

CITY COUNCIL STUDY SESSION

TO: Mayor and City Council

FROM: Mari E. Macomber, City Manager

SESSION DATE: June 6, 2016

TIME: 4:30 pm

PLACE: City Council Chambers

AGENDA:

- Economic Development Partners Report
- Downtown Traffic Study Report
- Legislative Summary
- Council Agenda Review
- Council Newsletter Review

Economic Development Partners

On Monday, we have invited our economic development partners to attend the Study Session for the purpose of updating the Council on their progress. The following individuals will be attending: Carolyn Chrisman with K-REDI and MREIC, and Sandra Williams with the Kirksville Area Chamber of Commerce. Ashley Young, Assistant City Manager will provide information on the City's efforts. Debi Boughton will be in St. Louis at a Tourism Travel Council event and will be unable to attend.

This is an opportunity for the City Council to visit collectively with all of the economic development partners identify opportunities, and share ideas that you may have to enhance our community's economic development efforts.

Included in this Study Session Packet is the Work Plan for both K-REDI and MREIC , and Tourism's May Activity Summary, a Lodging Tax Quarterly Collection Report, and the Sister City document previously discussed by Council.

Downtown Traffic Study Report

The City applied for a grant through the Missouri Department of Transportation's Traffic Engineering Assistance Program (TEAP). The purpose of the grant is to provide financial support to public entities, like Kirksville who otherwise wouldn't be able to engage an engineering firm to complete a study of a specific traffic issue. The focus of the projects are either on safety or to address particular operational problems.

The City applied for a TEAP grant in September; received notice in October of our success; Council approved the acceptance of the award in November; and Shafer Kline and Warren were selected to complete the evaluation. Shafer Kline completed their work and made a presentation to the Airport and Transportation Commission (ATC) in May.

The Commission spent additional time learning about the recommendations and focused the initial review on the one-way streets and improvements that could be made that would improve access to the downtown.

There is more to the report than whether or not this street is one-way or two-way and as we dissect the information it will be presented to the appropriate City Board and the City Council. In addition, a summary note has been prepared for distribution to the downtown property owners. The information will be hand-delivered and emailed through KDIC email list. The hope is that the City Council receive the information, ask questions and discuss direction of the Council, but that there be no final direction given to staff until the Planning and Zoning Commission, TIF and downtown business and property owners have a chance to understand what is being proposed.

Public Works Director Glenn Balliew will be in attendance to provide an overview of this first component of the Study, a map showing ATC's recommendations can be found on page 23. The Planning and Zoning Commission and TIF Commission will also be briefed to keep them informed and to also see if either has any feedback on the recommendations.

The following outlines what was submitted to the State and intended for the Kirksville Study.

Project need: To determine the safest, most economical way to direct traffic in and out of the Downtown Square. The traffic is one way around the Courthouse Square, and extends to several of the feeder streets one to 2 blocks out from the Square. Right now there is not much consistency as to which streets are one-way or two-way. We continue to see vehicles travelling the wrong direction on the one-way streets, running the flashing red lights, etc.

Project summary: To evaluate the traffic flow of the streets within the Project boundaries to determine what makes the most sense, is safest for all modes of transportation, and promotes business in the Downtown. Traffic counts will be collected and analyzed, signage may be reviewed and recommendations given, alternate traffic flows will be recommended. All of this will be based on safety and availability for all modes of transportation, and will consider the flow of traffic to the businesses in the Downtown Business District.

The City has been looking for alternative ways to direct traffic into the Downtown Square for quite some time. We are exploring options to create a gateway/direct route into the Downtown. We are preparing to resurface many of the project area streets in 2016, and plan to use Tax Increment Finance (TIF) funds to implement a building façade renovation project. Transportation Sales Tax and TIF Funds will be used to offset the costs of this important traffic flow study in our Downtown Business District.

For those members who would like to review the entire report, it can be obtained at <https://drive.google.com/open?id=0B40w83MsYz1kZEJwNDIwcTdLeU0>.

2016 Legislative Summary

On the last day of the 98th General Assembly, Missouri lawmakers placed efforts toward expansion of gun rights, passing new legislation that would allow most people to carry concealed guns; expanded the Castle Doctrine. And whether this legislation on gun rights is something you personally support or don't, what didn't happen is the passage of legislation that would allow communities to seek funding for E911 centers. In an effort to determine what happened to HB 1904, this is the explanation given: HB 1904 died on the Senate Floor. The debate started with a bill that cut St. Louis County out of participation to fend off a filibuster by Senator Schmitt. Senator Schoff, who represents Buchanan and Platte counties, soon offered an amendment that cut out those two counties as well. This was followed by Senator Curls, asking that Jackson County be cut. Removing Jefferson County from the bill followed. As a result of removing these larger populated counties, a supporter of the measure, Senator Brown began a filibuster noting that taking those counties out would require more costs on the part of the remaining counties. The following is a link to the National Emergency Number Association showing by states which charge for landlines (wirelines) and which charge for cell (wireless). Missouri is the only State that does not charge a fee for wireless use.
<https://www.nena.org/?page=911RateByState>

Following is the list from the Missouri Municipal League of the bills that passed. Included is a brief summary of how the bill will impact on our City.

Attachments

- Economic Development Staff Report
- K-REDI 2016 Work Plan
- MREIC 2016 Operational Plan
- Tourism Activity Report
- Tourism Lodging Tax Collection
- Tourism Sister City Report (previously discussed)
- TEAP Report on One-Way Streets
- Proposed Traffic Pattern Map for Downtown
- Note to be Sent to Downtown Business and Property Owners
- Summary Report from Missouri Municipal League

KIRKSVILLE CITY COUNCIL STUDY SESSION ATTACHMENT

SUBJECT: Economic Development Partners Update

STUDY SESSION MEETING DATE: June 6, 2016

CITY DEPARTMENT: Economic & Community Development

PREPARED BY: Ashley Young

The City Council supports economic development through a variety of organizations each year. The key players in the Kirksville area are Kirksville Regional Economic Development, Inc. (K-REDI), Missouri Rural Enterprise and Innovation Center (MREIC) / Small Business & Technology Development Center (SBTDC), the Kirksville Office of Tourism, and City staff in Economic and Community Development. Employees from each of these organizations meet quarterly to discuss projects, share ideas, and collaborate. Below is a summary of the types of functions that each organization is responsible for:

K-REDI

Kirksville Regional Economic Development, Inc.'s mission is to increase economic development in Kirksville and the surrounding area. K-REDI is a 501 (c) 3 corporation. The purpose of K-REDI is "to establish a primary industrial development vehicle for Kirksville and the surrounding area." The objective is to create and retain jobs in Northeast Missouri by recruiting and expanding industrial firms in this geographic area, through such activities as selling the Kirksville area to industrial firms, purchasing speculative industrial sites and buildings, and leasing properties to industrial concerns. K-REDI is governed by a Board of Directors who employ its Executive Director, Carolyn Chrisman.

