

**City of Olivette**  
**ECONOMIC DEVELOPMENT COMMISSION**

Meeting Agenda for

**JULY 25, 2016, AT 7:00 P.M.**

in the Olivette Council Chambers at 9473 Olive Boulevard

1. Roll Call

2. Public Comments

3. Discussion Items

Please note that the Economic Development Council may adjourn to closed session pursuant to the Revised Statutes of the State of Missouri to discuss sealed proposals and related documents or any documents related to a negotiated contract until a contract is executed pursuant to Section 610.021(12).

3.I. City Hall Request-For-Proposals

Discussion for the City Hall Request-For-Proposals

3.II. I-170 Interchange Gateway Update

3.III. 5-Year Plan Update

Update the Commission regarding implementation of the 5-Year Economic Development Plan.

Documents:

[OLIVETTE EDC 5 YEAR PLAN UPDATE 2016 03-28 UPDATE.PDF](#)

3.IV. EDC Marketing Brochure

Discuss revising the Marketing Brochure.

Documents:

[OLIVETTEFACTSHEET\\_2015 07-29.PDF](#)

4. Other Business

4.I. Meeting Minutes

5. Reports

City Staff Reports  
Council Liaison Reports  
Commissioner Reports

6. Adjournment

AGENDA ITEMS WILL NOT NECESSARILY BE DISCUSSED IN ORDER. IF YOU HAVE ANY QUESTIONS, PLEASE CALL CITY HALL AT (314) 993-0444.

The City of Olivette hereby advises the public, employees and qualified job applicants that they are afforded an equal opportunity to participate in the programs and service of the City regardless of race, color, religion, veteran status, national origin, sex, age, sexual orientation, the existence of a physical or mental disability, or any other classification protected by law. If you are a person with a disability and have special needs, please call Barbara Sondag, City Manager at 314.993.0444 as soon as possible but no later than one day prior to the event or call 314.993.3610 VOICE TDD, 1.800.735.2466 RELAY MISSOURI. Thank you.

Posted this 22nd day of July, 2016 at 1:00 PM.

**Myra G. Bennett**

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Myra G. Bennett, CMC/MPCC

City Clerk

City of Olivette



# Olivette

*...in the center of it all*

## Olivette Economic Development Commission 5-Year Economic Development Plan

Working Draft

EDC March 28, 2016 Draft Update

# EDC Roles and Responsibilities

## Roles and Responsibilities

Conduct such studies as are necessary to gather information within the area of economic development in accordance with the adopted strategic plan of the City.

Prepare an annual Commission budget of projected revenues and expenditures for approval by the City Council.

Review and recommend areas for economic development within the City and the types of development proposed for these areas in accordance with the strategic plan of the City.

Market the City of Olivette to regional and national investors and cooperate with the Creve Coeur-Olivette Chamber of Commerce for such marketing efforts.

Conduct a comprehensive review of the financial alternatives which are available and feasible for the City to use to encourage economic growth including, but not limited to, industrial revenue bonds, community development block grant funds, Federal economic development programs, tax incremental financing, commercial development bonds and other economic development tools authorized under State law.

Review the Olivette strategic plan as may be necessary or desirable and recommend to the City Council and the Planning and Community Design Commission such plan amendments deemed by the Commission to be reasonable and necessary for the City's ongoing economic development.

Study both long-term and short-term activities to be recommended to the City Council.

If allowed by law and elected or appointed by the relevant governing authority in accord with applicable law, the Commission or its members may serve as the board of directors, board of commissioners or development authority or as members thereof for the City of Olivette under Missouri's economic development Statutes and exercise such authority granted under said Statutes.

Review and make recommendations to the appropriate Governing Body of the City regarding the use and administration of any and all economic development incentives available to, or utilized by, the City for its economic needs and development.

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- Executive Summary
- Economic Development Plan
- Implementation
- Appendix A – Supporting Data
- Appendix B – Targeted Sectors/Businesses

# Executive Summary

**E X P A N D**

**P O S I T I O N**

**I N V E S T**

There are no easy solutions, quick wins or “magic potion” when it comes to proper community economic development. To be done successfully, it requires **consistent focus** over time on incremental improvements working toward common goals. It requires **input** from stakeholders across the community and **coordination** with other parts of the local government to ensure the economic development is wanted, understood, and proper for the area.

The foundation for this includes stakeholder education and training, infrastructure, and community image. The *Olivette Economic Development Plan* offers a mix of short-term, mid-range and long-term strategies designed to improve Olivette’s future economic development. Rather than simply identifying needs and crafting potential solutions without concern for the ability of the community to accomplish them, this plan builds upon Olivette’s strategic plan and hopefully utilizes its existing assets to create momentum toward, and a culture of, increased economic prosperity.

When backed by an accountability framework for implementation, the *Olivette Economic Development Plan* is a guide for achieving increased economic prosperity and improved quality of life in the region.

