



AGENDA
CITY OF CREVE COEUR
ECONOMIC DEVELOPMENT
COMMITTEE
CITY COUNCIL CHAMBER
MAY 16, 2023
8:00 AM

CALL TO ORDER

ROLL CALL

UNFINISHED BUSINESS

1. Approval of the March 21, 2023 Economic Committee Meeting Minutes.
2. Creve Coeur Business Awards - Thurs., May 18, 2023 @ 11:30 AM

NEW BUSINESS

BUSINESS FROM STAFF

3. 39 North Governance
4. Development Update

NEXT MEETING DATE

EDC Meeting - Tues., July 18, 2023 @ 8 AM

Biennial Ethics Training - Mon., Oct. 9, 2023 @ 6 PM

ADJOURNMENT

Posted by: _____

Date/Time posted: _____

If you need special accommodations to attend a meeting, services may be arranged by contacting the Office of the City Administrator in advance.



**MINUTES
CITY OF CREVE COEUR
ECONOMIC DEVELOPMENT
COMMITTEE
CITY COUNCIL CHAMBER
MARCH 21, 2023
8:00 AM**

CALL TO ORDER

Ned Manascalco called the meeting to order at 8:04 a.m.

The committee introduced themselves and welcomed newest EDC Member Lucas Stauder.

ROLL CALL

EDC members in attendance:

Committee Chair Ned Maniscalco
Committee Member Jonathan Sher
Committee Member Roger Levy
Committee Member Lon Zimmerman
Committee Member Warren Davis
Committee Vice Chair David Morris
Committee Member Lucas Stauder

Committee members absent included: Warren Davis and Jonathan Sher.

A quorum was present.

Others in attendance included: Mayor Robert Hoffman, City Administrator Mark Perkins, Director of Community Development Jason Jaggi, and Assistant City Administrator Sharon Stott.

APPROVAL OF MINUTES

1. Approval of January 17, 2023 Economic Development Committee Meeting Minutes

RESULT: Approve

MOVER: Morris

SECONDER: Zimmerman

AYES: Ned Maniscalco, Roger Levy, Lon Zimmerman, David Morris, Lucas Stauder

NAYS: None

The vote on the motion being 5 ayes and 0 nays, motion carried.



**MINUTES
CITY OF CREVE COEUR
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MARCH 21, 2023
8:00 AM**

UNFINISHED BUSINESS

2. Creve Coeur Business Awards 2023 Nominations

Committee discussed the Creve Coeur Business Awards for 2023 nominations and ways to better clarify the number of nominations each business receives in the packet.

EDC Member David Morris moved, seconded by Roger Levy, to recommend Alliance Technologies for the Most Innovative Award.

RESULT: Approve Nomination for Most Innovative Award 2023

MOVER: Morris

SECONDER: Levy

AYES: Ned Maniscalco, Roger Levy, Lon Zimmerman, David Morris, Lucas Stauder

NAYS: None

The vote being 5 ayes and 0 nays, motion carried.

EDC Member Roger Levy moved, seconded by David Morris, to recommend Vincent Jewelers for the Heart of the Community Award.

RESULT: Approve Nomination for Heart of the Community Award 2023

MOVER: Levy

SECONDER: Morris

AYES: Ned Maniscalco, Roger Levy, Lon Zimmerman, David Morris, Lucas Stauder

NAYS: None

The vote being 5 ayes and 0 nays, motion carried.



**MINUTES
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CITY COUNCIL CHAMBER
MARCH 21, 2023
8:00 AM**

NEW BUSINESS

No new business was discussed.

BUSINESS FROM STAFF

3. Cancel/Reschedule EDC Meeting for May 16 @ 8AM

Sharon Stott announced the next regularly scheduled EDC meeting was scheduled for May 16 and the Creve Coeur Business Awards are the same week on May 18, and asked if the EDC wanted to cancel or reschedule the regular EDC meeting.

RESULT: Approve Cancelling May 16, 2023 EDC Meeting

MOVER: Morris

SECONDER: Zimmerman

AYES: Ned Maniscalco, Roger Levy, Lon Zimmerman, David Morris, Lucas Stauder

NAYS: None

The vote being 5 ayes and 0 nays, motion carried.

The EDC Meeting for May 16, 2023 is cancelled.

4. Development Updates

Director of Community Development Jason Jaggi provided a brief development update:

- Bayer West Campus: The property has sold and the City has received an application from the developer proposing a mixed-use development which will include multifamily housing, office space, ground floor retail, and a hotel. Staff is working on a Comprehensive Plan update for 39N area and developing an ordinance for Planned Districts to allow for special mixed-use sites on the property and other similar uses.
- Creve Coeur Plaza: A proposed mixed-use development is proposed for Olive and New Ballas including a hotel, retail, multifamily housing, and structured parking, and the City anticipates receiving the application in March or April.
- Chick-Fil-A: Approval was given by the Planning and Zoning Commission and City Council for the drive-thru restaurant.



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- Creve Coeur Pavilion: A proposed mixed-use development is proposed and will include ground floor retail.

5. Proposition "M" - 3% Sales Tax on Recreational Marijuana on April 4

City Administrator Mark Perkins stated there is a 3% tax proposed for recreational marijuana for voter consideration on election day, Tuesday, April 4. If approved, the revenue will be used for public safety purposes, and would be a separate and distinct tax from the one St. Louis County is proposing -- also called "Prop M".

