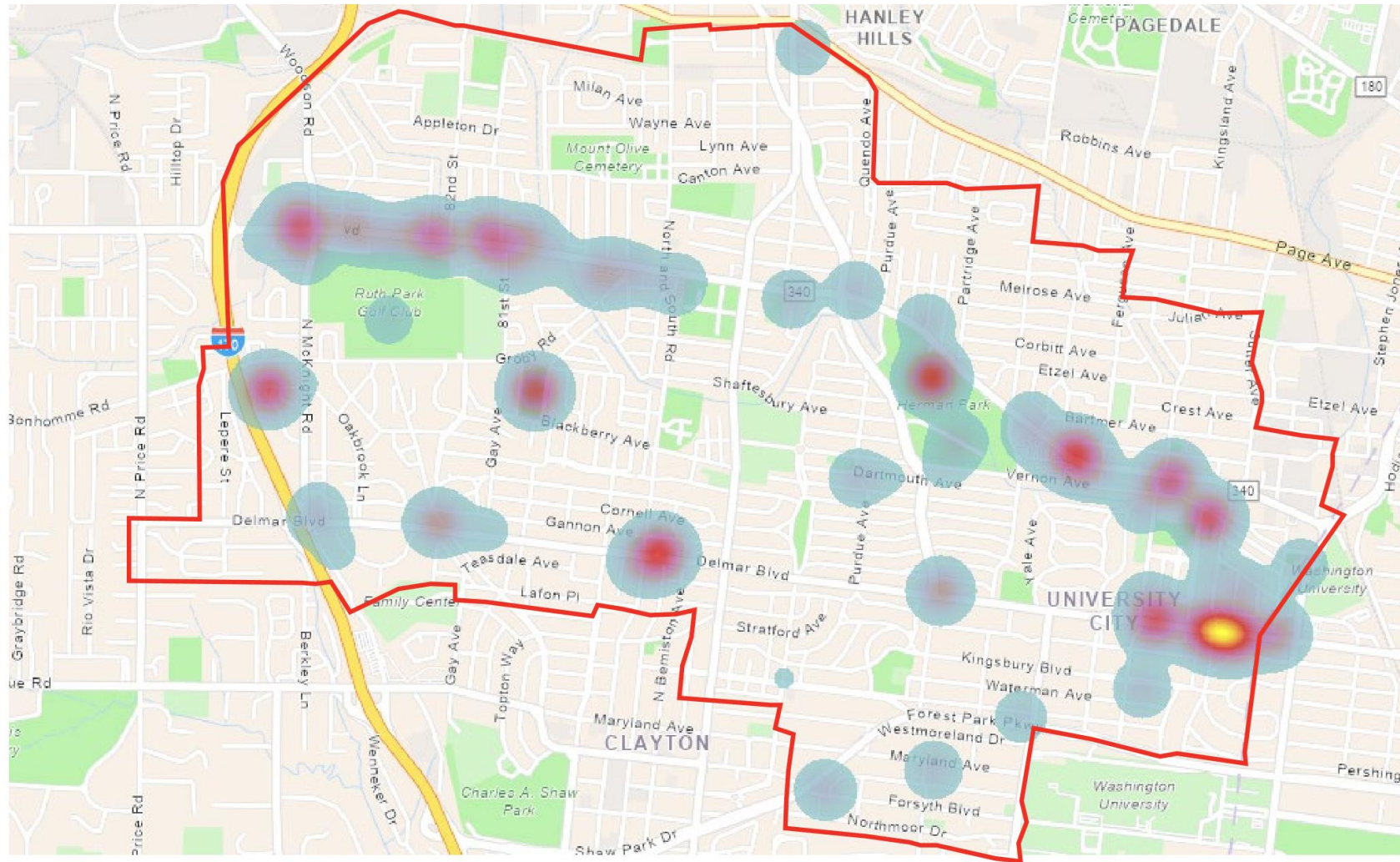
MARKET & INDUSTRY CLUSTERS

NAICS Supersector Breakdown

Top Supersector Regional Comparison (# of Companies)

University City

- Education and Health Services — 20%
- Professional and Business Services — 15%
- Other Services — 15%
- Trade, Transportation, and Utilities — 14%
- Financial Activities — 12%

St. Louis MSA

- Education and Health Services — 24%
- Trade, Transportation, and Utilities — 16%
- Professional and Business Services — 15%
- Financial Activities — 12%
- Other Services — 11%

St. Louis County

- Education and Health Services — 26%
- Professional and Business Services — 16%
- Trade, Transportation, and Utilities — 15%
- Financial Activities — 13%
- Other Services — 10%

Missouri

- Professional and Business Services — 31%
- Trade, Transportation, and Utilities — 15%
- Natural Resources and Mining — 12%
- Other Services — 11%
- Financial Activities — 10%

Source: Bureau of Labor Statistics – NAICS Supersectors for CES Program

Retail – Market Indicators

Vacancy Rate

Vacant Percent % Total

16.0%
14.0%
12.0%
10.0%
8.0%
6.0%
4.0%
2.0%
0.0%

2010 Q1, 2010 Q3, 2011 Q1, 2011 Q3, 2012 Q1, 2012 Q3, 2013 Q1, 2013 Q3, 2014 Q1, 2014 Q3, 2015 Q1, 2015 Q3, 2016 Q1, 2016 Q3, 2017 Q1, 2017 Q3, 2018 Q1, 2018 Q3, 2019 Q1, 2019 Q3, 2020 Q1

— University City — St. Louis County — St. Louis MSA

NNN Rent Overall

Rent Per Square Foot ($/SF)

$25.00
$23.00
$21.00
$19.00
$17.00
$15.00
$13.00
$11.00
$9.00
$7.00
$5.00

2010 Q1, 2010 Q3, 2011 Q1, 2011 Q3, 2012 Q1, 2012 Q3, 2013 Q1, 2013 Q3, 2014 Q1, 2014 Q3, 2015 Q1, 2015 Q3, 2016 Q1, 2016 Q3, 2017 Q1, 2017 Q3, 2018 Q1, 2018 Q3, 2019 Q1, 2019 Q3, 2020 Q1

— University City — St. Louis County — St. Louis MSA

Group Discussion #2

Upcoming Schedule

- Stakeholder Meetings in February and March

- Steering Committee Meeting #2 (Week of March 9th or 23rd)

- Assessment and Market Analysis Report (Late March)

Other Items

- Other planning efforts in the City.

Thank You!