# Economic Development Goals

- **GOAL 1. EXPAND BUSINESS AND INDUSTRY IN OLIVETTE**

The City of Olivette recognizes needs to diversify and expand its economic base by attracting and sustaining new businesses, industries, and other economic activities that meet resident's commercial expectations, that increase local tax revenues. That increase and upgrade employment opportunities for local residents, and potentially increase household incomes and standards of living. The City further recognizes the importance of retaining existing businesses and industries and understanding needs they may have to maintain operations and expand.

***Objective 1.1 Baseline current economic development status and set goals.***

***Objective 1.2 Obtain stakeholder feedback on current and future requirements.***

***Objective 1.3 Identify desirable business and industry targets.***

***Objective 1.4 Market Olivette to New Businesses and Industries.***

***Objective 1.5 Ensure an effective internal organizational structure with defined processes.***

# Economic Development Goals

- **GOAL 2. POSITION OLIVETTE FOR ECONOMIC GROWTH**

The City of Olivette recognizes the need to become a more competitive and attractive location for business and industry by taking full advantage of its existing assets and by correcting or minimizing factors that put the City at a competitive disadvantage to other communities and that may hinder its success in attracting new business and industry and retaining existing firms.

***Objective 2.1 Determine needed infrastructure improvements that would support economic development in Olivette.***

***Objective 2.2 Create a property database and action plan for each commercial property.***

***Objective 2.3 Identify and plan new business and industry locations.***

# Economic Development Goals

- **GOAL 3. INVEST IN THE FUTURE OF OLIVETTE**

The City of Olivette understands that extensive private capital is needed to acquire and develop existing industrial sites, to acquire and develop new commercial and industrial sites, to redevelop downtown properties, and to start new business ventures. The City further recognizes needs to be competitive with other communities and areas and to seek and provide incentives, financial and otherwise, to attract and leverage private investment, and will do so within the limits of available resources.

***Objective 3.1 Establish Local Incentive Policies and Programs.***

***Objective 3.2 Implement New Public Financing Mechanisms.***

## **GOAL 1. EXPAND BUSINESS AND INDUSTRY IN OLIVETTE**

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### **Objective 1.1**

***Baseline current economic development status and set goals.***

#### ***Rationale for Goal/Strategy***

- ***In order to develop a proper strategic plan and vision, it is important that the current economic development status is documented.***
- ***Reach consensus for EDC and at council for the strategic plan for the EDC and its methods of accomplishing.***

### **Objective 1.2**

***Obtain stakeholder feedback on current and future requirements.***

#### ***Rationale for Goal/Strategy***

- ***Economic Development cannot happen in a vacuum. Input is needed from council, residents, businesses, and peers/neighbors to ensure plans and requirements are meeting as many needs as possible.***

### **Objective 1.3**

***Identify desirable business and industry targets.***

#### ***Rationale for Goal/Strategy***

- ***A goal of proper economic development should be in meeting the needs and requirements of all stakeholders in terms of services provided, types of desired businesses, and higher economic potential industries.***

### **Objective 1.4**

***Market Olivette to New Businesses and Industries.***

#### ***Rationale for Goal/Strategy***

- ***Economic development is a competitive landscape with many surrounding municipalities often competing for similar businesses.***

### **Objective 1.5**

***Ensure an effective internal organizational structure with defined processes.***

#### ***Rationale for Goal/Strategy***

- ***In order to execute upon detailed objectives, formalization of processes and structure is required for effectiveness.***

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**Objective 1.1 – Baseline current economic development status and set goals.**

**Rationale for Goal/Strategy**

- **In order to develop a proper strategic plan and vision, it is important that the current economic development status is documented.**
- **Reach consensus for EDC and at council for the strategic plan for the EDC and its methods of accomplishing.**

Action/Task	Success Measurements	Resources Needed	Timeline/Effort
1.1.1 – Determine all available economic development related metrics and data currently available for base lining.	Listing of current metrics and data elements available for analysis and review.	<ul style="list-style-type: none"> <li>• Internal staff to pull available data.</li> <li>• Volunteer to analyze and report data.</li> </ul>	Low Level Near term effort 3/31/2015 <b>6/30/16</b>
1.1.2 – Review Olivette strategic plan, available data, and perform SWOT analysis with EDC.	Finalized SWOT Analysis included as part of strategic plan.	EDC time to conduct perform background research and conduct analysis.	Low Level Completed 12/31/2014
1.1.3 – Develop 5 year Economic Development Strategic Plan.	Council approved 5 year Economic Development Strategic plan.	EDC time to set goals/strategies, review actions and task and develop plan for submission to council.	Medium Level Short term effort 3/31/2015 <b>6/30/16</b>
1.1.4 – Determine a periodic process to update economic development data and current status to update strategic plan.	A quarterly, repeatable periodic process that allows for ease of updating of strategic plan.	<ul style="list-style-type: none"> <li>• Internal staff to pull available data.</li> <li>• Volunteer to analyze and report data back into strategic plan.</li> </ul>	Low Level Long term effort 12/31/2015 <b>6/30/16</b>

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1.1.5 – Build metrics dashboard to track progress. Make dashboard available to public.

Defined measurable success metrics that can be regularly updated to show progress toward achievement.

- Internal staff to pull available data.
- Volunteer to analyze and report data back into strategic plan. Ability to update website.