NEXT MEETING DATE

Tues., April 18, 7:45-10AM - Benson Hill Tour, 1001 N. Warson Rd

Ned Maniscalco reminded everyone to meet at Benson Hill at 7:45 a.m. and complete the waiver form for those participating in the tour.

Thurs., May 18, 11:30AM-1PM - Creve Coeur Business Awards, Holiday Inn-St. Louis, 1030 Woodcrest Terrace Dr

The Creve Coeur Business Awards will be presented at the monthly Creve Coeur-Olivette Chamber of Commerce luncheon meeting on May 18, 11:30 a.m. - 1 p.m.

ADJOURNMENT

Lon Zimmerman moved, seconded by Lucas Stauder to adjourn the meeting.

RESULT: Adjourn

MOVER: Zimmerman

SECONDER: Stauder

AYES: Ned Maniscalco, Roger Levy, Lon Zimmerman, David Morris, Lucas Stauder

NAYS: None

The vote being 5 ayes and 0 nays, motion carried.



**MINUTES
CITY OF CREVE COEUR
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COMMITTEE
CITY COUNCIL CHAMBER
MARCH 21, 2023
8:00 AM**

The meeting adjourned at 8:54 a.m.



May 8, 2023

To: Mayor and City Council
Economic Development Committee

From: Mark Perkins, City Administrator

Re: Economic Development Agreement – 39 North

The [39 North Master Plan](#) was adopted by the City's Planning & Zoning Commission as a component of the Creve Coeur Comprehensive Plan in 2018. Since that time, a number of entities have collaborated in pursuing the major objectives of the 39 North Plan, including the City of Creve Coeur, the St. Louis Economic Development Partnership (STLEDP), the Danforth Plant Science Center and others. This collaboration has resulted in the growth and development of the district, but the master plan envisioned that an organization singularly focused on the development of 39 North would likely be needed at some point in the future.

Until 2022, STLEDP dedicated a full time staff member to 39 North, but with the departure of Janet Wilding, this position was not filled and highlighted the need for an organization to assume primary responsibility for development of the district.

A task force of leaders in 39 North embarked on a study to determine the most appropriate and effective organizational structure to lead the district and a 501©3 nonprofit has been established, called the 39 North Agtech Innovation District. The organization has hired its first Executive Director, Emily Lohse-Busch.

A number of 'anchor' organizations will provide the organization with initial financial support, including the Danforth Plant Science Center, STLEDP, St. Louis Inc., Benson Hill, Bayer and Covercress.

The success of the 39 North Agtech District is important to the City of Creve Coeur due to the economic potential of the district for both Creve Coeur and the larger St. Louis Community. The District will be able to provide a range of economic development services which the City of Creve Coeur does not have the resources to offer. As a result, an agreement between the City of Creve Coeur and 39 North is proposed, to provide certain economic development services including:



- Agtech and innovation business attraction, retention to improve the tax base and job growth;
- Marketing of the district, including development of marketing materials, holding events and meetings to promote the district and its role in as an international innovation hub;
- Identifying and cultivating relationships with developers to increase the development interest in 39N, and further developing the physical infrastructure within the District;
- Assess issues of concern to 39N businesses and assist with promoting a healthy business climate within the District;
- Building relationships with national , state and regional entities involved in economic development and agtech industry growth;
- Helping identify economic development grant funding opportunities;
- Provide semi-annual market analyses on number of jobs, wages.

The Cost to the City of these services will be \$50,000 annually for three years, with a 5% increase in years 2 and 3. 39 North will provide regular reports and presentations, including task accomplished and data on performance measures as required in the agreement. This cost would be roughly equal to hiring a half-time economic development professional. It is proposed that a portion of the city's federal American Rescue Plan Act (ARPA) funds be allocated for this agreement.

The establishment of the new nonprofit along with the proposed agreement will help the City of Creve Coeur realize the vision of the 39 North Plan.

I look forward to discussing this further and answering any questions you may have.



March 31, 2023

Mayor Robert Hoffman
City of Creve Coeur
300 N. New Ballas Rd.
Creve Coeur, MO 63141

Mayor Hoffman:

We hope this letter finds you well.

As you may be aware, Mark Perkins, City Administrator for the City of Creve Coeur, has been actively serving on the 39 North Governance and Strategy Planning Task Force for the past several months. Mark's input and guidance on behalf of the City of Creve Coeur have been critical as we've developed recommendations for how to best maximize 39 North as a regional asset moving forward.

In January 2023, the 39 North Task Force met and officially issued our recommendation that the time is right to launch 39 North as an **independent 501c3 nonprofit entity** with dedicated resources. The organization's mission will be to create the conditions where technology innovation in agriculture and food can thrive in St. Louis, bringing world-class scientists, start-ups, investors, and companies together from around the world to build the future of agri-food tech. The entity will be governed by a volunteer Board of Directors and will hire dedicated staff to manage day-to-day operations.

In considering potential mechanisms for launching 39 North as an independent entity, the Task Force reviewed multiple strategic avenues and determined that a multi-anchor model would be most effective. This model involves several strategic "anchor institutions" that have a direct interest in the mission of the organization and its success, committing resources and leadership to help in its formation and oversight in its early years of existence. The anchors are a mix of public sector partners, corporations, established nonprofits, and early-stage innovation companies. Danforth Plant Science Center, CoverCress Inc., Greater St. Louis, Inc., and 2-3 other notable anchor institutions will partner to take the critical next step in building Creve Coeur as one of only a few agri-food tech epicenters across the country, attracting talent and visitors from around the world.