In 2003, K-REDI began contracting with the City of Kirksville to provide economic development services. K-REDI's dues-paying and honorary members elect a 20-member board that guides the day-to-day affairs of the corporation. Annual dues paid by community members and businesses range from \$250 to more than \$5,000, depending on the chosen membership classification. The Council will recall that they renewed the City's agreement with K-REDI on February 2, 2015, for a period of three years, at \$100,000 per year, in addition to providing office space for K-REDI at the Economic Development Alliance (EDA) Building and paying one quarter of the salary of an administrative assistant at the EDA. In return the City has five voting positions on the K-REDI Board of Directors, K-REDI provides an annual economic development work plan and budget 30 days prior to the start of the calendar year, and K-REDI will take the lead in the renewal of the ½ Economic Development Sales Tax (which passed with nearly 73% of the vote this past April).

MREIC / SBTDC

The Missouri Rural Enterprise and Innovation Center (MREIC) / Small Business & Technology Development Center's (SBTDC) mission is to help small businesses grow and succeed. MREIC / SBTDC provides small business with free, easy access to

business planning, marketing and development. The entity is a cooperative effort of the private sector, the educational community, and federal, state, and local governments, and is a part of a statewide network for training and counseling services. MREIC / SBTDC works with businesses one on one to determine their business needs. Since each business is unique, the assistance received is individualized to meet those needs. MREIC / SBTDC assist clients in the areas of start-up, marketing, finance, and technology commercialization. MREIC / SBTDC is governed by a Board of Directors, which entered into an agreement with K-REDI in 2015 to share an Executive Director (i.e. Carolyn Chrisman). MREIC / SBTDC employs a business counselor, Anastasia Tiedemann, and shares an Administrative Assistant, again with K-REDI, Ashley Shafer.

The City provides office space for MREIC / SBTDC at the EDA in addition to one quarter of the salary of an administrative assistant at the EDA Building. In return the City has one voting position on the MREIC Board of Directors, and one non-voting ex-officio position. Additionally, City staff are working with MREIC / SBTDC to convert the majority of the basement at the EDA Building into a small business incubator.

Kirksville Tourism Office

The Office of Tourism had its start in 2007 after the City Council asked the citizens, and the citizens agreed, to support a 3.6% lodging tax for all hotel / motel and lodging establishments in Kirksville to establish a Tourism Office that works to attract visitors to Kirksville for events, conferences, tours, hunting, and more. The City contracted with the Kirksville Area Chamber of Commerce to create the Office. The Director of Tourism works with a variety of community groups to plan community events including the Bacon Festival, the All American Red, White and Blue Festival, the Battle of Kirksville reenactment, etc. The program also offers a cooperative marketing program for other small events in our community. The Office of Tourism is governed by a Board of Directors who employ the Director of Tourism, Debi Boughton. The Office of Tourism also recently hired a Tourism Assistant, Mariann Larkin.

The lodging tax that funds the Office of Tourism is collected by the City. In exchange for collecting the lodging tax, and in the interest of cooperation, the City has one voting position on the Kirksville Office of Tourism's Board of Directors.

Kirksville Area Chamber of Commerce

Established in 1915, the Kirksville Area Chamber of Commerce was established with the mission to assume a leadership role in advancing the overall business, cultural, and civic welfare of the Kirksville area. The Chamber is a not for profit corporation. The Chamber works to support the community through its various committees, initiatives, and events. The Chamber is governed by a Board of Directors who employ its Executive Director, Sandra Williams. The Chamber also employs a Services Coordinator, Kelly Jones, and an Administrative Assistant.

For the past two years, the City has supported the Chamber's "Experience Kirksville" initiative (originally known as the "Shop Kirksville" initiative) in the amount of \$1,000 per

year in an effort to increase commerce in the City. Additionally, City staff serve on all Chamber committees, and the City Manager serves on the Chamber Board of Directors.

Economic & Community Development

City Staff work on commercial and retail business attraction and development. They update all City information to that end, including a new Economic Development Profile to be debuted this summer. City staff work with, and provide technical assistance to, all the City's economic and community development partners, including the entities above, along with the Kirksville Downtown Improvement Committee.

Representatives from each organization will be at the Study Session to provide the Council with an update of current projects and programs.

K-REDI 2016 Work Plan

This 2016 Work Plan for K-REDI will utilize the County and City Strategic Plan and move forward their goals, which are K-REDI's goals as well. The Mission Statement for the County/City Strategic Plan is: Economic development for Kirksville and Adair County is the improvement of the quality of life through promoting population growth, and the growth of existing industry and business, and the establishment of new industries, retail, agriculture and service businesses and the creation of new jobs.

K-REDI Vision:

To be a sound economic competitor; providing family supporting jobs to the Kirksville region.

K-REDI Mission:

To promote economic development in the Kirksville region through retention/expansion of current industries and attraction of new businesses focused on manufacturing, technology, education, and healthcare.

Goal 1: Develop community-wide understanding of services K-REDI provides.

Measure: K-REDI will make 10 community presentations a year, including the annual town hall meeting.

Goal 2: Business Retention and Expansion

- Work with existing businesses to assure their continued potential for expansion.

Measure: K-REDI Executive Director will meet four times a year with the management of existing manufacturers, processors, and major employers.

- Coordinate Industrial appreciation efforts to foster relationships between local leaders and corporate officials.

Measure: K-REDI will conduct two events per year for employees of industries, and will coordinate appreciation efforts to the companies in the form of a press release, announcement, or other agreed form of recognition of a milestone or positive media piece.

- Periodic visits/contacts will be made by K-REDI Executive Director with the corporate officials of each of the existing major employers to develop a local relationship with the decision makers.

Measure: K-REDI will seek to visit with as many decision makers when they are in Kirksville, and will seek to visit those who do not come to Kirksville regularly. Also, will look at having a Kirksville visit day where corporate officials are invited to Kirksville—possibly Manufacturing Day.

- Identify and develop common training programs to meet local employment demands, and work with Kirksville Area Technical Center and MACC.

Measure: K-REDI will continue to support and strengthen the School/Industry Partnership program, and will survey companies on needs to continue training through MACC or State Technical College of Missouri.

- An annual legislative meeting will be held prior to each legislative session to allow industry leaders and state legislators an opportunity to discuss issues facing local industries and to tour existing industries and major businesses.

Measure: K-REDI will organize this every fall as a one day event.

Goal 3: Business Attraction

- Identify companies and target industries to market to and attract to Kirksville.

Measure: K-REDI will use local connections, along with the Missouri Partnerships, other state entities, and CVN to do this. Goal is 20 viable companies/leads a year from all entities.

- Marketing efforts will encompass materials tailored to prospects in Midwest, nationwide, and globally; yet can be tailored to meet individual prospect needs.