Low Level  
Long term effort  
9/30/2015  
**6/30/16**

### Stretch Actions/Tasks

- Benchmark current economic development status against peer towns and surrounding neighborhoods
- Utilize current demographic and economic data to proactively target business for development
- Maintain an internal database of economic factors and trends

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**Objective 1.2 – Obtain stakeholder feedback on current and future requirements.**

**Rationale for Goal/Strategy**

- **Economic Development cannot happen in a vacuum. Input is needed from council, residents, businesses, and peers/neighbors to ensure plans and requirements are meeting as many needs as possible.**

<b>Action/Task</b>	<b>Success Measurements</b>	<b>Resources Needed</b>	<b>Timeline/Effort</b>
1.2.1 – Obtain city council insight and strategic vision for economic development.	Answers to EDC questions List of key success indicators for measurement.	Council time to answer questions and internal staff time to deliver answers.	Low Level Near term effort 9/30/2014 <b>6/30/16</b>
1.2.2 – Review Olivette Strategic Plan for historical view of economic development.	N/A	EDC time to review plan and EDC time to discuss how historical results impact current state.	Low Level Complete 9/30/2014
1.2.3 – Obtain input from residents on economic development expectations and requirements: <ul style="list-style-type: none"> <li>• Call for resident involvement at next meeting.</li> <li>• Special sessions/workshops with residents.</li> <li>• Booths at Olivette sponsored events.</li> <li>• Online survey .</li> </ul>	Enough resident feedback to understand directional expectations and requirements.	<ul style="list-style-type: none"> <li>• Email list to send email to residents.</li> <li>• Cost for banners/signs similar to Future tasks force.</li> <li>• Volunteer time to facilitate meetings or run booths .</li> <li>• Volunteer time to develop survey or questionnaire for residents.</li> <li>• \$25 online survey subscription to a survey website.</li> </ul>	Medium Level Longer term effort 6/30/2015 <b>9/30/16</b>

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<b>Action/Task</b>	<b>Success Measurements</b>	<b>Resources Needed</b>	<b>Timeline/Effort</b>
<p>1.2.4 – Obtain input from current business owners and landlords to learn expectations and requirements of economic development:</p> <ul style="list-style-type: none"> <li>• Informal interaction and meetings.</li> <li>• Phone calls.</li> <li>• Business owner forum/lunch.</li> </ul>	<p>Enough business owner/landlord feedback to understand directional expectations and requirements.</p>	<ul style="list-style-type: none"> <li>• Volunteer time to develop survey or questionnaire for business owners.</li> <li>• Volunteer time to call or visit business owners/landlords.</li> <li>• Cost hold a lunch forum to gather feedback.</li> </ul>	<p>Low Level Longer term effort 6/30/2015 <b>9/30/16</b></p>
<p>1.2.5 – Develop a more formal feedback process to EDC and Council for businesses that do not select Olivette for business or leave Olivette.</p>	<p>Formal tracking with defined criteria that allows better understanding of reasons businesses do not choose Olivette.</p>	<ul style="list-style-type: none"> <li>• Internal staff time to follow up and track business reasons for not selecting or leaving Olivette</li> <li>• Volunteer time to formal define criteria for leaving (landlord, permit issues, economic downturn, etc.).</li> </ul>	<p>Medium Level Medium term effort 6/30/2015 <b>6/30/16</b></p>
<p>1.2.6 – Further relationship with other Economic Development groups in areas (RCGA, Chamber of Commerce, neighboring communities, etc.).</p>	<p>A listing of partners with contacts and periodic interactions.</p>	<p>Internal staff time to represent Olivette with other groups.</p>	<p>Low Level Medium term effort 6/30/2015 <b>9/30/16</b></p>

<b>Action/Task</b>	<b>Success Measurements</b>	<b>Resources Needed</b>	<b>Timeline/Effort</b>
1.2.7 – Delivery and presentation of our strategic plan to stakeholders: <ul style="list-style-type: none"> <li>• Special EDC session.</li> <li>• E-mailed copies.</li> <li>• Bound copies for delivery.</li> </ul>	Formal presentation of strategic plan.	<ul style="list-style-type: none"> <li>• Cost bind copies for handout and delivery to certain parties.</li> <li>• Posted to website.</li> </ul>	Low Level Medium term effort 6/30/2015  <b>6/30/16</b>
1.2.8 – Process to present progress update to council on periodic basis.	At least, council agenda time every 6 months to discuss.	-- Council Time.	Low Level Medium term effort 1/31/2015  <b>6/30/16</b>
<b>Stretch Action/Tasks</b>			
-- Budget to have an external consultant to drive feedback process within 3 years to update plan. -- Develop a dashboard of key performance metrics as defined by council, reportable to council on continual basis.			

