



WILDWOOD®

Economic Development Manager's Report February 26, 2019

Category	Activity	Associated Action from ED Guide
Items on the EDC Meeting Agenda	1. Manager is requesting input from the Committee to determine any future interest in hosting annual Tough Mudder events in Wildwood.	#1 (c): Establish a formal business retention and expansion program.
	2. UMSL is hosting its annual Chancellor's Certificate in Fundamentals of Economic Development from March 6 – May 1. Manager is requesting if any members of the Committee are interested in attending.	n/a
	3. Manager will provide an update from the February 12 business brainstorming meeting at City Hall.	#1 (c): Establish a formal business retention and expansion program.
New Business Activity	1. Premier Martial Arts (2418 Taylor Rd. at Dierbergs Town Center) hosted their Ribbon Cutting Ceremony on February 21. A Grand Opening Celebration has been scheduled for Saturday, February 23. Mayor Jim Bowlin, Council Member Joe Garritano and Council Member Niles Stephens were also in attendance.	#1 (c): Establish a formal business retention and expansion program.
	2. St. Louis Community College at Wildwood plans to attend the March 11 City Council meeting to provide an update regarding their recent activity and growth efforts, similar to the January Committee meeting.	
	3. The Miller Haus (coffee, coworking and cocktails at 2612 East Ave.) now offers beer, wine and mixed drinks. Hours have been extended to 7:30 am – 8:00 pm (Tues-Sat) and 7:30 am – 6:00 pm (Sun/Mon).	
	4. Cherry Hills Family Eyecare announced that they have assumed the Lease on 3,000 sq. ft. at 16508 Manchester Rd. on February 11, 2019. They are moving forward with acquiring permits, and architectural plans have been submitted to the City for review and approval.	
	5. An existing Wildwood business owner has inquired about land available for new development in Wildwood Town Center for potential future expansion and/or relocation.	
	6. Eighteen (18) Wildwood business owners were featured in the 2019 "Celebrating Women in Wildwood" on February 18 by West Newsmagazine.	
	7. The 2019 Taste of West County event was held on Monday, February 25, 2019 (5:30 – 7:30 pm) at Lafayette High School. Tickets were available at this link: https://squareup.com/store/lhslpo2020 .	
	8. Manager is in communication with the owner of Poppingham Palace, following the release of a KMOV news article pertaining to their Lease agreement with sub-tenant Casey Ray's Dog Trainers.	
	9. Manager is working with Tom Shaw Realtors, Hilliker Corporation, RL Jones Properties, and Cheryl McQuerry to host a Commercial Property Tour for Old Manchester Rd. on Tuesday, March 12, 2019.	

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<p>New Business Activity (cont.)</p>	<p>10. The sales trailer for the new mixed-use development at 16700 Main Street (the “Prime Place”) has been installed on Main Street at Eastgate Dr. KAI Design & Build plans to start construction in Spring 2019.</p>	<p>#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</p>
	<p>11. Manager met with the owners of the new Code Ninjas business at 16747 Main St. Interior buildout is currently underway, and application for their new store signage has been submitted to the City.</p>	
	<p>12. RL Jones Properties is preparing to submit plans to construct commercial outbuildings “B” and “C” in front of the Wildwood Square center, on Highway 109 at New College Ave. Once built, these buildings (3,600 SF and 8,400 SF) will be able to attract up to 10 new additional businesses to Wildwood.</p>	
	<p>13. The owner of “Craft” at the former Big Bear Grill space has submitted plans for their new store signage. Interior buildout is still underway, and completion is estimated for early Spring 2019.</p>	
	<p>14. Manager has met with several home-occupied business owners interested in locating/developing a new commercial kitchen space in Town Center.</p>	
	<p>15. A new tenant is finalizing Lease terms for the last remaining 1,600 sq. ft. office space at 16759 Main St., in the upstairs of Building D between Edward Jones: Brian Labuda and Premier Business Advantage.</p>	
	<p>16. An out-of-state developer has shown interest in new mixed-use commercial/residential development opportunities in Town Center. A development proposal may follow in the coming months.</p>	
	<p>17. Manager has learned that there is interest from a new buyer for the existing Jack in the Box property.</p>	
	<p>18. Manager is working with a broker regarding development interest for commercial lots on Highway 109.</p>	
	<p>19. Manager is working with several businesses interested in filling remaining retail space in Town Center.</p>	
<p>Business Visitation Meetings</p>	<p>1. 212 Degrees of Wellness (Dr. Jerod Posey, Owner)</p>	<p>#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</p>
	<p>2. Code Ninjas (Elias and Erin Fradelos, Franchise Owners)</p>	
	<p>3. Higher Focus Photography (Mr. Tim Gray, Owner)</p>	
	<p>4. The Miller Haus (Ms. Ande Miller, Owner)</p>	
	<p>5. Premier Martial Arts (Mr. Brett Thomason, Owner)</p>	
	<p>6. T&M Promotions LLC (Mr. Mark Hethcote, Owner)</p>	
	<p>7. Thai Bistro (Mr. Joe Nanthavong, Owner)</p>	
	<p>8. Wildwood Investments LLC (Scott Keller and Jerry Stricker, Owners)</p>	