Measure: K-REDI will continue to keep a robust website, updated marketing push-pieces tailored towards specific industries. Efforts to target neighboring states will be a first priority.

- Continue strong working relationships with DED, MEDC, and NMDP through regular visits and attendance at meetings and conferences.

Measure: K-REDI Executive Director will attend 90% of the meetings, including at least two visits to Jefferson City to meet with stakeholders.

- Efforts should be made to find users for the former manufacturing space currently available and available land.

Measure: K-REDI will market such spaces through marketing efforts. K-REDI will also move forward with certification of land to make is as marketable as possible.

- Market Kirksville as an ideal location for educational and/or medical based operations.

Measure: K-REDI will work with the leadership of Truman, ATSU, and Northeast Regional Medical Center to determine a marketing plan and put it into action for this effort to become effective in a five to ten year period.

Goal 4: Organizational Development

- K-REDI will increase K-REDI membership and investment.

Measure: K-REDI will add five additional members and \$10,000 to the operational budget.

- K-REDI will operate efficiently and according to by-laws and the City agreement.

Measure: K-REDI will pass a budget, develop a work plan, and evaluate the director before the end of the fiscal year.



MREIC

MISSOURI RURAL ENTERPRISE & INNOVATION CENTER

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WWW.MREICENTER.ORG

FY 2016 Operational Plan

Mission

MREIC's purpose is to serve as a catalyst for economic development with emphasis on providing business consulting and development services to start-up businesses and established firms that are in the early stages of development of technology-focused and high growth potential business ventures.

FY 2016 Program Goals

The MREIC 2016 Operational Plan focuses on building and supporting a technology-focused client base, expanding entrepreneurial capacity in the region, and increasing funding for sustainable operations.

- Increase the pipeline of technology-focused and high-growth-potential businesses
- Provide business support resources and training to businesses appropriate to MTC and MREIC's mission
- Expand membership and services in our business incubator/co-working space
- Establish a process for science/technology based entrepreneurial development utilizing regional university resources
- Raise the visibility of MREIC and its mission within the business, civic, and academic communities of north Missouri
- Develop additional funding sources that offer stability to MREIC's operations

FY 2016 Program Objectives and Action Items

1) Increase the pipeline flow of technology-focused and high-growth potential businesses

During FY2016 MREIC will:

- Identify high-growth-potential businesses via consultations with business contacts, academic community members including Truman State University and A.T. Still University and other referral networks including Kirksville Regional

Economic Development Inc.(K-REDI), the City of Kirksville and Kirksville Area Chamber of Commerce

- Cultivate relationships with entrepreneurs through outreach, technical training programs and networking opportunities
- Facilitate connections between Truman State, University of Missouri or A.T. Still University faculty with technical expertise and businesses that have technical development needs particularly involving medical devices, information technologies, and analytical chemistry
- Conduct workshops and trainings on resources available to potential or new entrepreneurs
- Establish a process for select clients on a case-by-case basis to conduct research utilizing equipment and expertise of the appropriate academic departments at Truman State, University of Missouri or A.T. Still
- Screen potential MREIC clients by examination of technology development and business goals within the context of market and resource feasibility; and,
- “Graduate” clients from the Innovation Center as determined by the completion of a customized plan specific to meet technology and business goals

Performance Measure: New high-growth potential client companies or collaborations are identified, and they pursue custom-designed action plans.

2) Provide business support resources to businesses appropriate to MTC and MREIC’s Mission

MREIC will continue to provide business support resources to technology-based entrepreneurs. During FY2016 MREIC will:

- Develop a strategic growth plan for each MREIC client dependent on their specific business needs
- Assist clients with technology commercialization
- Assist clients in securing funding, by supporting presentations to investors, supporting early stage capital development, and investigation of other investment opportunities through collaboration with K-REDI and area investors
- Inform clients and other relevant regional entrepreneurs and businesses of government solicitations for funding (e.g. “IDEA funds”), and connect client businesses with MOFAST as appropriate
- Provide market research and high-level technical assistance to growth-oriented businesses, providing clients with accurate, timely and relevant information in key areas such as their competitors, customers, markets, and industry trends
- Connect industry with academic expertise including statistical consulting and analytical chemistry; and,
- Refer individuals and businesses, as appropriate, to Missouri-based resource providers, including SBTDC and MEP

Performance Measure: Number of strategic plans completed. Number of clients who secure funding. Number of products prototyped or evaluated for marketability. Number of client linkages with early stage funding groups facilitated.

3) Open and grow new Business Incubator Space

- Expand entrepreneurial capacity in the region by marketing and growing the new business incubator space, working with the City of Kirksville, USDA and other area partners as appropriate
- Provide business resources and advice to entrepreneur clients of the incubator, both the residential, rent-paying clients and walk-in clients
- Provide meeting space and access to professional services for all clients of the innovation center utilizing local, for-profit professional service companies when available

Performance Measure: Incubator opened. Number of residential clients. Number of memberships

5) Establish a process for science/technology based entrepreneurial development utilizing regional university resources

- Continue to work with regional university administrations to create mutually acceptable policies for leveraging university assets to assist in specific client projects on a case-by-case basis which could result in businesses being created or expanded in the region
- Seek out and screen potential clients for this process using networks and outreach

Performance Measure: Agreements with university and entrepreneurial capacity created. Number of clients who begin product or service exploration through contract with local university

6) Enhance the visibility of MREIC and its mission within the business, civic, and academic communities of north Missouri

- Market MREIC projects and programs to University faculty, including those at Truman State and A.T. Still University, their deans, and research officers; economic development organizations including K-REDI, Kirksville City Council and Kirksville Area Chamber of Commerce and other sources of entrepreneurial talent;
- Offer programs, electronic publications and events of interest to entrepreneurs;

- Seek out and screen potential clients using networks and outreach as described in Goal 1.
- Network with Northeast Missouri Development Partnership/Entrepreneurship program.
- Work with regional media outlets to highlight regional business successes, and become a trusted source of pro-business media content

Performance Measure: Number of programs presented. New website linkages, brochures, press releases, print and electronic advertisements developed and circulated.

7) Develop additional funding sources that offer stability to MREIC's operations

MREIC will work towards expanding operations by 1) seeking funds from donors 2) by seeking funding from federal and other grant programs and 3) by fees for specific client services and training activities including incubator rent and services

- **Grant and Contract Funding**
 - MREIC will continue to partner with the SBTDC on a contract basis to provide funding to support basic client services
 - MREIC will identify opportunities and submit grant proposals that support center capacity-building with emphasis on additional professional staff
 - MREIC will identify opportunities for grant funding and will submit proposals that provide funding to support basic client technology projects. Examples include the USDA Rural Business Enterprise Grant Program and National Science Foundation programs
 - When appropriate, MREIC will collaborate with other centers or economic development entities, to develop grant applications to federal agencies and programs. An example is the EDA University Center program which MREIC will submit a proposal to this year in collaboration with the Warrensburg Innovation Center
 - MREIC will seek donor support for specific client programs
- **Revenue generation**
 - MREIC will continue an implementation schedule of service and program fees
 - MREIC will create an incubator space and services, generating rent and fees

Performance Measure: Proposals submitted to funding agencies for capacity building and client projects. Presentations made to potential donors. Accumulation of program fees-for-service from center clients.