Each anchor has been strategically selected based on their interest in the district as well as their network of influence. To ensure that 39 North staff and Board can begin programming and operations while the organization builds its fundraising function and cultivates donors, each anchor is also being asked to commit financial resources to "seed" the organization.

This brings us to the potential role of the City of Creve Coeur regarding 39 North. We believe that the newly established non-profit can help the city achieve its economic development goals as outlined in the 39 North Master Plan, through business attraction, retention, expansion, and marketing. These services would be memorialized in an economic development services agreement between the two parties.



The City of Creve Coeur is a critical partner in the district's work and will have meaningful opportunities to engage and help chart 39 North's path. These include but are not limited to the following:

- **FOUNDING LEADERSHIP:** Each anchor institution will be asked to have a representative on 39 North's founding Board of Directors. We understand that the City of Creve Coeur cannot designate a representative formally serving on the Board of Directors, but we will invite a city liaison to attend Board meetings regularly to maintain ongoing communication between 39 North and the City of Creve Coeur.
- **PUBLIC RECOGNITION:** All meaningful 39 North assets including the web site, printed collateral, event signage and accompanying materials, etc. will list each of the 5-7 anchor institutions/partners. In addition, these institutions will be included and publicly recognized in major media announcements including new project announcements and major development successes. We would be honored to include the City of Creve Coeur in these public recognition opportunities.

The 39 North Task Force hopes that the City of Creve Coeur will share in our bold vision for the future of 39 North as a global beacon of collaboration and innovation. This organization's formation is a critical step in positioning Creve Coeur, and by extension, the entire St. Louis metro, as a world-class hub for agri-food tech to thrive and we hope to count the City of Creve Coeur among its founding partners.

Respectfully,

39 North Governance and Strategy Task Force
(Members listed on following page)

Cc: Mark Perkins, City Administrator, City of Creve Coeur



39 NORTH GOVERNANCE AND STRATEGY TASK FORCE

The 39 North Governance and Strategy Task Force was comprised of diverse community leaders from around the St. Louis metro. The Task Force helped develop and provide feedback on recommendations for a governance structure and funding/operating model that will move 39 North forward in a way that maximizes its potential for advancing the St. Louis Region's global leadership in plant sciences and agtech.

Task Force Members:

Melanie Bernds, VP-Public Relations Director at Rabo AgriFinance (*formerly Director of Communications, Benson Hill*)

Jim Carrington, President, Donald Danforth Plant Science Center

Rodney Crim, CEO and President, St. Louis Economic Development Partnership

Nikki Davis, Vice President of Operations, Climate LLC

Andy Dearing, President, Spatial STL Advisors

Mike DeCamp, CEO, CoverCress Inc.

Phyllis Ellison, Associate Vice Chancellor - Workforce Solutions Group, St. Louis Community College

Sam Fiorello, President & CEO, Cortex Innovation Community

Jason Hall, CEO, Greater St. Louis, Inc.

Ben Johnson, Vice President, Programs, BioSTL

Elliot Kellner, Senior Program Manager, Donald Danforth Plant Science Center

Matt Plummer, Vice President – AgriFood, Lewis & Clark Partners

Mark Perkins, City Administrator for the City of Creve Coeur

Stephanie Regagnon, Executive Director, Innovation Partnerships, Donald Danforth Plant Science Center

Karla Roeber, Vice President of Public and Government Affairs, Donald Danforth Plant Science Center

Martha Schlicher, Executive in Residence at BioGenerator; CEO, Plastomics; CEO, Impetus

Dave Tierney, Government Affairs, Bayer Crop Science

Janet Wilding, Vice President of Business Attraction, Greater St. Louis, Inc.

AGREEMENT FOR ECONOMIC DEVELOPMENT SERVICES

THIS AGREEMENT entered into this _____ day of _____, 2023, by and between **CITY OF CREVE COEUR, MISSOURI**, a constitutionally chartered Missouri municipal corporation (hereinafter “City”), and **39 North AgTech Innovation District**, a Missouri Benevolent Corporation (hereinafter “39N”).

WHEREAS, the City wishes to contract for Economic Development Services regarding the promotion and development of the 39 North District of the City (herein the “District”), and;

WHEREAS, 39N wishes to provide such Economic Development Services to the City, and;

WHEREAS, the parties desire to memorialize the terms, covenants, and conditions for Economic Development Services in this Agreement.

NOW THEREFORE, in consideration of the mutual promises contained in this Agreement and other good and valuable consideration,

1. **Term.** This Agreement shall be for a term of three (3) years, effective July 1, 2023, and ending June 30, 2026. This contract may be terminated by either party with ninety days written notice to the other party with or without cause.

2. **Services to be Provided.** During the term of this Agreement, 39N shall:

- Conduct targeted business attraction activities designed to provide new jobs and an improved tax base for the District with a focus on innovative and high-growth companies in the agribusiness, agtech and agri-food sectors.
- Identify and cultivate partnerships with developers and entities with the goal of developing the physical infrastructure within the District, including new and rehabbed buildings, green spaces and parks, food and beverage amenities and community-gathering spaces, which will make Creve Coeur a more attractive place to live and increase the quality of life for all residents and workers in the City.
- Build relationships and advocate for the District and the City with national, state, and regional entities engaged in economic development and/or high-growth agribusiness, agtech and agri-food businesses.
- Produce materials and hold events and conventions that market and promote the District and its role as an international innovation hub in the agribusiness, agtech and agri-food sectors.
- Provide semi-annual market analyses on number of jobs, job sectors, and wages compared to state and national statistics.
- Assess issues of concern to 39N businesses and assist with promoting a healthy business climate within the District.
- Facilitate programs for business retention and expansion for existing businesses in the District.
- Such other services, as the parties agree may be feasible, necessary, and appropriate

to help expand the District's job base and tax base.

