



POPULAR
ANNUAL
FINANCIAL REPORT
(PAFR)

For the fiscal year ended
September 30, 2019



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Introduction

Each year, the City of Clayton prepares an audited Comprehensive Annual Financial Report (CAFR) that provides detailed information about the City's financial position. The CAFR is prepared in conformance with generally accepted accounting principles (GAAP). To view the CAFR in its entirety, please visit claytonmo.gov/financialreports.

In an effort to provide reliable, readily accessible, and easily understandable financial data, the financial information presented here summarizes and simplifies the presentation of information in the CAFR. The data included in this report does not conform with GAAP, but all data is compiled from the CAFR which does comply with GAAP.

The City as a whole is better off than in the prior year mostly due to an increase in the net investment in capital assets.

Because the General Fund is the fund where most operational activity occurs, the focus of this report is on General Fund revenue and expenditures and excludes financial information from other funds, except when discussing the City's sales tax revenue and debt obligations. Financial data provided is for fiscal year 2019 (October 1, 2018 to September 30, 2019), unless otherwise stated.



Government Finance Officers Association

Award for
Outstanding
Achievement in
Popular Annual
Financial Reporting

Presented to

**City of Clayton
Missouri**

For its Annual
Financial Report
for the Fiscal Year Ended

September 30, 2018

Christopher P. Morill

Executive Director/CEO



2.5 miles²

46K
DAYTIME
POPULATION

177.5
FULL-TIME
115.0
PART-TIME
EMPLOYEES

[\$1,002,812,993]
ASSESSED PROPERTY VALUE

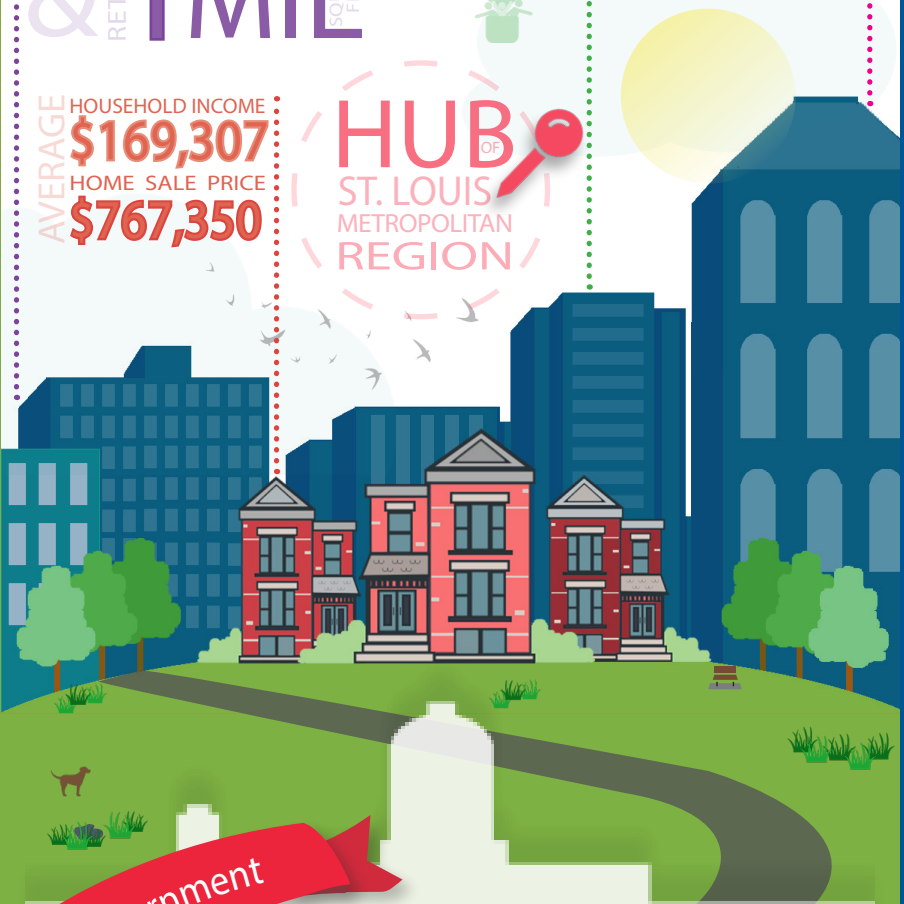
OFFICE SPACE
7MIL SQUARE FEET
& RETAIL
1MIL SQUARE FEET