Plan for Financial Sustainability and Growth

MREIC will continue to diversify funding both to improve our long-term sustainability and to expand services and capacity. We will create new services and expand entrepreneurial

capacity by leveraging local investment, grant funding, donations and fee generation in addition to primary grant funding from MTC.

In north Missouri, business support resources are not concentrated as in major urban areas, but are widely distributed. In this challenging business environment, MREIC remains committed to its goal of supporting the region and the Missouri economy by supporting the networks of economic development services and assisting entrepreneurs and businesses as they start and grow businesses that lead to job creation and increased regional revenue.

MREIC plans to take full advantage of its eligibility to apply for federal and foundation funding directed to rural and economically depressed regions.

Table 1. Projected Performance Goals for Technology-Based Individual Clients and Client Businesses

Measure	FY 2016	FY 2017	FY2018
Number of Clients	13	16	19
Number of Clients to be graduated	3	5	7
Total Cash Match Anticipated	\$57,000	\$60,000	\$63,000
Total in-kind Contributions	\$75,000	\$90,000	\$110,000
Client Funding: Private Capital	\$300,000	\$500,000	\$750,000
Client Funding: Government Funding	\$350,000	\$450,000	\$600,000
Client Jobs Created	7	9	15
Client Indirect Jobs Created	10	15	20

MREIC Criteria for Screening, Evaluating and Graduating Clients of the Innovation Center Program

MREIC actively seeks technology-focused business ventures, investor-led opportunities and high growth ventures as the recipients of its business consulting and development services. MREIC places its highest priority on clients that demonstrate the greatest likelihood of generating substantial revenue and permanent jobs in Missouri. Accordingly the potential clients for MREIC services are screened and evaluated by:

1. Identification of technology through direct contact with a client or by referral through the innovation center's referral network as identified in Goal 1.
2. Evaluation of the technology for commercialization potential, including;
 - a. its state of development; and,
 - b. potential market size which is carried out through market research by the innovation center.
3. Reviewing with the client of their best strategic opportunities for moving the product to market. Assessing client competency for the role they will fill in the venture.
4. MREIC offers client services essential to technology commercialization, including intellectual property management, financial and market assessment. The center also offers linkages to other services, such as prototyping.

Graduating a business from the Innovation Center program is dependent on the type of assistance that the client has sought from the Innovation Center. MREIC does not currently offer incubator space (though we have begun to develop business incubator space and some limited access to lab space and equipment which we hope to have available at some point this fiscal year), therefore, once a business launches or a product is ready to market the client may no longer require the center's services and will be considered 'graduated'.

If a business seeks a specific location, moving a business to a Missouri-based location is accomplished in collaboration with local realtors and economic development personnel that are aware of appropriate business space and state and local incentives for new businesses. In particular, the local economic development organization, Kirksville Regional Economic Development, Inc has provided expert advice and assistance to MREIC's clients in locating incentives and business space.

May 2016 Tourism Activity Report

Gateway Getaways

20 welcome bags for Gateway Getaway Camper group
Confirmed tours at Planetarium and Heartland
Met with planners
Provided Kirksville pins to group

Red, White and Blue Festival

Drafted invoices for fireworks
Research for Cemetery Theater
Phone conf with LaRoyce Allemang
Meeting with Sean Bonnel re: Pancakes

Hotel Development

Phone Conference with Hemant Patel
Drafted announcement for ground breaking
Obtained shovels from KREDI
Obtained hard hats from fire station
Set up tent at ground breaking
Ground breaking ceremony

KLI tourism day

Helped set up schedule
Spoke at KLI
Gave tour of Conservation Department
Wrote tourism trivia game
Hosted tourism trivia game
Helped with FLATS trail walk and talk

Kirksville Criterium Bike Race

Obtained group rate for judges
Worked registration table at event
Took photos and posted on visitkirksville facebook

FLATS

Met with Jessica re: 501 c 3 for FLATS
Drafted minutes for FLATS
Attended FLATS board meeting

Public Relations and Marketing

Completed weekly Mark Your Calendar blogs
Spoke on Area Scene
Bank Travel Exchange- Lake of the Ozarks
Met with KIRX sales rep
Wrote tourism column for newsletter

KYOU rep re: ads
Posted updates to visiMO

Other meetings

Prep for board meeting
Tourism Board meeting
Prep for Life-long learning focus group
Facilitated focus group
Met with Chad Kenerk re: Geraldine Page event
Economic Development meeting
BAH

	2007	2008	2009	2010	2011	2012	2013	2014
*Fourth Quarter		\$36,881.83	\$38,888.06	\$35,892.00	\$39,572.01	\$37,246.56	\$39,939.28	\$37,196.18
First Quarter	\$29,631.33	\$27,450.83	\$28,902.03	\$27,223.40	\$28,009.74	\$29,485.47	\$28,709.77	\$28,240.32
Second Quarter	\$42,819.40	\$38,595.57	\$41,774.65	\$42,792.43	\$43,702.90	\$40,788.75	\$45,701.17	\$43,956.89
Third Quarter	\$44,166.68	\$39,859.61	\$42,746.94	\$41,796.22	\$46,498.67	\$43,899.10	\$42,754.16	\$45,604.93
Total Lodging Tax Annual Income	\$116,617.41	\$142,787.84	\$152,311.68	\$147,704.05	\$157,783.32	\$151,419.88	\$157,104.38	\$154,998.32

	2015	2016
*Fourth Quarter	\$40,728.64	\$39,420.85
First Quarter	\$31,344.47	\$33,797.83
Second Quarter	\$47,201.68	
Third Quarter	\$46,721.57	
Total Lodging Tax Annual Income	\$165,996.36	

Dec. 23, 2016
Memo to: Mari Macomber
From: Debi Boughton
Re: Sister City

Idea for a Sister City

One of the tourism office goals for 2015 was to evaluate the possibility of Kirksville becoming a sister city of a town in another nation.

A Sister City is a city linked to another for purposes of cultural exchange. A sister city relationship is a broad-based, long-term partnership between two communities in two countries. Sister cities form an agreement between towns in geographically and politically distinct areas to promote cultural, educational and commercial ties.

Sister City relationships offer the flexibility to form connections between communities that are mutually beneficial and which address issues that are most relevant for partners. Sister cities can plan and implement cooperative activities and exchanges in cultural, educational, municipal/technical, business, and humanitarian fields. Thousands of inbound and outbound exchanges take place every year as well as service projects and cooperative activities.