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**Objective 1.3 – Identify desirable business and industry targets.**

**Rationale for Goal/Strategy**

- **A goal of proper economic development should be in meeting the needs and requirements of all stakeholders in terms of services provided, types of desired businesses, and higher economic potential industries.**

<b>Action/Task</b>	<b>Success Measurements</b>	<b>Resources Needed</b>	<b>Timeline/Effort</b>
1.3.1 – Gain understanding of current employment levels in Olivette.	Current employment levels from public records.	Internal staff to pull available data Volunteer to analyze and report data.	Medium Level <b>6/30/16</b> Short term effort 3/31/2015
1.3.2 – Review stakeholder feedback from original strategic plan.	Completed assessment of original strategic plan economic development feedback.	EDC time to for in meeting discussions.	Low Level Complete 3/31/2015
1.3.3 – Review of regional development growth trends.	Analysis of available regional economic trends.	EDC time for research on regional ED. Internal asks of staff to reach out to other surrounding towns/cities for information or public websites.	Medium Level Short term effort 3/31/2015 <b>6/30/16</b>
1.3.4 – Review current Zoning and Land Use Regulation codes and standards.	Understanding of what types of businesses are promoted or restricted based on current Zoning Codes.	Representative from PCDC to provide memo to EDC on types of businesses.	Low Level Complete 12/31/2014
1.3.5 – Develop target list of industries and businesses.	Listing of 10-20 industry or businesses types that would meet needs of stakeholders.	EDC meeting time to discuss and refine a list based on feedback and current standards.	Medium Level Short term effort 5/31/2015 <b>6/30/16</b>

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<b>Action/Task</b>	<b>Success Measurements</b>	<b>Resources Needed</b>	<b>Timeline/Effort</b>
1.3.6 – Develop a NAICS specific business matrix that maps certain criteria to stakeholders.	A fully developed matrix that can be shared explaining why some businesses are easy to add to Olivette than others (space required, competition, zoning codes, etc.).	<ul style="list-style-type: none"><li>• Volunteer time to develop criteria and map to NAICS code.</li><li>• Ability to post to website.</li></ul>	Medium Level Medium term effort 6/30/2015 <b>6/30/16</b>
1.3.7 – Better use of neighborhood meeting to solicit feedback and educate on matrix and Economic Development.	Listing of neighborhood association contacts and time on agenda.	None.	Low level Medium term effort 9/30/2015 <b>6/30/16</b>

**Stretch Actions/Tasks**

NA

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**Objective 1.4 – Market Olivette to New Businesses and Industries.**

**Rationale for Goal/Strategy**

- **Economic development is a competitive landscape with many surrounding municipalities often competing for similar businesses .**

<b>Action/Task</b>	<b>Success Measurements</b>	<b>Resources Needed</b>	<b>Timeline/Effort</b>
1.4.1 – Update marketing brochure.	Current marketing brochure.	Internal staff to redo graphics and update numbers.	Medium Level Medium term effort 5/31/2015 <b>9/30/16</b>
1.4.2 – Distribution of brochure.	Plan on various methods to distribute and electronically make available the updated marketing brochure.	<ul style="list-style-type: none"> <li>• EDC time to for in meeting discussions.</li> <li>• Electronic avenues, posted on website.</li> </ul>	Low Level Medium term effort 5/31/2015 <b>9/30/16</b>
1.4.3 – Host industry luncheons/ events.	Hosting at least two industry luncheons or events in a calendar year.	Budget from EDC, coordination with various real estate/developer industry groups.	Medium Level Long term effort 12/31/2015 <b>12/31/16</b>
1.4.4 – Regional partnerships.	Developed partnerships with surrounding or similar municipalities to market area not just Olivette.	Internal staff to assist in making introductions to peers.	Medium Level Long term effort 6/31/2016 <b>9/30/16</b>
1.4.5 – Alternative marketing events.	Participate in two area applicable area events with a booth or representative from Olivette.	EDC member identify events and volunteer time.	Low Level Long term effort 12/31/2015 <b>12/31/16</b>

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1.4.6 – Highlight Olivette real estate to community via official liaison with SLAR, SIOR, CCIM, etc.

Active effort to proactively promote available real estate.

Medium Level  
Medium term effort  
6/30/2015  
**9/30/16**

**Stretch Actions/Tasks**

- National marketing and trade events
- Testimonials from local businesses
- Regional advertising

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**Objective 1.5 – Ensure an effective internal organizational structure with defined processes.**

**Rationale for Goal/Strategy**

- **In order to execute upon detailed objectives, formalization of processes and structure is required for effectiveness.**

<b>Action/Task</b>	<b>Success Measurements</b>	<b>Resources Needed</b>	<b>Timeline/Effort</b>
1.5.1 – Develop a business case to hire full time Economic Development staff person.	Detailed business case presented to the council.	EDC time to develop a business case. Potential city funding for new position or allocation of current resources .	High Level Long term effort 6/30/2016 <b>12/31/16</b>
1.5.2 – Review/Modify EDC mission statement.	An updated mission statement that reflects our strategic direction based on the expectations of key stakeholders.	EDC time to vet and agree to an updated mission statement. Input from council and others on direction of the economic development in Olivette.	Medium Level Complete 1/30/2015
1.5.3 – Create summary handbook with relevant City stats, permits, fees, procedures, etc. that are relevant for EDC.	Completed EDC member handbooks.	Internal resource time to compile based on EDC requirements.	Low Level Medium term effort 4/30/2015 <b>6/30/16</b>
1.5.4 – Formalize intake process for new businesses or potential economic development.	Understanding by various areas of who and how a request for information or new business should be handled .	None.	Low Level Short term effort 3/31/2015 <b>6/30/16</b>

**Stretch Actions/Tasks**

- Annual assessment process
- Defined procedures for identifying and soliciting new business

## **GOAL 2. POSITION OLIVETTE FOR ECONOMIC GROWTH .**

The City of Olivette recognizes the need to become a more competitive and attractive location for business and industry by taking full advantage of its existing assets and by correcting or minimizing factors that put the City at a competitive disadvantage to other communities and that may hinder its success in attracting new business and industry and retaining existing firms.

