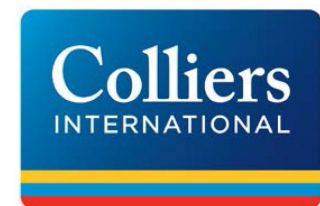




University City Economic Development Strategy

Task Force Meeting #6

December 21, 2020



AGENDA

- Welcome
- Overview and Schedule
- Comments to Draft Document
- Implementation
- Questions and Discussions
- Thank You!



ECONOMIC DEVELOPMENT
STRATEGY

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

The background image is a blue-tinted photograph of a university campus. On the left, there is a tall, square stone tower with a lion sculpture on top. To the right, there is a large, ornate building with a dome and arched windows. The text "Overview of Task Force" is overlaid in white, bold font across the center of the image.

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**
6 times plus an additional listening session



Overview and Schedule

The background image is a blue-tinted photograph of a university campus. On the left, there is a classical stone monument with a tiered top and a statue of a figure on top. To the right is a large, ornate building with a prominent dome and arched windows. The scene is filled with trees and a clear sky.



ECONOMIC DEVELOPMENT
STRATEGY

Schedule

Final Economic Development Strategy: December/January

Anticipated Adoption by City Council: January 2021

Comments: Draft Economic Development Strategy

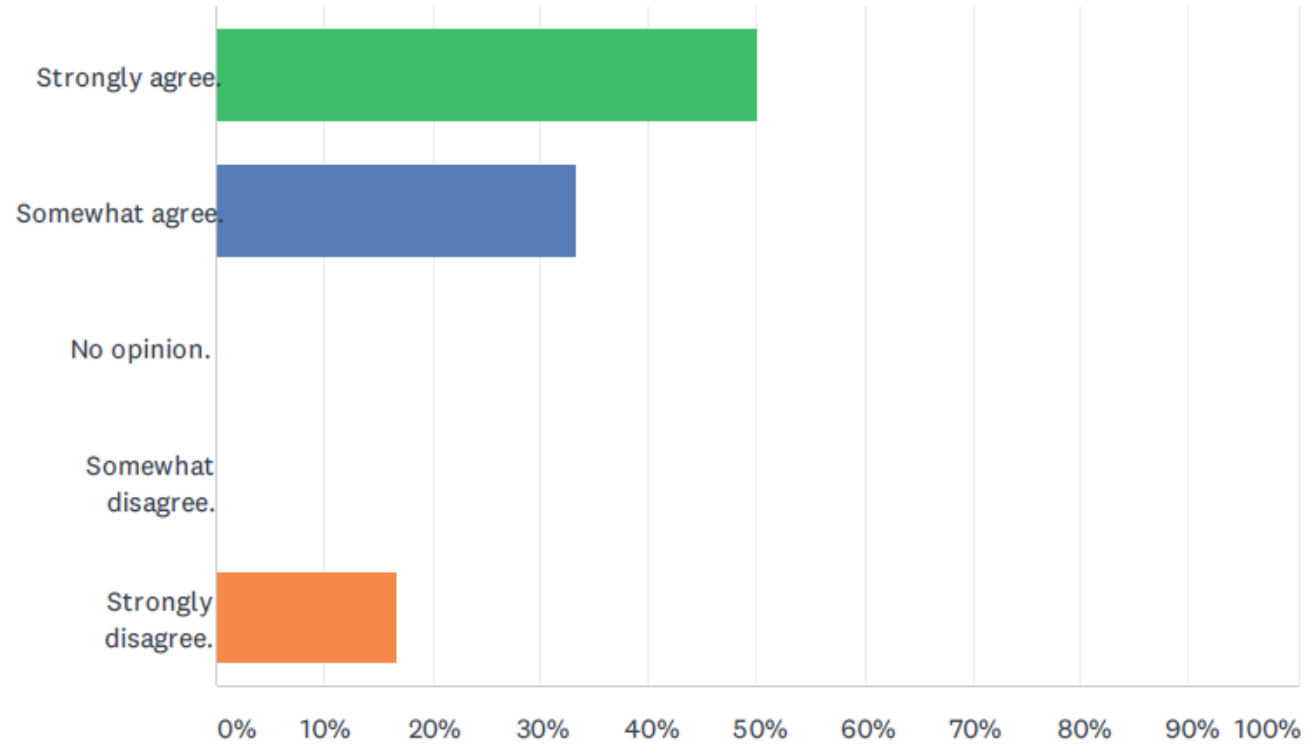
The background of the slide is a blue-tinted photograph of a university campus. On the left, there is a classical monument with a lion sculpture on top. On the right, there is a large, ornate building with a dome and arched windows. The text is overlaid in the upper center of the image.



ECONOMIC DEVELOPMENT
STRATEGY

Q1 After reviewing the DRAFT Economic Development Strategy document, how strongly do you agree with the strategy's principles, goals, and recommended actions.