- Provide all deliverables and performance measures outlined herein.

3. **Fees and Expenses.** The City agrees to pay 39N fees for the services outlined in this Agreement (the "Fee") pursuant to budgets as provided below, upon delivery of the approved services. The Fee shall be paid in quarterly payments to 39N. 39N shall submit an invoice within 15 days from the end of each calendar quarter. The Fee is subject to and conditioned on budget appropriation from the City Council and the Fee for each renewal term may be increased or decreased each year based on the budget appropriation from the City Council. Any reimbursement request not deemed by the City to be documented satisfactorily, consistent with the approved 39N line item budget, or otherwise appropriate shall not be reimbursed by the City. Provided, reimbursement approval will not unreasonably be withheld.

4. **Notices.** Any notice required to be given under this Agreement shall be served by certified mail, postage prepaid, hand delivery, or overnight courier.

5. **Applicable Law and Venue.** This Agreement has been made, and its validity, performance, and effect shall be determined, in accordance with the laws of the State of Missouri and venue for litigation between the parties shall be solely and exclusively in St. Louis County, Missouri, or the United States District Court for the Eastern District of Missouri.

6. **Entire Agreement.** This Agreement sets forth the entire agreement and understanding between the parties on the subject matter of this Agreement. Neither party shall be bound by any conditions, definitions, representations or warranties with respect to the subject matter of this Agreement other than those as expressly provided herein.

7. **Amendments and Waivers.** No modification of this Agreement shall be binding unless made in writing and executed by both parties. No waiver by either party or any breach or obligation of the other party under this Agreement shall constitute a waiver of any other prior or subsequent breach or obligation.

8. **Performance Measures.** 39N shall provide the following deliverables. Performance measures are included (with examples) for each item and will be used to evaluate the work performed throughout the entire term of the Agreement.

A. **Economic Development Marketing.** The City wants to develop appropriate marketing necessary to foster economic development opportunities for the City. The City will work to identify future development sites, and work to complete necessary task so that sites are more "ready" for immediate business opportunity availability.

Performance measures:

- Marketing materials directed toward innovation and agribusiness, agtech and agri-food related businesses and organizations.
- Creation and distribution of promotional materials.
- Real Estate Development – identify and market as needed sites & buildings ready for development or occupancy.

- Establish market Statistics & Demographics
- Develop Regional partnerships by working with the regional economic development council.
- Work with existing employers to develop workforce; attract quality employees to the City.
- Assess and advise City on needs for potential site development.

B. Business Retention and Expansion. The City wants to ensure existing businesses thrive and remain or expand in the City. 39N shall solicit regular feedback from existing businesses to determine how they can best be served and how programs can be developed to leverage their assets and the assets of other similar businesses and the assets of the City and the District. 39N shall develop concepts which promote existing business within the District.

Performance measure:

- Development of business community data
 - Retention rate for existing businesses
 - Existing employee headcount
 - Other data as reasonably requested by and coordinated with the City.
- Maintain market statistics and demographics for existing businesses and labor shed and market data for businesses interested in locating in the District.
- Provide technical assistance to existing businesses to assist them to retain jobs and/or expand.
- Bring, organize, or recommend appropriate seminars and training to the District, or offered within the region that would benefit District-based companies.
- Analysis of existing businesses by utilizing Business Registry Data to evaluate growth, decline, establishment, or closure of existing businesses within the District.
- Develop or recommend training & education opportunities to start-up businesses.
- Provide resources to entrepreneurs as requested.

C. Business Attraction. 39N shall take steps necessary to ensure that the District competes at local, state, national, and international levels for prospective businesses. In addition, 39N shall actively promote the District at the state, national, and international levels, particularly to companies in the innovation and the agribusiness, agtech and agri-food sectors. 39N acknowledges the City desires to attract jobs with higher skills, higher wages, and higher benefits, and 39N will pursue companies in the targeted sectors that meet those goals.

Performance measure:

- Conduct or partner to facilitate a minimum of 10 promotional or marketing visits annually.
- Evaluate, recommend, and attend a minimum of 2 trade shows or similar events annually.
- Measurement and tracking of number of businesses locating in the District
- Report on employee headcount, wages, and capital investment attributed to new businesses.
- Advise on number of business contacts made and status of pending projects.

- Maintain 39N website, adding new content on a regular basis.
- Report semi-annually on website activity.
- Maintain & review community profile with state and regional economic development agencies.

D. Strengthened Relationship with State and Regional Economic Development Organizations. These organizations are assets to the City's economic development efforts. Fostering relationships with these organizations will provide a competitive advantage at the state and regional level and ensure that the City receives feedback from prospective companies about what the City can do to provide an attractive business package. 39N shall serve as the primary point of contact for the City for economic development related purposes in the District.

Performance measure:

- Regular meetings with State and Regional Economic Development Organizations and other relevant organizations
- Documented efforts and participation in regional partnership
- Positive relationship with State and Regional Economic Development Organizations and appropriate communicated vision for the City

E. Reports and Presentations to the Mayor and City Council. 39N shall provide a written report for the Mayor and City Council on a semi-annual basis. Reports and presentations should outline the tasks accomplished and include statistics for each performance measure outlined herein.