### **Objective 2.1**

*Determine needed infrastructure improvements that would support economic development in Olivette.*

#### **Rationale for Goal/Strategy**

- *Economic development is a competitive landscape with many surrounding municipalities often competing for similar businesses. Often times infrastructure can play an important role in the selection process of a business for location.*

### **Objective 2.2**

*Create a property database and action plan for each commercial property.*

#### **Rationale for Goal/Strategy**

- *It is in the interest of the City to generate jobs and increase the property tax base by promoting and facilitating development, redevelopment, and reuse of existing vacant and underutilized industrial properties.*

### **Objective 2.3**

*Identify and plan new business and industry locations.*

#### **Rationale for Goal/Strategy**

- *There are major opportunities in Olivette to develop new high-profile locations for business and industry. It is in the interest of the City to ensure that these areas are identified, planned, and reserved for future job and tax producing business and industry development.*

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- **Economic development is a competitive landscape with many surrounding municipalities often competing for similar businesses. Often times infrastructure can play an important role in the selection process of a business for location.**

<b>Action/Task</b>	<b>Success Measurements</b>	<b>Resources Needed</b>	<b>Timeline/Effort</b>
2.1.1 – Review Olive Boulevard Traffic Management Plan prepared by the PCDC in conjunction with County/State for Olive.	Traffic study or plan of implementation for additional updates to main commercial drive on Olive.	Internal staff to coordinate with state/county officials and begin discussion on next improvements.	High Level Long term effort 9/30/2015 <b>9/30/16</b>
2.1.2 – Explore beautification grants for roads and streetscapes.	An understanding of any streetscape beautification grants that might be available.	Internal resource to perform research and potential write grants.	High Level Long term effort 3/31/2016 <b>12/31/16</b>
2.1.3 – Research to understand how our current communication infrastructure supports hi-tech/startup companies.	Better understanding of current communication infrastructure as compared to peers and meet with companies to understand needs.	Internal resource to assist in understanding current communications and EDC time to meet with companies.	Low Level Long term effort 12/31/2015 <b>12/31/16</b>
2.1.4 – Research how improving green infrastructure could result in additional economic development.	Understanding of partners and opportunities to improve green infrastructure.	Volunteer time to research.	Low Level Long term effort 12/31/2015 <b>12/31/16</b>

**Stretch Actions/Tasks**

-- Consider TDD for specific development needs

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**Rationale for Goal/Strategy**

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<b>Action/Task</b>	<b>Success Measurements</b>	<b>Resources Needed</b>	<b>Timeline/Effort</b>
2.2.1 – Create a database of information on current commercial properties in Olivette.	Collect information (taxes, property value, owners, tenants, lot size, age, etc.).	Volunteer and internal staff time to determine criteria and pull information on each commercial property.	Medium Level Medium term effort 6/30/2015 <b>6/30/16</b>
2.2.2 – Develop a potential action plan or desired future state for each commercial property.	Each commercial property has a detailed economic development plan that could reach from unchanged to rezone and develop.	Volunteer and internal staff time to determine criteria and pull information on each commercial property.	Medium Level Longer term effort 9/30/2015 <b>12/31/16</b>
2.2.3 – Determine if any commercial lots should be combined to better create or improve economic development.	Each commercial property has a detailed economic development plan that could reach from unchanged to rezone and develop.	Volunteer and internal staff time to determine criteria and pull information on each commercial property.	Medium Level Longer term effort 9/30/2015 <b>12/31/16</b>
2.2.4 – Ensure items from strategic plan are considered when developing action plans.	Review of the strategic plan.	EDC time to review plan and EDC time to discuss how historical results impact current state.	Low Level Complete 9/30/2014

Stretch Actions/Tasks

-- NA

**GOAL 2. POSITION OLIVETTE FOR ECONOMIC GROWTH.**

The City of Olivette recognizes the need to become a more competitive and attractive location for business and industry by taking full advantage of its existing assets and by correcting or minimizing factors that put the City at a competitive disadvantage to other communities and that may hinder its success in attracting new business and industry and retaining existing firms.

