



WILDWOOD®

Economic Development Manager's Report January 29, 2019

Category	Activity	Associated Action from ED Guide
Items on the EDC Meeting Agenda	1. St. Louis Community College at Wildwood will attend the January Committee meeting to discuss their experiences with the City, including recent projects and growth efforts at the Wildwood campus.	(All Actions #1-5)
	2. Due to President's Day holiday, the February Committee meeting conflicts with the February meeting of the Planning & Parks Committee. The Committee will be asked to reschedule or cancel this meeting.	n/a
	3. The newly printed Wildwood Visitor's Guide was distributed to the City Council earlier this month. The Committee will have the opportunity to provide City Team Members with any observations or edits.	#1 (c): Establish a formal business retention and expansion program.
	4. Manager will provide a final update from the 2018 Wildwood Snowman Search, including names of winners and prize recipients, as well as any press coverage following the completion of this new event.	#1 (c): Establish a formal business retention and expansion program.
	5. Now that Wildwood Snowman Search has concluded, Manager has invited all business owners of Wildwood to a follow-up special brainstorming meeting on February 12 to discuss our next special event.	#1 (c): Establish a formal business retention and expansion program.
New Business Activity	1. The Miller Haus (coffee, coworking and cocktails at 2612 East Ave.) officially opened for business on Friday, January 25. This is a soft opening, and a grand opening will follow in the next 2-3 weeks.	#1 (c): Establish a formal business retention and expansion program.
	2. St. Louis Community College plans to add two new programs at the Wildwood campus in 2019, including behavioral health support services and a Registered Nurse (RN) program. Chancellor Jeff Pittman, Ph.D. noted that the Wildwood campus is the only location in Missouri that has grown in enrollment recently.	
	3. Clinical Biosafety Services (16759 Main St.) has expressed interest in expanding within the next 2-3 years.	
	4. Reliance Bank was purchased by Simmons First National Corp in November 2018. Signage at the existing Reliance Bank branch at 2675 Westglen Farms Dr. will likely be updated in the next few months.	
	5. Cherry Hills Family Eyecare will relocate to a new expanded space at Schnucks Wildwood Crossing in 2019. In the meantime, owner Dr. Prange extended his Lease at Cherry Hills Square for one (1) year.	
	6. Manager met with the broker at Tom Shaw Realtors for the former Imogene's building (16962 Manchester Rd.) to discuss potential new tenants for this historic building.	
	7. The owner of CrossFit Wildwood (16966 Manchester Rd.) is now considering additional uses for the remaining 6,000 SF of their building, including additional physical fitness training and exercise methods.	
	8. St Louis Community College hosted a Dining/Donating fundraiser on December 10 to benefit the family of Jamie Schmidt, who lost her life a tragic shooting in November. Over \$6,000 was raised that night.	
	9. McQuerry's Heating & Cooling has listed its building at 17301 Manchester Road for sale to a new user.	
	10. Big Chief Roadhouse hosted its annual First Responder Holiday Brunch on December 10. Extra proceeds available from the 2018 Wildwood Snowman Search were used to purchase gift cards from local Wildwood businesses to provide to First Responders.	