Performance measure:

- Written report semi-annually to Mayor and City Council.
- Timely updates to City Administrator on potential and ongoing projects as necessary.

F. Performance Matrix. During the first year of the agreement, the parties will establish goals for job creation and new construction for years two and three of this Agreement.

9. Budget, Audit and Accounting. 39N shall submit a proposal identifying how City funds will be utilized by 39N during the next fiscal year. Said proposal shall identify programs and special projects and shall set forth a budget. Based upon the proposal submitted by 39N and upon approval by the City Council, 39N shall file annually, before July 1st of each year, a report with the City Administrator and the City Clerk outlining the economic development services and activities provided by 39N under this Agreement. The parties acknowledge that 39N may reallocate expenditures among the budget line items as necessary through the year so long as the total City appropriation is not changed. 39N shall give the City written notification of any reallocation. Payment of invoices will be contingent on 39N providing proper documentation for all expenses and the expenses being eligible expenses based on the approved proposal. 39N shall provide the City with a statement from the 39N Auditor, in a form approved by the City and the 39N Auditor, stating that City funds were used as intended. 39N will make its complete Audit available to the City to review, upon request. For this Agreement covering the initial term, the budget proposal is attached hereto and incorporated herein as Exhibit A.

10. **Missouri Sunshine Law.** City contracts and documents prepared for the City while performing city contractual work may be subject to the Missouri Sunshine Law. If a Sunshine request is presented to the City, 39N will assist the City to provide copies of Public Records generated by 39N as prescribed in the Missouri Sunshine Law. In such instance, only legally authorized photocopying costs pursuant to the Missouri Sunshine law may be assessed for this compliance.

11. **Independent Contractor Indemnification.** The parties to this Agreement agree that 39N is an independent contractor and shall not, under any circumstances, be deemed an employee, partner, agent or affiliate of the City. 39N shall indemnify, defend, and hold harmless the City, its officials, employees, and agents, from and against any and all loss, liability, or damage as a result of claims, demands, costs, or judgments arising by virtue of this Contract, of whatever nature, made by or on behalf of any person or persons for any act or omission arising from its operation under this Contract.

12. **Compliance with Law, Indemnification.** 39N shall abide by all federal, state and local laws, rules, regulations and ordinances, which may now or hereafter be in effect, applicable to providing services under this Agreement, and agrees to indemnify, defend, and hold harmless, the City, its officials, employees and agents, from and against any violation of said laws, rules, regulations and ordinances.

13. **Workers' Compensation Insurance.** 39N shall procure and maintain workers' compensation insurance for its employees in the amounts to be in full statutory compliance with Federal and Missouri State law. 39N shall also maintain Employer's Liability Insurance in the amount of \$1,000,000 and motor vehicle insurance pursuant to minimum State requirements for operation of any motor vehicles under its direction and control.

14. **Equal Employment Opportunity.** This Agreement is subject to all federal, state and local laws, rules and regulations pertaining to equal employment opportunities. 39N shall not discriminate or permit discrimination in violation of federal or state laws or local ordinances because of race, color, sex, age, disability, political or religious affiliations or national origin.

15. **Conflicts of Interest.** 39N agrees that no employee of 39N, or its designees or agents, shall have any interest, direct or indirect, in this Agreement other than in the direct course of his/her employment with 39N. All parties agree to abide by all applicable federal, state and local laws, ordinances and regulations relating to conflicts of interest.

IN WITNESS WHEREOF, the parties have executed this Agreement on the date first written above.

FOR 39 NORTH

FOR THE CITY OF CREVE COEUR

BY: _____ BY: _____
President Mark Perkins
City Administrator

DRAFT

EXHIBIT A

**Economic Development Services
Annual Budget – July 1, 2024**

Amount	Budget Activity
\$32,500	Salaries <i>(to cover a portion of a staff member's time for direct programmatic work)</i>
	Conduct targeted business attraction activities.
	Identify and cultivate partnerships with developers and entities.
	Build relationships and advocate for the District and the City with national, state, and regional entities engaged in economic development and/or high-growth agribusiness, agtech and agri-food businesses.
	Hold events and conventions that market and promote the District and its role as an international innovation hub in the agribusiness, agtech and agri-food sectors.
	Assess issues of concern to 39N businesses and assist with promoting a healthy business climate within the District.
	Facilitate programs for business retention and expansion for existing businesses in the District.
\$2,500	Salaries <i>(to cover a small portion of a staff member's time for data/reporting)</i>
	Provide semi-annual market analyses on number of jobs, job sectors, and wages compared to state and national statistics.
\$5,000	Printing <i>(marketing materials)</i>
\$5,000	Design/layout <i>(marketing materials)</i>
	Produce materials that market and promote the District and its role as an international innovation hub in the agribusiness, agtech and agri-food sectors.
\$2,500	Travel
	Conduct targeted business attraction activities.
	Build relationships and advocate for the District and the City with national, state, and regional entities engaged in economic development and/or high-growth agribusiness, agtech and agri-food businesses.
\$2,500	Food/Beverage
	Hold events and conventions that market and promote the District and its role as an international innovation hub in the agribusiness, agtech and agri-food sectors.
	Identify and cultivate partnerships with developers and entities.
	Conduct targeted business attraction activities.
\$50,000	TOTAL

Annual budget shall increase by 5% in years 2 and 3.