**Objective 2.3 – Identify and plan new business and industry locations.**

**Rationale for Goal/Strategy**

- **There are major opportunities in Olivette to develop new high-profile locations for business and industry. It is in the interest of the City to ensure that these areas are identified, planned, and reserved for future job and tax producing business and industry development.**

<b>Action/Task</b>	<b>Success Measurements</b>	<b>Resources Needed</b>	<b>Timeline/Effort</b>
2.3.1 – Begin required actions based on objective 2.2.	Each commercial property has a detailed economic development plan that could reach from unchanged to rezone and develop.	Volunteer and internal staff time to determine criteria and pull information on each commercial property.	Medium Level Longer term effort 12/30/2015 <b>12/31/16</b>
2.3.2 – Present recommendations to council for consideration.	Each commercial property has a detailed economic development plan that could reach from unchanged to rezone and develop.	Volunteer and internal staff time to determine criteria and pull information on each commercial property.	Medium Level Longer term effort 9/30/2015 <b>3/31/17</b>
2.3.3 – Explore potential RFP process for old city hall site.	RFP for old city hall site.	Understanding of process, EDC time to develop RFP.	High Level Long term effort <b>6/30/16</b> 6/30/2015
2.3.4 – Consider alternative uses for industrial zone areas beyond industrial.	Each commercial property has a detailed economic development plan that could reach from unchanged to rezone and develop.	Volunteer and internal staff time to determine criteria and pull information on each commercial property.	Medium Level Longer term effort 9/30/2015 <b>9/30/16</b>

**Stretch Actions/Tasks**

--NA

### **GOAL 3. INVEST IN THE FUTURE OF OLIVETTE.**

The City of Olivette understands that extensive private capital is needed to acquire and develop existing industrial sites, to acquire and develop new commercial and industrial sites, to redevelop downtown properties, and to start new business ventures. The City further recognizes needs to be competitive with other communities and areas and to seek and provide incentives, financial and otherwise, to attract and leverage private investment, and will do so within the limits of available resources.

#### **Objective 3.1**

***Establish Local Incentive Policies and Programs.***

#### **Rationale for Goal/Strategy**

- ***Incentives have become common at all levels of government in attracting new business and industry to an area or community. Most incentives are employer-driven, particularly those at the state level and funded by government grants, in that they are based on the number of jobs created and averages wages of those jobs, generally in relation to the average wage level or median household income in the area. Local incentives, which typically are in the form of property tax rebates for a period of years, generally are more flexible, in that they can be both developer-driven and employer-driven.***

#### **Objective 3.2**

***Implement New Public Financing Mechanisms.***

#### **Rationale for Goal/Strategy**

- ***Competition for new development continues to grow amongst communities. Often additional public financing mechanisms may be required to attract new businesses to develop in Olivette.***

**DRAFT**

**GOAL 3. INVEST IN THE FUTURE OF OLIVETTE.**

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Action/Task	Success Measurements	Resources Needed	Timeline/Effort
3.1.1 – Survey local economic development incentive policies and programs in other St. Louis communities and other comparable communities.	Listing of comparable community incentive policies and program.	Internal staff to conduct research.	Medium Level Medium term effort 6/30/2015 <b>6/30/16</b>
3.1.2 – Develop and adopt incentive policies and programs.	Identification of policies, procedures, and programs utilized by successful, growing, vibrant communities that attract business development and provide an improved quality of life for residents.	Time to present to council recommendations on potential incentive policies and programs.	Low Level Long term effort 12/31/2015 <b>12/31/16</b>
3.1.3 – Seek required funding and approval.	Council adoption of incentive package and subsequent economic development and growth in the City.	Council time to present plan, debate options and reach consensus.	Medium Level Long term effort 12/31/2015 <b>3/30/17</b>

**GOAL 3. INVEST IN THE FUTURE OF OLIVETTE.**

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<b>Action/Task</b>	<b>Success Measurements</b>	<b>Resources Needed</b>	<b>Timeline/Effort</b>
3.1.4 – Promote incentives to current and potential businesses.	Plan to promote and distribute information on new incentives available.	Publishing on website or other community communications.	Low level Long Term Effort 12/31/2015 3/31/17
Stretch Actions/Tasks			
--NA			

DRAFT

**GOAL 3. INVEST IN THE FUTURE OF OLIVETTE.**

The City of Olivette understands that extensive private capital is needed to acquire and develop existing industrial sites, to acquire and develop new commercial and industrial sites, to redevelop downtown properties, and to start new business ventures. The City further recognizes needs to be competitive with other communities and areas and to seek and provide incentives, financial and otherwise, to attract and leverage private investment, and will do so within the limits of available resources.

**Objective 3.2 – Implement New Public Financing Mechanisms.**

**Rationale for Goal/Strategy**

- **Competition for new development continues to grow amongst communities. Often additional public financing mechanisms may be required to attract new businesses to develop in Olivette.**

<b>Action/Task</b>	<b>Success Measurements</b>	<b>Resources Needed</b>	<b>Timeline/Effort</b>
3.2.1 – Review and understand various mechanisms available.	EDC understanding of various mechanisms.	EDC time and internal staff to research and complete.	Medium Level Complete 12/31/2014
3.2.2 – Gather information on various projects that have used various mechanisms.	Listing of comparable projects and the mechanisms used.	EDC time and internal staff to research and complete.	Medium Level Short Term 3/31/2015
3.2.3 – Educate public on how mechanisms work and the value driven.	Materials and presentation to public on pros and cons of various mechanisms.	EDC time to prepare presentations, meeting time to present.	Medium Level Medium term 6/30/2015
3.2.4 – Review proposals for development and determine which mechanisms would be appropriate, present recommendations to council.	As needed.	As needed.	Medium Level Medium term 6/30/2015