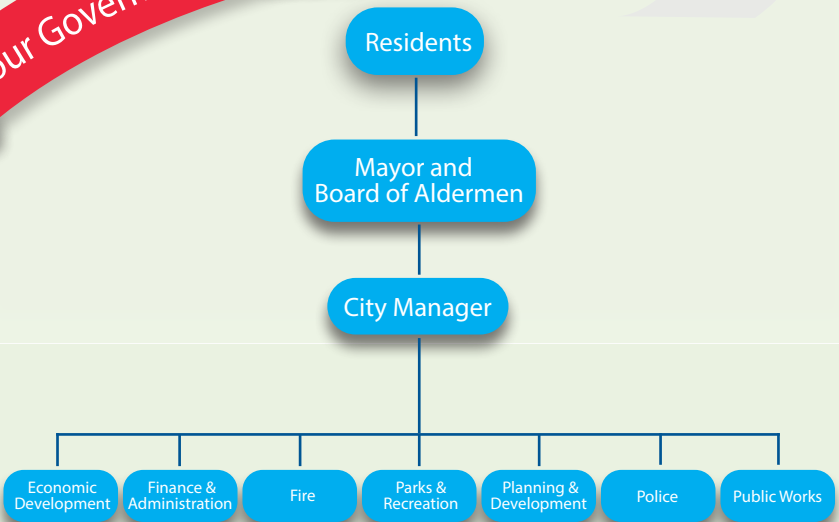
15,939
RESIDENTS

AVERAGE HOUSEHOLD INCOME
\$169,307
HOME SALE PRICE
\$767,350

HUB OF
ST. LOUIS
METROPOLITAN
REGION



Your Government



WHERE WE'RE LOCATED

IOWA

ILLINOIS

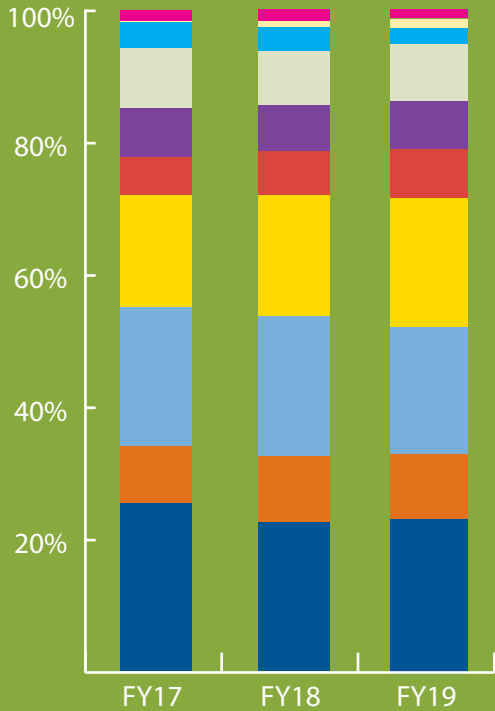
Major Employers

Centene Corporation
Armstrong Teasdale
Caleres
Enterprise Holdings
Washington University
RubinBrown
St. Louis County
Husch Blackwell Sanders
Commerce Bank
Clayton School District

APPROX.
42,000
EMPLOYED CITY-WIDE



Where Did the Money Come From?



\$26,717,411

TOTAL REVENUES FOR FY 2019

MAJOR REVENUE SOURCES

23.2%

PROPERTY TAX

19.5%

PUBLIC UTILITY TAX

19.0%

SALES AND USE TAX

General property taxes

Real and personal property taxes and financial institutions tax.

Sales and use tax

County-wide, local option, public safety, and Fire & EMS sales taxes and a use tax.

Public utility licenses

Gross receipts taxes paid by utility companies (electric, gas, water and telephone).

Intergovernmental

Gas and cigarette taxes; federal, state and local grants; and Police reimbursements.

Licenses and permits

Permits related to business and liquor licensing, building, zoning, valet parking, and other miscellaneous permits and fees.

Community programs

Parks and Recreation revenue (aquatic center, ice rink, tennis center, sports programs and miscellaneous), ambulance charges, fire protection fees, and private subdivision fees.

Parking facilities and meters

Parking meter, parking structure, and parking lot revenue.

Fines and forfeitures

Parking and court fines.

Investment income

Interest on investments.

Miscellaneous

Insurance reimbursements, event sponsorship and ticket sales, and other miscellaneous revenue.

How Much Property Tax Did We Receive?