CREVE COEUR CITY COUNCIL DISCUSSION SESSION
NOVEMBER 28, 2022

Presented by Lohse-Busch Strategy, LLC
CONFIDENTIAL

AGENDA

- **39 North Background and Master Planning**
- **Successes to Date**
- **Governance and Structure Planning Process**
- **Overview of Findings and Recommendations to Date**
- **Discussion**

.



BACKGROUND AND 2016 MASTER PLANNING

The 39 North Innovation District

Bayer Crop Science

Helix Center

Danforth/BRDG Park

Benson Hill

39°N

- A 600-acre area of mixed-use activity and development
- Anchored by Danforth Center, BRDG Park, Helix Incubator, Benson Hill, Bayer Crop Science, The Yield Lab, and others
- Enhances our region's ability to grow, attract, and retain top talent



Advancing the opportunity starts with

- » Defining a place where people want to be.
- » Leveraging a mix of building types including new construction, existing, and adaptive reuse.
- » Providing a mix of uses including residential, retail, office and research.
- » Connecting municipal, institutional and commercial anchors.
- » Creating high quality public space with a variety of amenities and design encouraging interaction.
- » Enhancing mobility to the site and connectivity to regional assets.



DEVELOPMENT GOALS

The Master Plan establishes a vision and framework for 39 North as an innovation district through development goals that seek to:

Define the area as a district

- » Develop a clear identity to communicate 39 North.
- » Strengthen connections within the district and to its surroundings in the city of Creve Coeur, Olivette, and other neighboring communities.
- » Visually define the district (e.g. gateways, streetscape and signage).
- » Have a structure (and person) that promotes the district.
- » Create a sense of place.

Attract and develop talent

- » Expand core resources that attract and support top researchers and companies.
- » Provide resources that support workforce development.
- » Expand the innovation ecosystem (e.g. education, financing, linkages).
- » Leverage the mix of existing building types and promote infill development.
- » Encourage amenities and a mix of uses that complement plant science and technology.
- » Grow the district and the region.

Provide a physical framework and strategies for growth

- » Complement other economic assets in the St. Louis region.
- » Support expansion into complementary markets.
- » Strengthen the St. Louis region as a global plant science hub.
- » Communicate the value proposition of the St. Louis area.



SUCSESSES TO DATE



Milestone Highlights

Infrastructure Investments 2017 -2022 Total \$64,229,250

- **\$500,000:** 39N Master Plan grant from U.S. Department of Commerce, Economic Development Agency
- **\$400,000:** 39N Greenway Plan by Great Rivers Greenway District
- **\$450,000:** Old Olive Great Streets Plan by St. Louis County Transportation
- **\$5,247,250:** Olive/Lindbergh Intersection by Federal Highways, City of Creve Coeur, and St. Louis County Transportation. Completed, Summer 2022.
- **\$3,200,000:** Old Olive/Lindbergh intersection by MODOT and City of Creve Coeur. Expected start date, Summer 2023.
- **\$168,000:** Venture Café at 39N programming- business contributions and Danforth Center in-kind services
- **\$75,000:** 39N Marketing Fund by 39N stakeholders for branding, sponsorships, website and banners
- **\$600,000:** Helix Center upgrades to labs and feasibility study by Missouri Technology Corporation (MTC) and St. Louis Economic Development Partnership
- **\$35,000:** Missouri American Water entrance construction by St. Louis Economic Development Partnership
- **\$54,000,000:** EDGE@BRDG construction on Warson Road by private developer utilizing Opportunity Zone tax credits and Chapter 100 bond financing by SLEDP
- **\$45,000,000:** William H. Danforth Wing at the Danforth Center (\$4.5M in MDFB tax credits)
- **\$8,500,000:** 2018 expansion of Greenhouses on Danforth Center campus (\$2.5M in MDFB Tax Credits)

\$10.86 Million in Infrastructure Projects

39°N

- Connect assets
- Improve mobility – biking & walking trails & greenspace
- Create a mixed-use center of activity
- Create development opportunities
- Programming – Venture Café