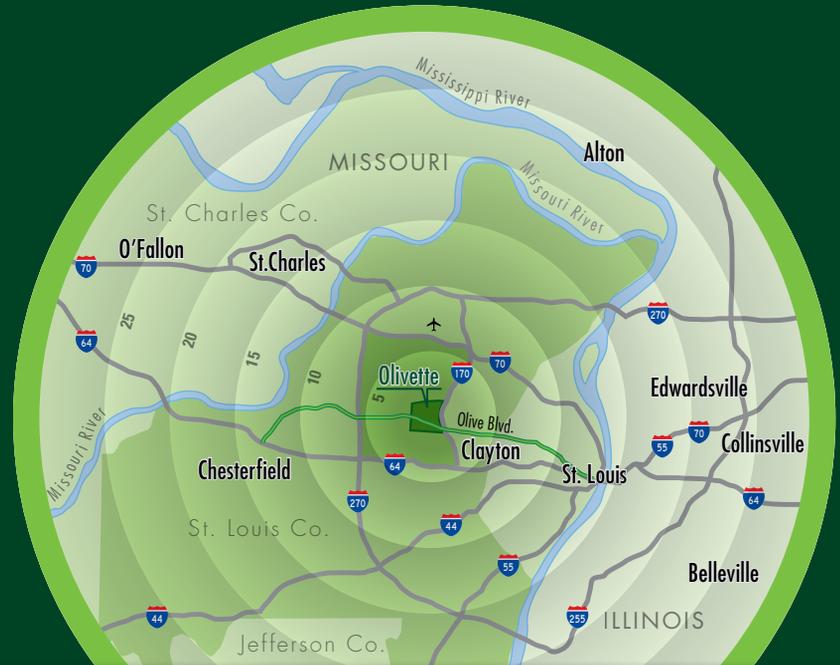
Stretch Actions/Tasks

--NA

# Olivette

*...in the center of it all*

A suburban community centrally located in St. Louis County, Missouri. We're Open for Business.



## Quick Facts

(as of 07/2015)

**238,258**

Population within a 5-mile radius

**7,737**

Total Olivette Population

**\$82,868**

Median Household Income

**57%**

Residents with Bachelor's Degree or Higher

**41.8**

Residents' Median Age

**3,171**

Total Housing Units

**78.5%**

Percent Owner Occupied

## The Center of It All

Olivette is centrally located in the 19th largest region in the United States, which has a population of 2,806,207. Most regional destinations are within a 30-minute drive.

Located in St. Louis County, Olivette is centered between U.S. Highway 67 (Lindbergh Boulevard) on the west and Interstate 170 (the inner-beltway) to the east. Both provide direct access to I-64 to the south and I-70 to the north.

Olivette's major east-west artery — Olive Boulevard (State Highway 340) connects the western edges of the City of St. Louis with the far western St. Louis County suburb of Chesterfield.

Olivette residents spend an average of 19.7 minutes commuting to work compared to 23.4 minutes for other St. Louis County residents — saving 15.5 hours annually.



## A Vibrant Community

From 2004 to 2014, nearly 8 percent of Olivette's single family homes have been replaced with new residential construction — increasing the total appraised value of these homes by \$92 million, or over 365%.

### Driving Distance approximate miles/minutes

Lambert-St. Louis International Airport	7/9
University of Missouri St. Louis	6/11
Clayton, Mo. (county seat)	4/8
Washington University	5/8
BJC/Washington University Medical Center	6/11
St. Louis University	8/12
City of St. Louis (downtown)	13/16

## Demographics Source: U.S. Census Bureau, 2010 Census and 2009-2011 American Community Survey

	Olivette	3 miles	5 miles	10 miles	County
<b>Population</b>	<b>7,737</b>	<b>87,413</b>	<b>238,258</b>	<b>954,325</b>	<b>998,954</b>
% Male	46.9%	47.9%	47.4%	47.3%	47.3%
% Female	53.1%	52.1%	52.3%	52.7%	52.7%
Under 5	449	5,357	14,605	59,370	58,606
0 to 17	1,982	19,226	51,701	212,100	234,174
18 to 24	457	6,768	26,526	97,925	86,472
25 to 44	1,758	22,820	63,954	255,713	244,614
45 to 64	2,271	24,472	62,145	254,398	284,201
65+	1,269	14,127	33,932	134,189	149,493
<b>Median Age</b>	<b>41.8</b>	<b>41.5</b>	<b>38.9</b>	<b>38.8</b>	<b>39.9</b>
<b>Total Housing Units</b>	<b>3,275</b>	<b>41,286</b>	<b>112,675</b>	<b>460,760</b>	<b>438,032</b>
<b>% Owner Occupied</b>	<b>77.5%</b>	<b>66.8%</b>	<b>61.3%</b>	<b>61.1%</b>	<b>72.1%</b>