Sister Cities are independent organizations and have a number of management structures. Sister city organizations may be run by a group of volunteers, representatives from local institutions, the municipal government, or by some combination of these. Some sister city organizations are run by local institutions, such as a museum, cultural center, or chamber of commerce. Most municipal contacts for sister city organizations are in the office of tourism/convention and visitors bureau, office of international affairs, office of protocol, or office of economic development or another office of the city.

After interviewing and meeting with several Kirksville community members with ties to towns in other countries and after investigating how other Missouri communities organize their sister city relationships the Kirksville Tourism Office recommends that Kirksville form a sister city relationship with Cape Town South Africa (or Newlands, Claremont or Rondebosch which are suburbs of Cape Town).

The Kirksville Tourism Office is willing to be the office that establishes and continues the relationship with our proposed sister city of Roundebaush, Newlands or Claremont, all suburbs of Cape Town South Africa. The Kirksville Tourism office will fund any costs of this project and there will be no cost to the City of Kirksville.

Good Opportunity

Listed below are several reasons Cape Town South Africa (or a suburb) is a good opportunity for Kirksville.

1. The Kirksville Rotary Club already has a working relationship with the Kromboom Rotary Club. The local club has had past, current and plans future world service projects with the Kromboom South Africa Rotary Club.
 - a. Literacy project
 - b. Rainbow project-computer labs in poor areas of Cape Town
 - c. Dental Clinics
2. ATSU. Ray Klinginsmith, past President of Rotary International, has conferred with President Phelps and Dean Halliday about possible service learning opportunity for MOSDOH students to the dental clinics in the Cape Town townships.
3. Truman State University. Dr. Maria, Di Stefano, Dean of Graduate and International studies is enthusiastic about the possibilities. Truman is part CIFE (Center of International Education Abroad) an organization that assists with study abroad programs. Through CIFE there is an opportunity to partner with the University of Cape Town for student exchanges. Dr. Di Stefano also explained that there has been at least one Sociology faculty member who has led a study abroad group of students to South Africa. Dr. Di Stefano sees many opportunities and possibilities for bringing South African students to Truman as part of a sister city partnership. Dr. Di Stefano also is considering service learning projects for nursing and communication students.
4. Cultural exchanges. Travel groups coming from Cape Town to Kirksville. This will be a way to attract international visitors to Kirksville. Travelers from the Kromboom Rotary Club have already visited Kirksville in 2014.
5. English is the main language in both places, making communication easier.

Missouri Towns

Several cities and towns in Missouri have sister city relationships with cities in other countries. There are several ways to establish and keep the sister city relationship maintained through the years.

Columbia Missouri has sister cities in Kutaisi, Georgia, Laoshan, China, Matto, Japan, Sibiu, Romania, and Suncheon, South Korea. JJ Musgrove, of the City of Columbia Office of Multicultural Affairs explained to me that, "We have several sister cities officially but have established those relationships through a variety of ways: a nonprofit organization; a university connection; a "friends of" connection; and finally through an official government connection. The last ceremony we had was several years ago when our sister city in S. Korea came with a delegation and we hosted them for a few days, had a mayoral proclamation, press conference, dinners, etc."

Rolla Missouri is a sister city of Sondershausen Germany. I spoke to John Peterson at the City of Rolla. He explained that in about 1995 Rolla became a sister city of Sondershausen because an opportunity arose to be a sister city with a town that had previously been part of East Germany. Somewhere along the way the relationship became inactive and 3 years ago a group in Rolla decided to revitalize it. A small group of 4 or 5 went to Germany 3 years ago. Since then every year a committee puts on a

German Christkindalmarkt, which is an event or market during the Christmas season with German food and items. One challenge is communication because some of those in Rolla that are actively involved do not speak German. Rolla hopes to continue to rebuild its sister city relationship with Sondershausen Germany.

Springfield Missouri is a sister city to Tlaquepaque Mexico and Isesaki Japan. Jim Anderson, retired executive director of the Chamber, explained that groups visited Tlaquepaque, Mexico several years in a row and groups from there traveled to Springfield. The Springfield Chamber is the main group that maintains the sister city relationship.

Jefferson City is a sister city with Munchberg Germany. City staff, the Old Munchberg Association, and the Chamber work together to maintain the sister city relationship.

Next Steps

1. Meet with Dr. Maria Di Stefano in January of 2016 to explore her ideas for Truman State University's involvement with the Sister City project
2. Meet with Dean Halliday and Dean Wilson in January of 2016 at ATSU about service learning opportunities for students.
3. Travel to Cape Town in February of 2016 at the invitation of Ray Klinginsmith for the South Africa Rotary Economic Development conference and to tour the Kromboom Dental Clinics and computer and literacy centers in Cape Town.
4. Meet with Kirksville City Council in April of 2016 about formalizing the sister city agreement.
5. Begin to set up cultural, economic and educational exchanges between Kirksville and Cape Town, South Africa.

KIRKSVILLE CITY COUNCIL STUDY SESSION ATTACHMENT

SUBJECT: Traffic Engineering Assistance Program (TEAP) Traffic Flow Study

STUDY SESSION MEETING DATE: June 6, 2016

CITY DEPARTMENT: Public Works

PREPARED BY: Glenn Balliew, Public Works Director

Street Study Overview:

The downtown area of the City of Kirksville Missouri contains twelve street blocks which are currently designated for one-way traffic flows. The city is considering whether it is appropriate to modify some of these blocks to establish two-way traffic flows. The goals of this conversion are to eliminate indirect routes for patrons to downtown businesses and to eliminate confusion for visitors which may be unfamiliar with the street system in the downtown area.

This traffic study documented existing traffic flow conditions, review the effects of making the one way to two way conversion and, if found to be appropriate, develop recommendations for executing the operational conversion.

This study was undertaken with funding assistance from the Traffic Engineering Assistance Program (TEAP), funded by the US Department of Transportation and administered by the Missouri Department of Transportation.

It is important to note that the Court House Square is not being considered and will remain one way traffic.