Property taxes are the amount a property owner pays based on the property assessment and the tax rate. St. Louis County assesses each property to determine the market value. The City received approximately 11% of the property tax bill.

\$6,203,177

TOTAL PROPERTY TAX THE CITY RECEIVED FOR FY 2019

CITY'S RESIDENTIAL PROPERTY TAX RATE

\$0.817

PER \$100 OF ASSESSED PROPERTY VALUE

CITY'S COMMERCIAL PROPERTY TAX RATE

\$0.900

PER \$100 OF ASSESSED PROPERTY VALUE

How Much Public Utility Tax Did We Receive?

Utility companies, such as electric, telephone, gas, and water, are charged a tax for doing business within the City. The utility companies pass this along to their customers and collect the taxes to pass them on to the City.

\$5,070,234

TOTAL PUBLIC UTILITY TAX THE CITY RECEIVED FOR FY 2019

50.7%

ELECTRIC

25.9%

TELEPHONE

8.1%

WATER

15.3%

GAS

PERCENT THE CITY RECEIVED FOR FY 2019

How Much Sales and Use Tax Did We Receive?

Sales and use taxes are the amounts a consumer pays on the sale of goods and services based on the local tax rate. The local taxes are comprised of tax rates for the state, county, and City. The taxes are collected by the retailer and passed on to the government.

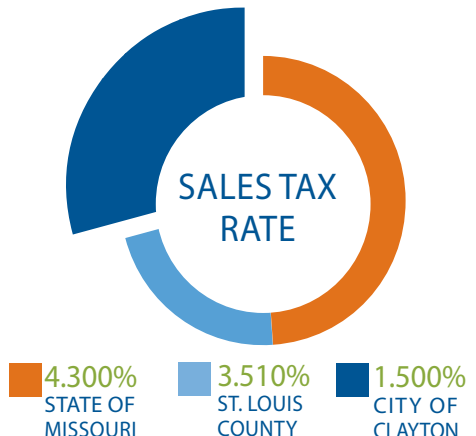
\$5,221,765

TOTAL SALES AND USE TAX THE CITY RECEIVED FOR FY 2019

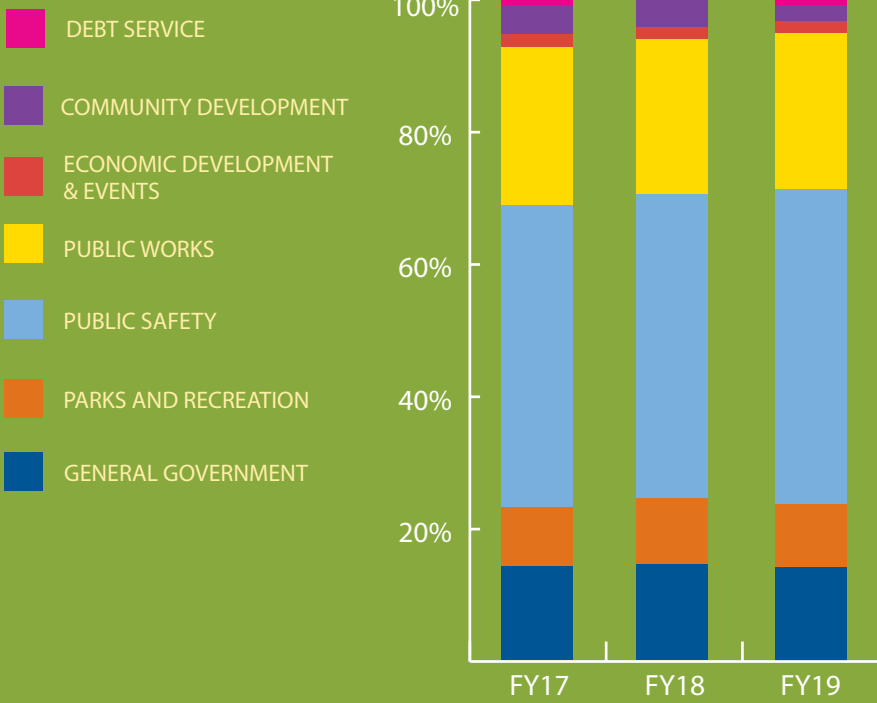
COMPARISON SALES TAX RATES

The City's sales tax rate of 9.24% is comparable to surrounding cities.