Answered: 6 Skipped: 0

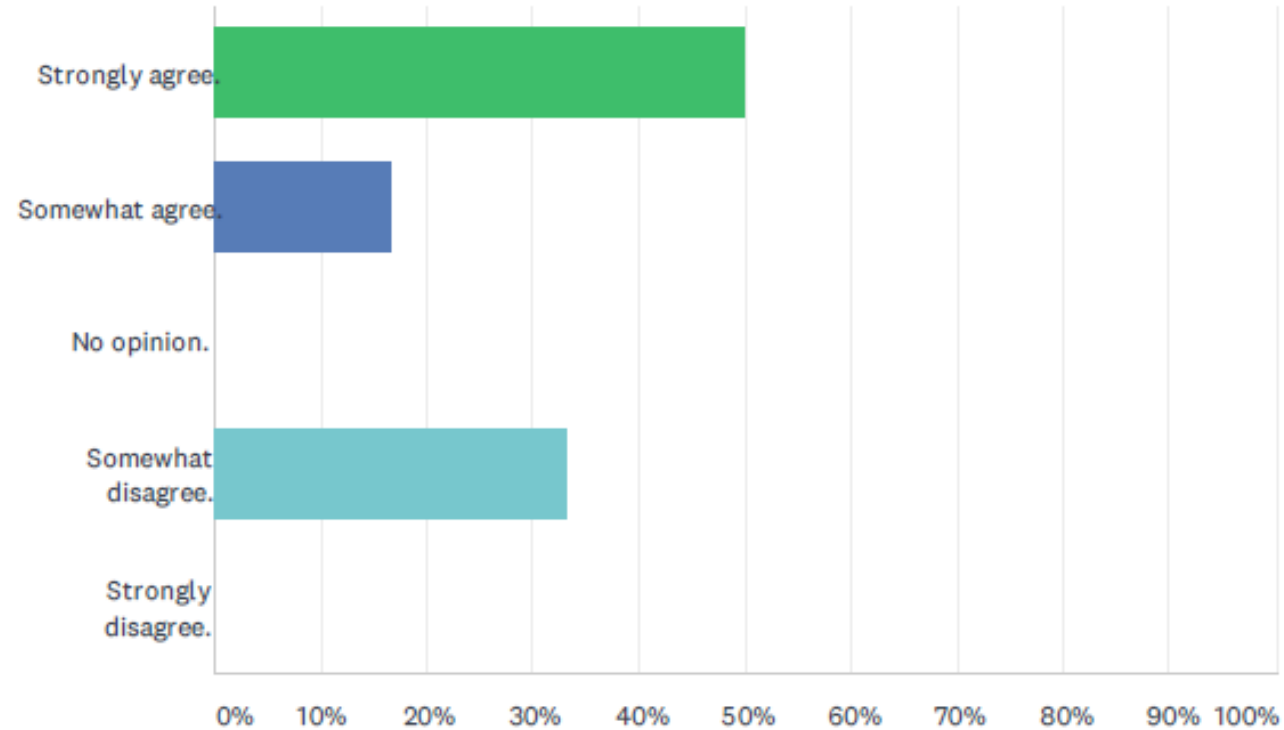


Task Force



Q2 For each principle, there are 2-6 top priority actions. Having a limited number of top priorities will allow the City to better focus on implementation. After reviewing the DRAFT Economic Development Strategy, how strongly do you agree with the top priority actions listed for each principle.

Answered: 6 Skipped: 0



Task Force



KEY CHANGES BASED ON COMMENTS

- **Addition of an Executive Summary**
- **Change action:** “Create and administer business survey instrument to capture short and likely long-term impacts of COVID-19 and business needs...” **from level “2” priority to level “1” priority.**



IMPLEMENTATION IN PROGRESS

- **Discussions with an existing tech firm on possible expansion.**
- **Explore UCity promoting Minority businesses.**
- **Providing City documents in multiple languages.**
- **Leveraging new Planning Department software to expedite development review and approval process.**
- **On-going communication with Corps of Engineers on flood mitigation study and impacts to development on Olive Blvd.**



EARLY IMPLEMENTATION

Recovery from COVID

- **Retail sector focus groups and business survey.**
 - (Also sets a baseline for “measuring business friendliness”)
- **Outreach to businesses in Novus footprint.**

Washington University

- **Washington University – Key Early Discussions**
 - Results of fiscal impact analysis
 - City’s redevelopment desires for West Loop and Olive

Focus on Olive

- **Marketing of city-owned property on Olive Blvd.**
- **List city-owned property with a commercial broker.**



TRACKING PROGRESS

- **Reviewing progress of action items with EDRST (every quarter).**
- **Review metrics with Council and EDRST (yearly for most metrics).**

Upcoming Schedule

- Final Economic Development Strategy: December/January
- Anticipated Adoption by City Council: January 2021



Discussion / Questions



Thank You!