Request City Council Decision:

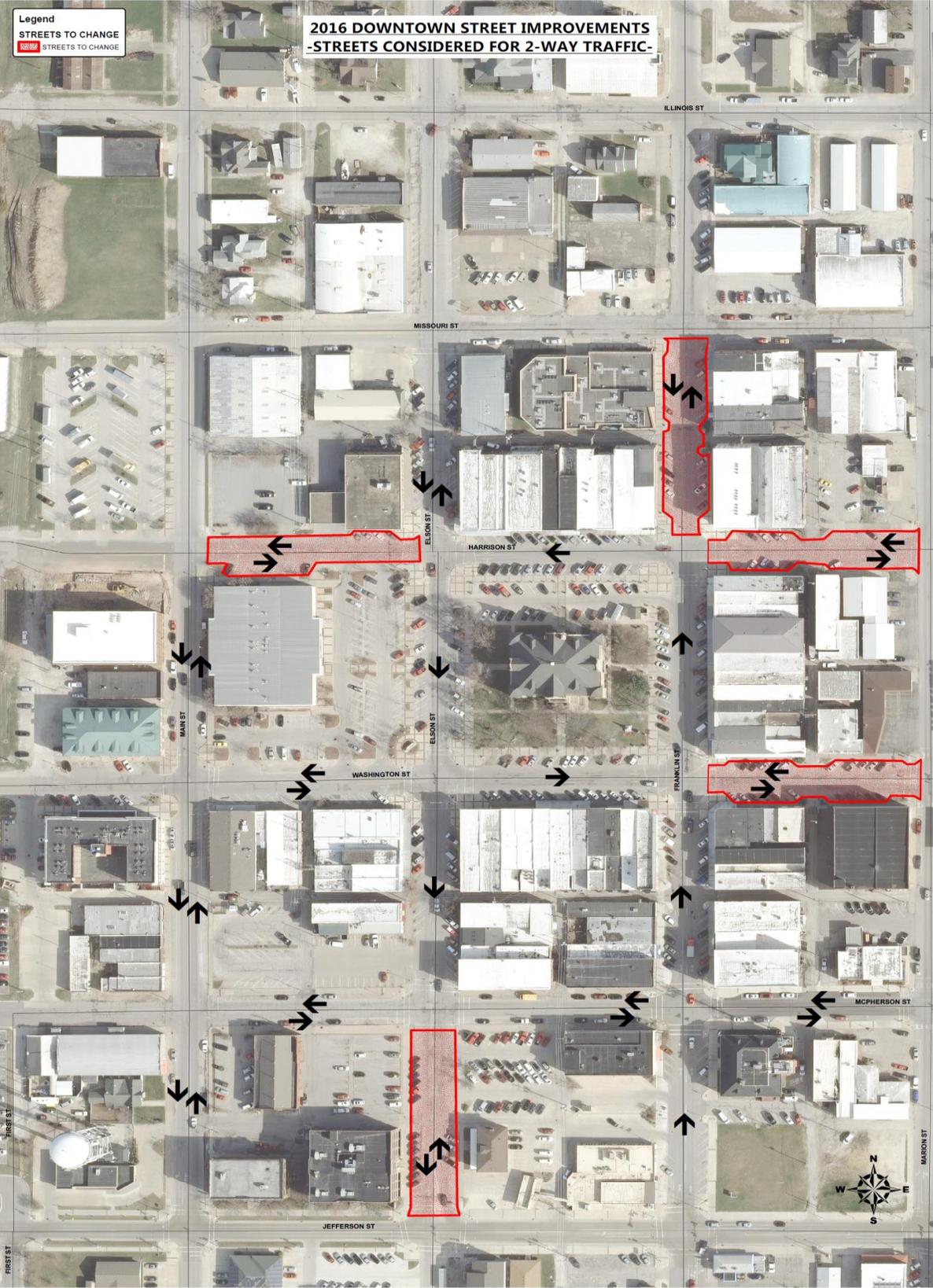
The results of this study focus directly on traffic flow results. Based on the amount of traffic flow in the downtown area, no one way street is required. The Airport and Transportation Commission (ATC) considered all streets presented in the study. There is a recommendation from the ATC consisting of 5 streets that would be turned from one way to two way traffic. Based on the study results, ATC recommendation, and evaluation by the Public Works Department, it is requested that the City Council make a decision on changing the 5 street noted below.

1. Harrison Street between Franklin and Marion. The TIF approved the replacement of the sidewalks in this area. If we are able to reduce the size of the sidewalks to increase the width of the road and stay ADA compliant. No parking loss.
2. Harrison Street between Elson and Main (next to the theater). No parking loss and will increase traffic flow to the square.

3. Washington Street between Franklin and Marion. No parking loss and will increase traffic flow to the square.
4. Elson Street between McPherson and Jefferson. No parking loss.
5. Franklin Street between Harrison and Missouri. There will be a loss of 6 parking spaces. The Sheriff's Department is the main business front effected by these spaces. This change would be based on the Sheriff supporting the change.

The downtown street and sidewalk construction is underway. A decision is need so that parking areas and curb can be reconstructed to conform to the traffic flow, and signage can be planed for during construction.

The Study also focused on downtown traffic signals, markings, sight distance analysis, signage, traffic volumes, parking, roadway geometrics and traffic control. The results of these study areas will be addressed with the ATC and City Council at a later date. The Public Works Department will consider the ADA, parking recommendation, and sight distance analysis in this study when remarking the downtown.



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Dear Downtown Business & Property Owners:

As you may be aware, the City of Kirksville is considering a proposal to change the traffic flow in the Downtown with the goal of improving access to Downtown businesses and services. As part of the discussion of the proposal, the City is soliciting the input of Downtown businesses and property owners as part of the decision making process. First, we would like to review the history of the process leading up to the proposal currently under consideration.

In 2015 the City applied for, and received, a Traffic Engineering Assistance Program (TEAP) grant through the Missouri Department of Transportation (MoDOT). This grant was used to partially fund a study to evaluate the traffic flow in the Downtown area. The results of this study were presented to the City's Airport and Transportation Commission (ATC) (a body that advises the City Council), and after discussing the results over the course of two meetings, the ATC recommended the following for consideration by the City Council:

Five streets would be turned from one way to two way traffic.

1. Harrison Street between Franklin and Marion Streets. The Tax Increment Finance (TIF) Commission approved the replacement of the sidewalks in this area. There would be no loss of parking.
2. Harrison Street between Elson and Main Streets (next to the Downtown Cinema 8). There would be no loss of parking and increased traffic flow to the Square.
3. Washington Street between Franklin and Marion Streets. There would be no loss of parking and increased traffic flow to the Square.
4. Elson Street between McPherson and Jefferson Streets. There would be no loss of parking.
5. Franklin Street between Harrison and Missouri Streets. There will be a loss of 6 parking spaces in front of the Adair County Sheriff's Office, and Sheriff Hardwick is agreeable with the proposal. City staff is working to minimize this loss.

The City Council will be discussing this proposal during a City Council Study Session on Monday, June 6, 2016, at 4:30 pm at City Hall. No votes will be taken: this is just an opportunity for the Council to discuss the proposal. Then, on Wednesday, June 8, 2016, at 6:30 pm, the City's Planning and Zoning Commission (P&Z) will also review the proposal from the ATC and make their recommendation to the Council. Citizens are welcome to attend the meeting at City Hall and hear more about the proposed recommendations. The TIF Commission will also review the proposal in order to keep them informed and involved in the process. Then, on June 20, 2016, at 6:00 pm in City Hall, the City Council, after reviewing input from these three City Commissions, and Downtown business and property owners, will make a decision regarding the proposal.

