

The mission of Clayton city government is to foster a diverse and inclusive community with a vital balance of neighborhoods, businesses, commercial and government centers, educational institutions and a healthy environment through an open, equitable, accessible and fiscally responsible government.



City of Clayton
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Clayton, MO 63105

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CITY VIEWS

CLAYTON, MISSOURI



Our Community One Year Later

Mayor's Message



Dear Clayton Neighbors,

It is so wonderful to welcome springtime and new beginnings. As more members of our community are vaccinated, we look forward to witnessing new energy on our streets and out in our community.

Certainly, we have all been in this unprecedented time together, and I commend everyone in Clayton for your creative efforts to stay connected. From neighborhood parades to supporting local businesses, you have demonstrated what it means to be a strong community.

As we now move in a positive direction, it is also important to note that many of our businesses have been significantly impacted by the pandemic. Some owners are working tirelessly to keep their doors open, and others have had no choice but to close. Please continue your support by shopping local.

As always, I am proud to serve as your mayor.

Michelle Harris
Mayor

The resulting outcome for city government is a dramatic decline in revenue. While elected officials and staff have been proactive in efforts to reduce expenditures and continue to provide exceptional services, we will be faced with prioritizing some services and projects to sustain financial security for the future.

Randomly selected residents recently received the Clayton Citizen Survey, and we invite resident input about priorities and other important items. If you received a survey, please take time to complete your responses, either online or the paper copy provided. Your feedback is important to us and will help guide a challenging decision-making process.

As always, I am proud to serve as your mayor.



Our Response

2020

MARCH

- First case reported in St. Louis County
- State of Emergency declared by state and St. Louis County
- Implemented plans to maintain critical operations and public accessibility
- Complimentary curbside pickup parking spaces for businesses with comprehensive online listing created
www.claytonmo.gov/curbside
- On-street parking fees waived
- Ordinance to enact emergency measures adopted
- City meetings went virtual
- City facilities closed and remote work implemented

- Restaurant & Relief Card Program created
www.claytonmo.gov/giftcard
- Annual collection of Business and Liquor License fees postponed by two months
- Restrictions on some “to-go” alcohol sales waived
- Online resource for small businesses created
www.claytonmo.gov/COVID19BizResource

APRIL

City initiates budget reduction plan

\$2.9 MILLION

cut from the City’s overall FY2020 budget

MAY

- Restrictions on some “to-go” alcohol sales returned
- On-street parking fees returned
- On-street dining program created

JUNE

- City facilities reopened with safety precautions in place

JULY

- Continued adapting to County guidelines
- Playgrounds reopened
- Outdoor Dining on Brentwood Boulevard

THROUGH

NOVEMBER

- City facilities remain open with safety precautions
- Virtual meetings continue
- On-street dining program continues
- Curbside pickup spaces approved on permanent basis
- Center of Clayton continues to expand amenities
- Continues to follow and adapt to St. Louis County guidelines

OCTOBER

THROUGH

MARCH 2021

Impact

Clayton has been disproportionately impacted by the pandemic and related closures.

Nearly 50% of the City's sales tax revenue is derived from the hospitality industry, which includes hotels and restaurants. The industry, which has been significantly impacted, projects a slow recovery. Paired with the reduced occupancy in office buildings, the City has seen sharp declines in revenue derived from sales tax, commercial utility taxes, and parking.

City officials worked quickly to project the financial impact of community closures and developed a comprehensive expenditure reduction plan. **Over \$2.9 million was cut from the City's overall FY2020 budget** by re-evaluating and re-prioritizing projects, with some non-maintenance items ultimately being deferred or canceled.

The City went to great lengths to maintain service and staffing levels and provide stability for our valuable employees. Aside from temporary furloughs for part-time employees in the Spring of 2020, we are proud to report that no full-time employees have been furloughed or laid off as a result of the pandemic.

The city-generated general sales taxes, which excludes the City's portion of the county-wide public safety sales tax approved in recent years, have fallen to levels of 8-9 years ago - all while salaries, benefits, supplies, contracts, and equipment costs have continued to rise during this same period.

“Nearly **50%** of the City's sales tax revenue is derived from the hospitality industry, which includes hotels and restaurants.”

“...sales taxes...have fallen to levels of 8-9 years ago.”

Fiscal Year 2020

Oct.1, 2019-Sept. 30, 2020

Without the City reducing expenditures as well as receiving \$1.1 Million in federal CARES Act funding from St. Louis County, **the City would have seen a \$2 Million FY2020 operating deficit.**

Fiscal Year 2021

Oct.1, 2020-Sept. 30, 2021

Without the forthcoming federal American Rescue Plan funds and with the already implemented expenditure reductions, **the City could have a projected \$1.3 Million FY2021 operating deficit.**

Reserve Fund

Operates like a savings account that allows for the continuation of core services during financial downturns or times of crisis.

Prior to the announcement of federal funding, the City was prepared to balance the budget through the use of operating reserves. These funds are typically utilized for one-time projects or to offset increasing expenditures during “normal” times.

Recovery

While the federal funding has provided significant financial support in FY2020 and FY2021, **these are one-time payments and cannot be relied upon to sustain future financial security.** Anticipating a multi-year recovery, the City is evaluating its revenue streams, expenditures, and service levels. **Our community will likely face difficult decisions when prioritizing services and projects in the near future.**

For example, the City is actively reviewing the current waste/recycling collection service. Clayton is the only City in the St. Louis metropolitan area that provides rear-yard waste collection at no-cost to residents. **This service costs over \$2 Million annually and represents 7% of the operating budget.** This is a significant expense and must be balanced with public safety, public works, recreation, and other City operations. It is possible that a change to the service, payment structure, or revenue source will become necessary.

Together we can overcome the challenges that lie ahead. Our community has demonstrated its strength and resilience by supporting one another and local businesses, and the City continues its commitment to actively support our residents and businesses as we move forward past the pandemic.