MUNICIPALITY	TAX RATE
St. Louis City	9.68%
Brentwood	9.24%
Clayton	9.24%
Kirkwood	9.24%
Richmond Heights	9.24%
University City	9.24%
Ladue	8.99%



Where Did the Money Go?



\$26,806,771

TOTAL EXPENDITURES FOR FY 2019

MAJOR EXPENDITURES

<p>47.3%</p> <p>PUBLIC SAFETY SERVICES</p>	<p>23.0%</p> <p>PUBLIC WORKS</p>	<p>14.6%</p> <p>GENERAL GOVERNMENT</p>
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General Government
Legislative, human resources, municipal court, information technology, finance, accounting, leadership and communications.

Parks and Recreation
Park administration, park operations, sports programs, and Shaw Park Aquatic Center, Tennis Center, and Ice Rink.

Public Safety
Police and fire protection and parking ambassadors.

Public Works
Street maintenance, street lighting, engineering, building maintenance, fleet maintenance, and parking operations.

Economic Development & Events
Economic development activities and special events.

Community Development
Planning and development services, building inspections, and code enforcement.

Debt Service
Note payable for the Shaw Park Drive garage.

<p>106.7</p> <p>MILES OF PAVED STREETS & ALLEYS</p>	<p>62</p> <p>MILES OF SIDEWALKS</p>	<p>10,714</p> <p>NUMBER OF TREES</p>	<p>78.4</p> <p>ACRES OF PARKS</p>
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Capital Plan and Debt Service

To maintain or create exceptional community assets with a long life, the City financially plans and budgets for these expenses.

Identifying Community Needs

Performance Goals The City sets goals, which include maintaining and improving infrastructure to provide residents and visitors with quality streets, sidewalks, parks and public facilities.

Community Engagement The City administers biennial residential surveys, hosts public meetings, engage with elected officials, and attend neighborhood association meetings to identify the issues that matter most to our residents and to ensure we are meeting their expectations.

Strategic Plan The City’s Strategic Plan represents the community’s vision for Clayton, and outlines what the community hopes to accomplish during the next three to five years.

By coupling these key areas, the City focuses on the improvements that will provide Clayton residents and visitors with their desired level of services and amenities.

Capital Improvement Program

Reviewed annually, the Capital Improvement Program (CIP) is the City’s five-year plan outlining the community’s needs regarding public facilities, parks, and infrastructure.

GREATER THAN

\$25,000

PROJECT COST

PROVIDE

5+

YEARS OF BENEFIT

SIGNIFICANTLY IMPROVE OR ADD TO CAPITAL ASSETS



How is the CIP Funded?

- 1/2 Cent Sales Tax for Capital Improvements
- 1/2 Cent Sales Tax for Parks and Storm Water
- St. Louis County Road & Bridge Tax
- Interest Income on Fund Balance
- Federal, State, and Local Grants
- Donations
- Debt Issuance

How Do We Borrow Money?

The City can issue debt (borrow money) at favorable rates due to our status as a government entity and our excellent bond rating (credit score). The City repays this debt with property tax revenues (General Obligation Bonds) or revenues from other sources (Special Obligation Bonds).

Bond rating agencies assign a bond rating to each municipality seeking debt. In September of 2014, Clayton’s AAA bond rating was affirmed on the City’s general obligation bonds. This is the highest rating available for any community and Clayton is one of only seven cities in Missouri to hold this rating. The city’s management conditions and financial practices were deemed extremely strong.

AAA

CITY OF CLAYTON GENERAL OBLIGATION BOND RATING

\$12,715,000	\$16,235,000
OUTSTANDING GENERAL OBLIGATION BONDS	OUTSTANDING SPECIAL OBLIGATION BONDS

\$28,950,000
TOTAL OUTSTANDING BONDS
AS OF 9/30/19

Due to the City’s excellent bond rating, the average weighted interest rate on all current bond issuances is 3.8%.

Mission

To foster a vital, balanced community composed of outstanding neighborhoods, quality businesses, commercial and government centers, premier educational institutions and a healthy natural environment through an open, accessible and fiscally responsible government.

Vision

Clayton is recognized regionally and nationally as a premier city of its size and character. The community is a safe, vibrant destination defined by its unique combination of leading businesses and educational institutions, the seat of county government and picturesque neighborhoods, all of which combine to provide an exceptional quality of life.

MAYOR & BOARD OF ALDERMAN



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CITY MANAGER
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DIRECTOR OF FINANCE AND ADMINISTRATION
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