The City understands that there has been concern about the loss of parking in the Downtown. We want to emphasize that there would be no changes in traffic flow, or loss of parking, around the Downtown Square. The only changes that may be made are listed above. The goal of these changes is to increase the traffic flow into the Downtown in order to make it easier for citizens to access the many businesses and services the Downtown has to offer!

If you have any questions, please do not hesitate to contact the City Manager, Mari Macomber, by calling 660-627-1225 or via email at mmacomber@kirksvillecity.com. Thank you for your time and we appreciate your input!

The Second Session of the 98th Missouri General Assembly adjourned on May 13. During the preceding four and a half months, MML staff has maintained a continual presence at the state Capitol, tracking more than 200 bills. League staff actively advocated in support or opposition to many of these legislative measures. League staff worked with legislators, state agency staff, Governor's staff and industry representatives to seek the best legislative outcome for Missouri's municipalities.

MML's top legislative proposal for the 2016 legislative session was to extend the re-authorization vote for the local sales tax on the titling of out-of-state sales of motor vehicles. On May 4, the Governor signed into law [HB 2140](#) that extends the re-authorization vote for the titling of out-of-state sales of motor vehicles for two more years (November 2018).

The League was successful in fending off:

- [HB 1811](#) - Prohibited municipalities from enacting breed specific dog ordinances. (MML Opposed)
- [HB 1913](#) - Repealed the statute allowing municipalities to adjust their property tax for inflation. (MML Opposed)
- [HB 1970](#) - Prohibited a municipality or utility company from holding an owner of a premises liable for the occupant's delinquent utility payments. (MML Opposed)
- [HB 1993](#) - Modified provisions relating to the Missouri Sunshine Law. (MML Opposed)
- [HB 2242](#) - Prohibited a municipality from participating in any class action lawsuit to collect unpaid taxes. (**Primarily supported by MO Cable Association and Charter**) (MML Opposed)
- [SB 946](#) - Prohibited municipalities from offering broadband services. (MML Opposed)

Two weeks before the end of the legislative session the telecommunication company, Verizon persuaded the House Select Committee on General Laws' Chairman, Rep. Caleb Jones, to place an amendment on [SB 676](#). The amendment, the "[Small Wireless Facilities Deployment Act](#)", would have further deteriorated a municipality's ability to manage the public rights of way under their control. This harmful provision was removed from the bill with the help of the bill sponsor, Senator David Sater. However, we fully expect that the "[Small Wireless Facilities Deployment Act](#)" will return next session with the strong support of the entire telecommunications industry.

Bills of Municipal Interest That Passed

[SB 572](#) (Schmitt) – (MML Opposed)

- MINIMUM STANDARDS FOR MUNICIPALITIES IN ST. LOUIS COUNTY - 67.287

Currently, every municipality located within St. Louis County must provide certain municipal and financial services and reports. This act modifies the list of services that municipalities must offer. The annual audit by a certified public accountant of the municipality's finances that includes a report on internal controls to prevent misuse of funds no longer has to be prepared by a qualified financial consultant.

Furthermore, a municipality only has to have an accredited police department by 2021 if the municipality has a police department or contracts with another police department for public safety services. Currently, each municipality also must have its construction code reviewed by 2018. However, under the act, a municipality is not required to adopt an updated construction code.

- NUISANCE ABATEMENT ORDINANCES - 67.398, 67.451

Currently, certain cities and counties may enact an ordinance to provide for abatement of nuisances, and the ordinance may provide that if the nuisance is not removed or abated then the building commissioner or designated officer may remove or abate the nuisance. This act provides that the ordinance must provide to the owner of the property a written notice which describes the condition of the lot, what action will remedy the nuisance, and provides not less than ten days to abate or commence removal of each condition identified in the notice. If the owner does not occupy the property, then the notice shall be given to any occupant. Any city may recover the costs for enforcing the nuisance abatement ordinance by including the fines in the annual real estate tax bill for the property. Any costs and fines not paid by December 31 of that year will be considered delinquent.

- LIABILITY FOR DEBTS OF A MUNICIPALITY - 71.980

This act also specifies that the state is not liable for the debts of a municipality that is financially insolvent. (As a side note, our state constitution already contains this provision.)

- MUNICIPAL JUDGES - 479.020

The act prohibits a municipal judge from serving on more than five municipal courts.

- DISINCORPORATION PROCEDURES - 77.700, 77.703, 77.706, 77.709, 77.712, 77.715, 79.490, 80.570, 82.133, 82.136, 82.139, 82.142, 82.145, 82.148

The act establishes disincorporation procedures for third class cities, charter cities, and home rule cities. Upon receiving a petition signed by 25 percent of the voters of the city, the county governing body shall order an election upon the question of disincorporation of the city. The county governing body shall disincorporate the city upon an affirmative vote of a majority of those voting. Whenever the county governing body dissolves a city, the county governing body shall appoint a person to act as trustee for the corporation who shall take an oath and give bond with sufficient security. The trustee shall have certain powers as designated in the act, such as the power to prosecute and defend the corporation in a law suit, collect money due, and sell property.

The act decreased the number of signatures required on a petition to disincorporate a fourth class city or a town or village from 50 percent to 25 percent of voters, and further decreases the voter approval percentage for disincorporation from 60% of those voting to a majority.

- MUNICIPAL COURTS - 479.350, 479.353, 479.359, 479.360, 479.368

The act changes the definition of court costs to include any certified costs, but excludes fines added to the annual real estate tax bill or a special tax bill of a property owner for the cost of nuisance abatement and removal. The definition of minor traffic violation is modified to include traffic ordinance violations for which no points are assessed to a driver's driving record and amended charges for any minor traffic violation and adds a definition for municipal ordinance violations.

The maximum allowable fine for minor traffic violations has been lowered from \$300 to \$225. For municipal ordinance violations committed within a twelve-month period beginning with the first violation: the maximum allowable fine is \$200, \$250 for the second offense, \$350 for the third offense, and \$450 for the fourth and subsequent offenses. No court costs shall be charged to defendants found to be indigent. Municipal courts are also required to not charge defendants for costs associated with community service alternatives.

Municipal ordinance violations and amended charges for municipal ordinance violations are added to the calculation limiting the percentage of annual general operating revenue that can come from fines and court costs for minor violations and to provisions regarding fines, imprisonment, and court costs in municipal court cases. Municipal ordinance violations are also added to municipal disincorporation provisions if a municipality fails to remit excess annual general operating revenue to the Department of Revenue for the county school fund and the disincorporation threshold has been lowered from 60 percent to a majority of participating voters.