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Events	1. Manager attended the Wildwood Business Association Social at La Salle Retreat Center on February 7. <i>Actual Cost: None</i> <i>Intended Result: Meet business owners in Wildwood, and promote Wildwood as location for new business</i>	#1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program
	2. Manager attended the West St. Louis County Chamber of Commerce quarterly Government Affairs and Transportation Forum (GATF) at the St. Louis County Office of Emergency Management on February 15. <i>Actual Cost: None</i> <i>Intended Result: Promote new Wildwood business activity and updates to West St. Louis County officials</i>	
	3. In his role as Chairman of the Executive Board for the West County Chamber of Commerce, Manager attended the 2019 Chamber Night at the Blues Game on February 19. <i>Actual Cost: \$35 registration</i> <i>Intended Result: Meet business owners in West County, and promote Wildwood as location for new business</i>	
	4. In his role as Chairman of the Executive Board for the West County Chamber of Commerce, Manager will be attending the February General Membership Meeting at the Wildwood Hotel on February 28. <i>Anticipated Cost: \$25 registration</i> <i>Intended Result: Meet business owners in West County, and promote Wildwood as location for new business</i>	
Other Updates	1. The City's New Resident Welcome Packets were mailed to 68 new residents in February for that list from Ameren for January 2019. This packet includes materials from the City and local businesses.	#1 (c): Establish a formal business retention and expansion program
	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 February 6 and 13.	
	3. Manager will work with Hot Lava Media to make edits to the new Wildwood Visitor's Guide, including an expanded Trail Guide and a new Town Center Shopping Map.	
	4. Following the City's Wildwood Snowman Search, the City hosted a special business brainstorming meeting with Wildwood business owners on February 12 to discuss the City's next special event.	
	5. Manager will work with the Department of Public Works to present an update at the March 5 meeting of the Administration/Public Works Committee regarding the proposed public sanitary sewer extension to serve 52 property owners in the area generally known as the Pond Historic District.	#1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program
	6. 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.	(All Actions #1-5)
	7. Manager worked with Zaggarri Engineering and Graybar Technology to complete new Cell Booster Enhancement Technology at City Hall, intended to boost the cellular service signal throughout City Hall.	n/a (Administration)
	8. Manager and Co-Interim City Administrator Steve Cross are working with Andrew Smith of Lindenwood University regarding the City's Social Media Usage Policy.	n/a (Administration)
	9. Tech Electronics has completed their installation of new audio/visual technology at City Hall, including new live-stream technology, projector and drop screen in the Council Chambers and Community Room.	n/a (Administration)
	10. The unemployment rate for the City of Wildwood for December 2018 was 2.1%. Unemployment for the St. Louis Metropolitan Statistical Area was 3.4% in December, and the National rate was 3.9%.	n/a