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New Business Activity (cont.)	11. The new mixed-use development at 16700 Main Street (the “Prime Place”) was featured in the cover story of the December 28 edition of Ladue News. This project plans to start construction in Spring 2019.	<i>#1 (b): Identify quarterly business recruitment objectives based on IEDC best practices and local community planning, and pursue such investment through strategic partnerships with the development community</i>
	12. Premier Martial Arts opened for business on January 21 at 2418 Taylor Rd in Dierbergs Town Center.	
	13. Edward Jones will open a new professional office upstairs at 16759 Main St. This new office will be a satellite office for professional staff. Interior buildout is currently underway.	
	14. The owner of 1356 Public House in Twin Oaks plans to open “Craft” in the former Big Bear Grill space at Schnucks Wildwood Crossing in February 2019, with an expanded menu, patio and 38 craft beers on tap.	
	15. Code Ninjas will open a new sotware coding institution at 16747 Main Street next to Benedetto’s. Interior buildout is currently underway.	
	16. Against Gravity (a personal trainer facility by Ryan Jett) will open at Winding Trails Centre later this year.	
	17. There has been interest from several occupational therapists for available retail space in Town Center.	
	18. Dierbergs is negotiating Lease terms with a new 980+ SF tenant at Dierbergs Town Center.	
	19. A regional indoor climbing gym is pursuing an agreement with Missouri Department of Conservation to re-allow outdoor rock climbing at certain State-owned parks in Wildwood.	
	20. Manager is working with a broker regarding development interest for commercial lots on Highway 109.	
	21. City Team Members met with a prospective developer for the 4.5-acre property at the northwest corner of Manchester Rd. and Taylor Rd.	
	22. Manager is working with several businesses interested in filling remaining retail space in Town Center.	
	23. We have received initial interest for a new tech-focused coworking space at Wildwood Town Center.	
Business Visitation Meetings	1. 212 Degrees of Wellness (Dr. Jerod Posey, Owner)	<i>#1 (d): The City’s business retention and expansion program should develop a routinely structured series of business visitation meetings that utilize a standardized survey tool</i>
	2. AdvantaClean of West County (Mr. Dave Kosanke, Owner)	
	3. ArchitectNow (Mr. Kevin Grossnicklaus, Owner)	
	4. Dollar Tree (James, Store Manager)	
	5. The Goskie Agency: Farmers Insurance (Ms. Jenny Goskie, Agency Owner)	
	6. Llywelyn’s Pub (Mr. Dan Hackett, General Manager, and Nicole, Assistant GM)	
	7. McQuerry’s 24-Hour Heating & Air Conditioning (Ms. Cheryl McQuerry, Owner)	
	8. The Miller Haus (Ms. Ande Miller, Owner)	
	9. Reliance Bank (Ms. Angela Murphy, Branch Manager)	
	10. St. Onge Management & Exchange (Mr. Charlie St. Onge, Owner)	
	11. TB Realty & Development (Mr. Tony Bosworth, Owner)	
	12. Tom Shaw Realty (Ms. Cathy Shaw-Connely, Broker/Sales) re: Imogene’s	

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Events	<p>1. In his role as District 5 Co-Chair, Manager attended the Missouri Economic Development Council (MEDC) 2019 Economic Issues Summit in Jefferson City on January 14-15. <i>Actual Cost: \$276 (\$170 registration + \$106 lodging)</i> <i>Intended Result: Professional development, networking and educational opportunity</i></p>	<p>#1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program</p>
	<p>2. In his role as Chairman of the Executive Board for the West County Chamber of Commerce, Manager attended the January General Membership Meeting at the Wildwood Hotel on January 24. <i>Actual Cost: \$25 registration</i> <i>Intended Result: Meet business owners in West County, and promote Wildwood as location for new business</i></p>	
	<p>3. Manager will attend the Wildwood Business Association Social at La Salle Retreat Center on February 7. <i>Anticipated Cost: None</i> <i>Intended Result: Meet business owners in Wildwood, and promote Wildwood as location for new business</i></p>	
	<p>4. In his role as Chairman of the Executive Board for the West County Chamber of Commerce, Manager will be attending the 2019 Chamber Night at the Blues Game on February 19. <i>Anticipated Cost: \$35 registration</i> <i>Intended Result: Meet business owners in West County, and promote Wildwood as location for new business</i></p>	
Other Updates	<p>1. The City's New Resident Welcome Packets were mailed to 84 new residents in January for that list from Ameren for December 2018. This packet includes materials from the City and local businesses.</p>	<p>#1 (c): Establish a formal business retention and expansion program</p>
	<p>2. In his role as the Chairman of the Executive Board for the West County Chamber of Commerce, Manager attended the Board of Directors meetings on January 9.</p>	
	<p>3. The newly printed Wildwood Visitor's Guide was distributed to the City Council earlier this month. This new Guide includes an expanded Trail Guide and a new Town Center Shopping Map.</p>	
	<p>4. The 2019 Business Appreciation Reception has been scheduled for Tuesday, April 30, in the Community Room at Wildwood City Hall. In years past, this event has attracted approximately 100 business owners.</p>	
	<p>5. Following the City's first ever Wildwood Snowman Search, the City has invited all business owners of Wildwood to a follow-up brainstorming meeting on February 12 to discuss the City's next special event.</p>	
	<p>6. Manager hosted an exhibit booth at the 2019 Mississippi Valley Bike & Outdoor Expo (with assistance from Planner Travis Newberry and Council Member McGowen) at Union Station on January 12-13. This two-day Expo allows the City to promote its parks, trails and special events to City residents and visitors.</p>	<p>#1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program</p>
	<p>7. The City hosted an Open House at Wildwood Middle School on January 23 to discuss the proposed public sanitary sewer extension to serve approximately 52 property owners in the Pond Historic District.</p>	
	<p>8. In his role as P3 Public Sector Chair in Missouri/Kansas for the International Council of Shopping Centers (ICSC), Manager is helping to host a P3 Event this Spring at the Streets of St Charles project.</p>	
	<p>9. Mr. Dave Fick (Fick Supply Service) has expressed interest in attending the March Committee meeting. Similar, we will ask Dr. David Prange (Cherry Hills Family Eyecare) to attend the May meeting.</p>	<p>(All Actions #1-5)</p>
	<p>10. The unemployment rate for the City of Wildwood for November 2018 was 1.9%. Unemployment for the St. Louis Metropolitan Statistical Area was 2.9% in November, and the National rate was 3.7%. Further, the unemployment rate for the City of Wildwood for October 2018 was 1.7%. This is the lowest rate for the City of Wildwood since January 2000 (see attached table).</p>	<p>n/a</p>