[SB 588](#) (Dixon) Modifies the rules of expungement of criminal records if such offense, violation, or infraction was prosecuted under the jurisdiction of a Missouri municipal, associate circuit, or circuit court.

[SB 613](#) - Cunningham - Enacts new provisions of law relating to the workers' compensation insurance premiums of volunteer fire departments.

[SB 732](#) – Munzlinger

- MOBILE VIDEO RECORDINGS (SECTION 610.100)

Mobile video recordings from a law enforcement vehicle or a device carried by a law enforcement officer that includes a camera and recording capability are considered a closed record until the investigation becomes inactive.

- CRIME SCENE PHOTOS (SECTION 610.205)

The act further inserts new provisions to the Sunshine Law relating to crime scene photographs and video recordings.

- LIBERTY AND NORTH KANSAS CITY SALES TAX FOR PUBLIC SAFETY (Section 94.902)

This act authorizes Liberty and North Kansas City to impose a sales tax of up to .5 percent solely for the purpose of improving the public safety of the city subject to voter approval. Revenue from this tax may be used for expenditures on equipment, salaries and benefits, and facilities for police, fire, and emergency medical providers.

[SB 765](#) - Schmitt

- TRAFFIC CITATION QUOTAS - 304.125 & 575.320

This act prohibits a political subdivision or law enforcement agency from having a policy requiring or encouraging an employee to issue a certain number of traffic citations on a quota basis.

- MOBILE VIDEO RECORDINGS - 610.100

Mobile video recordings from a law enforcement vehicle or a device carried by a law enforcement officer that includes a camera and recording capability are considered a closed record until the investigation becomes inactive.

[SB 794](#) - Wallingford - Creates a sales tax exemption for parts of certain types of medical equipment

[SB 823](#) - Kraus (MML Opposed)

- INTERNET ACCESS TAX EXEMPTION (Section 144.030)

Creates a state and local sales tax exemption for internet access or the use of internet access. Federal law also prohibits taxing access to the internet.

- BED AND BREAKFASTS (Section 137.016)

This act provides that property operated as a bed and breakfast with six or fewer rooms is classified as residential property for tax purposes so long as the owner also resides there.

[SB 919](#) - Schmitt (MML Opposed)

- LOCAL LIQUOR LICENSES - 311.220

Under this act, each liquor licensee must prominently display a copy of any city or county liquor license on the licensed premises. This act specifies that the Division of Alcohol and Tobacco Control may not disapprove an application for a liquor license for failing to possess a local liquor license. In addition, this act requires the licensee to file a copy of its local liquor license with the Division of Alcohol and Tobacco Control within ten days from the issuance of the local license.

[SB 947](#) - Parson

TRANSPORTATION NETWORK COMPANIES

Creates insurance coverage requirements between a transportation network company (TNC) and a TNC driver who uses a personal vehicle to transport passengers for the TNC beginning April 1, 2017. A TNC driver or the TNC company, on the driver's behalf, is required to maintain primary automobile insurance coverage as specified in the act. The policy of insurance must recognize that the driver uses the vehicle to transport riders for compensation while logged onto the TNC's digital network. The TNC is required to notify a TNC driver of the insurance coverage provided by the TNC and to also notify a driver that his or her own personal automobile insurance policy may not provide coverage while the driver uses a vehicle in connection with the service and that it may also violate the terms of his or her contract with a lienholder. Automobile insurers in Missouri may exclude or limit any and all insurance coverage provided to owner's or operator's of personal vehicles while logged into a TNC's digital network for the purpose of transporting persons or property for compensation. In a claims coverage investigation, TNCs and any insurer potentially providing coverage under the act shall cooperate to facilitate the exchange of relevant information with each other and any insurer of the TNC driver, if applicable.

[SB 1002](#) - Hegeman - Allows the State Auditor to audit community improvement districts (MML Supported)

[SB 1025](#) - Kraus - Under current law, the definition of "sale at retail" for purposes of sales tax law includes charges and fees to or in places of recreation. This act provides that the definition does not include amounts paid for instructional classes.

[HB 1418](#) - Pfautsch

This bill requires the State Auditor's office to report any transportation development district (TDD) failing to submit its annual financial statement to the Department of Revenue (DOR). The DOR will notify the non-compliant district by certified mail it has 30 days from the postmarked date to submit the required statement to the State Auditor's office. If the statement is not received the district will be fined \$500 per day beginning on the 31st day from the postmarked date. Any transportation development district with gross revenues of less than \$5,000 annually will not be subject to the fine. Audits performed by the State Auditor's office shall be paid by the TDD and the cost shall not exceed 3 percent of gross revenues of the district. Any costs exceeding that shall be absorbed by the State Auditor's office. This bill also clarifies that gross revenue of a TDD is measured by the fiscal year, not annually.

[HB 1434](#) - Koenig

Specifies that a recommendation of approval on a proposed redevelopment plan, project, designation, or amendment by a TIF commission in St. Charles, Jefferson, and St. Louis counties must only be deemed to occur if a majority of the commissioners voting vote for approval. A tied vote must be considered a recommendation in opposition;

Requires the governing body of a municipality to submit a report of each redevelopment plan and redevelopment project in existence on December 31 of the preceding year to the Department of Revenue by November 15 each year and requires the Commissioner of Administration to publish the data in the reports on the Missouri Accountability Portal. Any municipality that does not comply with such reporting requirements within 60 days from the certified mail notification

from the department will be prohibited from adopting any new tax increment financing plan for five years.

[HB 1443](#) - Leara - Allows political subdivisions to assign operation of a retirement plan to the Missouri Local Government Employees' Retirement System. (MML Supported)

[HB 1561](#) - Leara - Requires that municipalities in the St. Louis County sales tax pool receive at least 50 percent of the revenue generated inside a given municipality

[HB 1631](#) - Alferman – Submits to the voters of the state a Missouri Constitutional amendment requiring voters to present photographic identification before being able to vote.

[HB 1713](#) - Remole

Authorizes any political subdivision to use a design build contractor for waste water and water treatment projects. Allows a municipality to conduct an analysis, including feasibility and cost, of available options to meet the state discharge requirements. If upgrading or expanding the existing system is feasible, cost effective and will meet the discharge requirements, the department must allow the entity to implement the option. (MML Supported)

[HB 1717](#) - Lichtenegger – Similar to HB 1713.

[HB 1870](#) – Hoskins - Big Government Get Off My Back Act

BUSINESS LICENSE TAXES (Section 94.360) This bill provides that after May 1, 2016, a municipality shall not impose a business license tax on any business under more than one of the following Sections; 94.110, 94.270, or 94.360 pertaining to various different businesses.

However, that restriction shall not apply to any tax levied by a fourth class city for a project from which bonds are outstanding as of May 1, 2005, or business license taxes imposed by the City of St. Louis or Kansas City.

[HB 2376](#) – Hough - Authorized use of design build contracts for municipal projects. (MML Supported)