## Race

White	62.8%	African-American	19%	Other Races	3.1%
Asian	9.7%	Hispanic	5.4%		

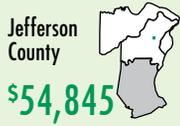
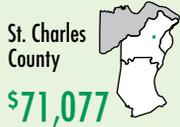
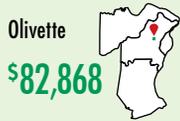
## Education

57% of Olivette residents older than 25 have a bachelor's degree or higher, with one third of those obtaining graduate or professional degrees. The City of Olivette is part of the Ladue School District, one of the top school districts in Missouri. In fact, *Newsweek's* 2011 annual ranking of "America's Best High Schools" ranks Ladue School's Horton Watkins High School as 103rd in the nation and 3rd in the state of Missouri. For more information visit [www.ladueschools.net](http://www.ladueschools.net).

## Government

Incorporated in 1930 as a Charter-A City, Olivette has as a Council-Manager form of government. The Council consists of 5 members, elected at large to serve 3-year terms. Each year one council member is nominated to serve as mayor. The City Manager is hired by the City Council and is responsible for all departments.

## Regional Median Household Income



With an operating budget of \$9.5 million, Olivette provides a wide array of services, including police protection, fire protection, building inspections and public works, with 72 full-time employees.

Olivette has over 100 acres of parkland and provides a variety of recreational amenities, including a bike path and dog park. Olivette Parks and Recreation Department offers summer camp, youth sports, and adult softball.

## Taxes and Licensing

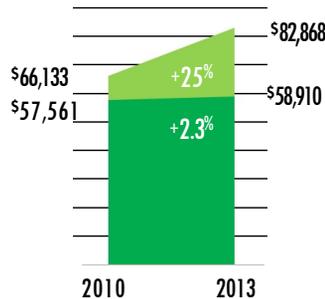
The City of Olivette is a point-of-sale city, meaning that the City retains most of the local sales tax revenues collected from businesses within its boundaries. The local sales tax rate is 8.613%, which includes both the State's 4.225% and the County's 2.9% sales tax portion.

All businesses are licensed by the City. License categories include merchant, manufacturing, and services.

## Income

The 2013 median household income in Olivette is \$82,868 — 41% above the St. Louis County average of \$58,910. Per capita income is \$48,994 — 41% above the County's average of \$34,795.

Olivette's median household income grew 25% from 2010 to 2013, compared to 2.3% for St. Louis County.



\* Provided by City-Data.com

## Industry and Employment

### Leading Industries

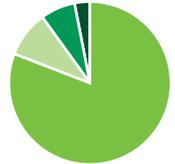
- 35.9% Educational, health care and social services
- 17.5% Professional, scientific, management, administrative, and waste management services
- 9.4% Manufacturing

### Most Common Occupations

- 54.6% Management, professional, and related occupations
- 22.8% Sales and office occupations
- 11.2% Service occupations

### Workers' Employment Types

- 84.4% Companies
- 7% Government
- 8.2% Self-employed
- 0.4% Other



### Daytime Population Change:

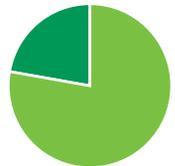
+31.6% due to commuting\*

### Resident Employment

10.9% of residents also work in Olivette

### Land Use

- 78% Residential and Community
- 22% Commercial and Industrial



# Olivette

...in the center of it all

## Average vehicles per day

110,000 Interstate 170 to the east

32,631 Olive Blvd. (340)

23,024 Lindbergh Blvd. (67) to the west

Source: Missouri Dept. of Transportation, 2011 Report

**Warson Road Industrial Park**  
 -Classic Aire Care  
 -S & S Automotive  
 -Starbeam Supply Company  
 -IDG USA, LLC  
 -Financial Network  
 -Habco Partnership

**"Olivette's central location is a retail destination for our local and out-of-town customers."**

Tom Shane, Shane Company Jewelers



### Shoppes at Price Crossing

- Starbucks
- Earl's for Hair
- Jimmy John's
- Honey Baked Ham
- Sugarfire Smokehouse
- Fallon's Bar and Grill
- FedEx Office
- Vantage Credit Union

**"Olivette helped us expedite approvals and open our doors"**  
 Mike Johnson,  
 Sugarfire Smokehouse

City staff can help you contact local owners or property managers.  
 For more information contact:

<p><b>City Manager</b>                  Barbara Sandag                  (314) 993-0444                  bsandag@olivettemo.com</p>	<p><b>Planning &amp; Community Development</b>                  Carlos Trejo, AICP                  (314) 993-0252                  ctrejo@olivettemo.com</p>
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- Olivette Center**
- Tuesday Morning
  - Olivette Cleaners
  - Missouri License Bureau
  - Nail Image
  - The UPS Store
  - DaVita Home Dialysis
  - Eyewear Loft
  - Olivette Diner
  - Leadership Academy
- Artery
  - Minuteman Press
  - Mei Hua Chinese Restaurant
  - Veterinarian
  - Domino's Pizza
  - Massage Envy
  - Arena Liquor
  - Party City

Map not to scale

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