Local Area Unemployment Statistics

Original Data Value

Series Id: LAUCT297982000000003
Not Seasonally Adjusted
Area: Wildwood city, MO
Area Type: Cities and towns above 25,000 population
State/Region/Division: Missouri
Measure: unemployment rate
Years: 2000 to 2018

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2000	1.7	1.8	1.9	1.6	1.8	1.8	1.8	2.0	2.0	1.8	1.8	2.0
2001	2.4	2.4	2.4	2.2	2.1	2.4	2.3	2.5	2.3	2.4	2.5	2.6
2002	2.9	3.0	3.2	2.9	2.9	3.2	3.2	2.9	2.7	2.6	2.7	2.7
2003	3.0	3.0	3.1	2.9	3.2	3.6	3.3	3.4	3.2	2.9	3.0	2.8
2004	3.2	3.1	3.4	3.1	3.2	3.6	3.7	3.6	3.4	3.2	3.4	3.2
2005	3.4	3.5	3.4	3.1	3.1	3.2	3.2	2.8	2.9	2.6	2.9	2.5
2006	2.8	3.0	2.8	2.5	2.6	2.9	3.0	3.2	2.8	2.5	2.6	2.5
2007	2.9	2.8	2.7	2.5	2.6	3.1	3.2	3.3	3.1	2.9	2.9	3.0
2008	3.2	3.1	3.3	2.7	3.3	3.5	3.9	4.2	3.8	3.8	4.0	4.3
2009	5.4	6.0	6.1	5.2	6.2	7.0	7.1	7.0	6.9	6.6	6.4	6.1
2010	6.5	6.5	6.5	6.0	6.2	6.6	6.7	6.6	6.4	6.2	6.3	6.2
2011	6.6	6.5	6.3	5.7	6.1	6.2	5.7	5.8	5.7	5.4	4.8	4.8
2012	4.9	5.5	5.4	4.8	4.8	4.8	5.1	4.9	4.1	4.4	4.2	4.1
2013	4.8	4.7	4.6	4.0	4.6	4.8	4.8	4.8	4.0	4.0	4.0	4.0
2014	4.5	5.0	4.9	3.7	4.1	4.4	4.5	4.3	3.9	3.2	3.4	3.3
2015	3.7	4.0	3.9	3.6	3.9	4.0	3.8	3.4	3.0	2.9	2.7	2.7
2016	2.9	3.2	3.3	3.0	2.9	3.6	3.5	3.5	3.3	2.6	2.6	2.7
2017	2.9	3.2	3.0	2.7	2.9	2.8	2.8	3.0	2.5	1.9	2.4	2.4
2018	2.8	2.6	2.7	2.4	2.3	2.3	2.5	2.5	2.0	1.7	1.9	