Olive/Lindbergh Interchange \$5.3M

Old Olive Great Street Design \$3.26M

39 North Greenway \$2.3M

Learn More
39NorthSTL.com



Coordination of Efforts for Greater Impact

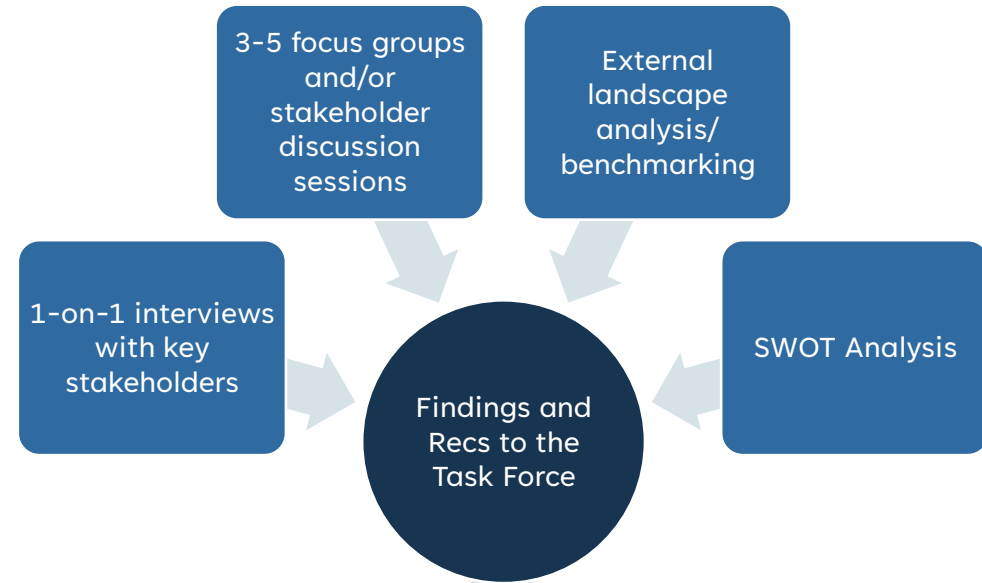
- City of Creve Coeur construction of Stacy Park crosswalk across Warson Road
- City of Olivette coordination of construction projects along Olive Blvd. between I-170 and Warson Road
- City of Creve Coeur coordination of sidewalk and street projects along Olive Blvd. between Warson Road and Spoede Road
- City of Olivette and Great Rivers Greenway District planning of Centennial Greenway between I-170 and Warson Park
- Biogenerator management of Helix Center labs and tenants by agreement with St. Louis Economic Development partnership
- Missouri American Water donation of easement for 39N Great Streets Project
- 2018 OLGA Award from EW Gateway for municipal coordination
- Danforth Center, SLEDP, Bayer, Cities of Creve Coeur and Olivette partnership for 30% design of 39 North Greenway



2022 GOVERNANCE AND STRUCTURE PLANNING PROCESS

PROCESS

Months 1-5



Months 5-6

Follow up interviews/focus groups to flesh out specific strategies

Months 6-7

Final report and recommendations:

- A focused vision and theory of change
- Detailed structure/governance recommendations (budget/staffing implications, suggested revenue and funding models)
- High-level guidance on awareness-building and engagement



OVERVIEW OF FINDINGS AND RECOMMENDATIONS

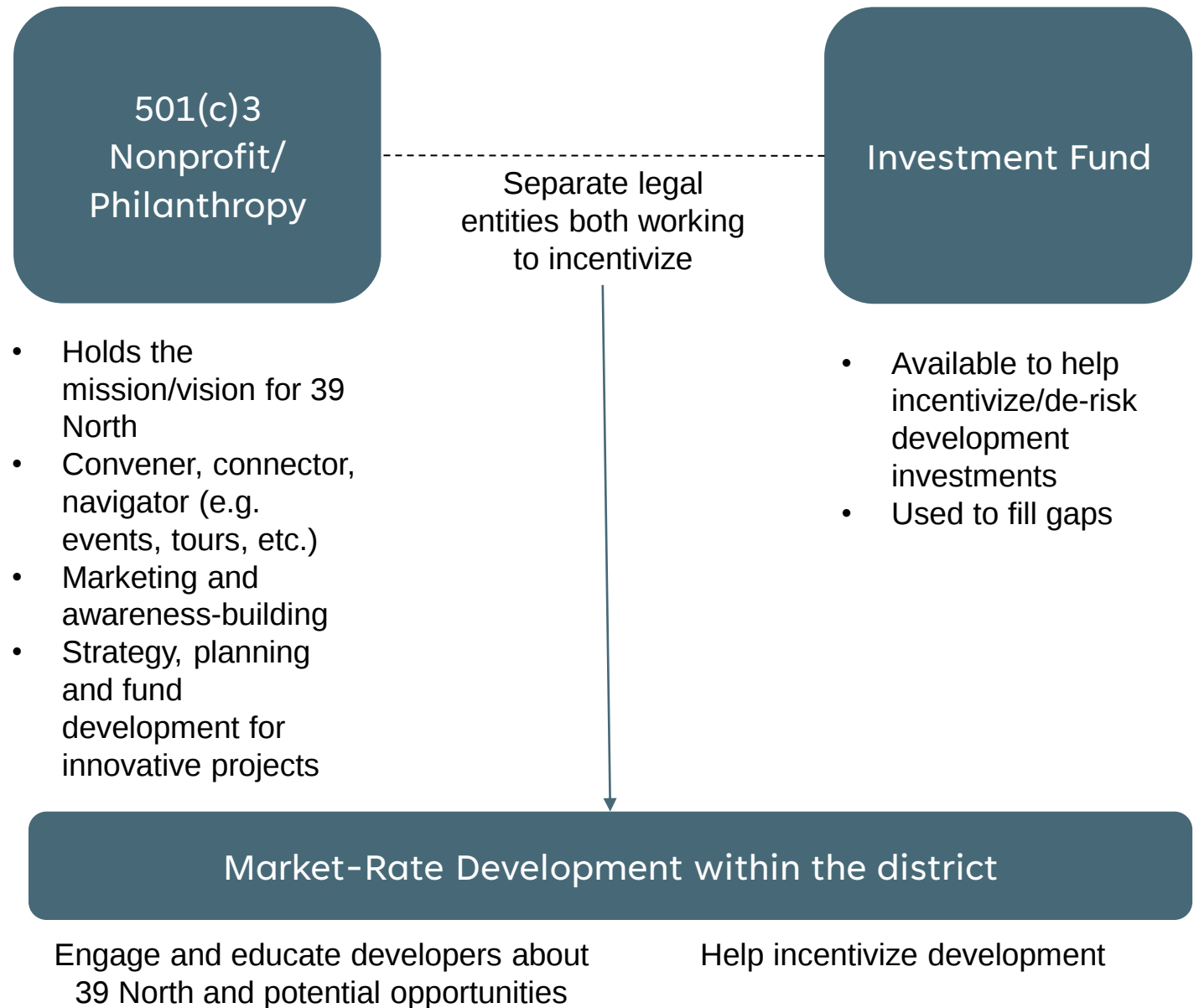
KEY FINDINGS

All successful innovation districts have addressed the following core pillars:

1. **Purpose** – Answers the questions “Why does this district need to exist?” and “What is the value of proximity in this case?”
2. **Anchors** – Influential and/or established key partners who see the critical need for the district and are willing to commit resources to its creation and growth. In many cases, the district meets an unmet need for the anchor(s). Anchor resources may include:
 - Seed funding/financial support
 - Influence/credibility
 - In-kind supports
 - Assistance with awareness- and brand-building
3. **Land Control/Influence** – Ensures that the future vision for the district is secure. This can take many forms, including:
 - Developer/tenant incentives
 - Formal control/designation

RECOMMENDED STRUCTURE

The goal is to optimize structure and governance to serve the purpose it is best equipped to serve.



**501(C)3
NONPROFIT ROLE**

- Regional navigator for visitors/companies coming to town in the AgTech/AgriFoodTech sector
- Representative at regional/state-wide level
- Host for events and convenings
- Marketing/amplifying arm for AgTech/AgriFoodTech sector in St. Louis
- Strategy and development for physical space/Urban Planning
 - Oversee facilities management
- Relationship-builder and strategic introduction/connection-maker
- Fund development for innovative and creative pilots and projects within the district

**501(C)3
ANCHOR
STRUCTURE**



ANCHOR SUPPORT CHARACTERISTICS

- Strategic partners – ideally no more than 5-7
- Multi-year commitments (at least 3-5 years ideal)
- May take the form of:
 - Financial support
 - In-kind support through staff/resources
 - Influence/network support and credibility
 - Strategic leadership
 - Marketing and awareness-building
- Representatives/leaders from each anchor institutions will form the core of the new nonprofit's founding Board of Directors



NEXT STEPS

NEXT STEPS

- **Finalize draft budget for years 1 and 2**
- **Confirm anchors**
- **Work with attorney to form nonprofit entity**
- **Begin developing structure for investment fund**

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**GET
INVOLVED**

- **Advisory Groups forming**
 - Economic Development
 - Investment Fund
 - AgTech/AgriFoodTech
- **District tours and events**
 - Likely starting in Q2 of 2023

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APPENDIX

TASK FORCE MEMBERS

- **Melanie Bernds**, VP-Public Relations Director at Rabo AgriFinance (formerly with Benson Hill)
- **Jim Carrington**, President, Donald Danforth Plant Science Center
- **Rodney Crim**, CEO and President, St. Louis Economic Development Partnership
- **Nikki Davis**, Vice President of Operations, Climate LLC
- **Andy Dearing**, President, Spatial STL Advisors
- **Mike Decamp**, CEO, CoverCress Inc.
- **Phyllis Ellison**, Associate Vice Chancellor - Workforce Solutions Group, St. Louis Community College
- **Sam Fiorello**, President & CEO, Cortex Innovation Community
- **Jason Hall**, CEO, Greater St. Louis, Inc.
- **Ben Johnson**, Vice President, Programs, BioSTL
- **Elliot Kellner**, Senior Program Manager, Donald Danforth Plant Science Center
- **Matt Plummer**, Vice President – AgriFood, Lewis & Clark Partners
- **Mark Perkins**, City Administrator for the City of Creve Coeur
- **Stephanie Regagnon**, Executive Director, Innovation Partnerships, Donald Danforth Plant Science Center
- **Karla Roeber**, Vice President of Public and Government Affairs, Donald Danforth Plant Science Center
- **Martha Schlicher**, Executive in Residence at BioGenerator; CEO, Plastomics; CEO, Impetus
- **Dave Tierney**, Government Affairs, Bayer Crop Science
- **Janet Wilding**, Vice President of Business Attraction, Greater St. Louis, Inc.

INTERVIEWS

Ecosystem

- **Missouri Technology Corp.:** Jack Scatizzi, Executive Director
- **Hank Webber,** Innovation District Expert and Advisor
- **Pluton Biosciences:** Elizabeth Gallegos, Chief Financial Officer

Districts

National Center for Location Sciences/Taylor Geospatial Institute/SLU

- Ken Olliff, VP for Research and Partnerships at Saint Louis University

Cortex Innovation Community

- June Fowler, Board Chair at Cortex Innovation Community
- Sam Fiorello, President & CEO at Cortex Innovation Community

AMICSTL (Advanced Manufacturing Innovation Center)

- Dennis Muilenburg, Board Chair at AMICSTL

Downtown North District

- John Berglund, Board Member at Downtown North District

AltonWorks

- Kiku Obata, President, Kiku Obata & Co./Design and Planning Lead AltonWorks

Stakeholders

- **SLEDP:** Rodney Crim, CEO and President
- **City of Creve Coeur:** Mark Perkins, City Administrator
- **Danforth Plant Science Center:** Jim Carrington, President
- **Benson Hill:** Natalie DiNicola, Chief Corporate Affairs Officer
- **Bayer:** Dave Tierney, Director of Govt. Affairs
- **Developer:** Larry Chapman, President and CEO, Seneca CRE and Chapman Ventures

STL INNOVATION DISTRICT CONSTELLATION GUIDE

