



WILDWOOD

Economic Development Manager's Report

April 23, 2019

| Category | Activity | Associated Action from ED Guide |
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| Items on the EDC Meeting Agenda | 1. The Committee will be provided with copies of the City's Economic Development Guide. The Committee will also be asked to begin the process to evaluate (and update) this Guide for 2019. | n/a |
| | 2. Manager will provide the Committee with the 2018 Accomplishments and Economic Development Goals for 2019 from the November 2018 Committee meeting. | |
| | 3. Manager will advise the Committee of the rescheduled date for the May Committee meeting. | |
| | 4. The International Council of Shopping Centers (ICSC) is hosting a P3 Missouri Luncheon program on Thursday, April 25, at the St. Charles Convention Center. Manager serves on the Planning Committee. | #1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program |
| | 5. Manager is providing the Committee with the list of companies registered to attend the 2019 ICSC RECon event, as requested by Council Member Stephens. | |
| New Business Activity | 1. Simmons Bank completed their \$172M acquisition of Reliance Bank on April 12. The existing Reliance Bank branch in Wildwood has now been re-branded to Simmons Bank. Temporary signage has been placed on the store façade and retaining wall sign, and permanent signage will follow thereafter. | #1 (c): Establish a formal business retention and expansion program. |
| | 2. ArchitectNow (an existing business at 16759 Main St.) has leased the last remaining 1,600 sq. ft. office space in the upstairs of this location, in order to open a new tech-focused co-working lab with shared amenities for its users in Wildwood Town Center. Possession is expected to be transferred on June 1. | |
| | 3. Stonecrest of Wildwood (and the other two Stonecrest locations in St. Louis) have been sold to Anthology Senior Living, a Chicago-based company which has purchased the entire Stonecrest portfolio. | |
| | 4. Hidden Valley Ski Resort is making progress on the construction of the new 4-line ZipTour course and hopes to kick off operations of this new attraction on/around Memorial Day 2019 (May 27). | |
| | 5. Butler Durrell Security is all moved into their new freestanding building at 16941 Manchester Rd. | |
| | 6. The DESCO Group has completed their initial work to install the new retaining wall monument sign at the easternmost entrance to Schnucks Wildwood Crossing, as approved by the City in 2018. | |
| | 7. Cherry Hills Family Eye Care received their final building permits from St. Louis County and now has all permits completed for their new and expanded space at 16508 Manchester Rd. at Schnucks Wildwood Crossing. Owner Dr. David Prange hopes to open at this new location later this Summer. | |

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| <p>New Business Activity (cont.)</p> | <p>8. Against Gravity (a new personal trainer facility at 16497 Clayton Rd.) is now open for business at Winding Trails Centre. Owner Ryan Jett hopes to host a Grand Opening ceremony in May 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>9. Code Ninjas: Wildwood (a new business at 16747 Main St.) has scheduled their Grand Opening and Ribbon Cutting ceremony for Saturday, May 4, from 10:00 am – 2:00 pm.</p> | |
| | <p>10. At its meeting on April 8, the City Council held a Public Hearing for the new mixed-use development at 16700 Main Street (the “Prime Place”), as KAI Design & Build has proposed to alter its plans to make this new building five (5) stories with larger units and increased outdoor space.</p> | |
| | <p>11. Craft (a new upscale bar and grill at 16524 Manchester Rd.) has completed initial work to install its new store signage and hopes to open in late April 2019. Interior buildout is now complete.</p> | |
| | <p>12. Travel Tyme (a new travel agency at 2474 Taylor Rd.) has received approval for interior buildout for its new location at Dierbergs Town Center. Owner George Hudson hopes to pen in May/June 2019.</p> | |
| | <p>13. Arsenal Business Growth LLC has signed a Lease for a new office space at 2646 Highway 109 in Westridge Office Centre. Owner Aaron Asher hopes to open in May 2019.</p> | |
| | <p>14. Manager is working with an out-of-state buyer who has placed the former Jack in the Box property at Schnucks Wildwood Crossing under contract. The proposed tenant is not yet identified.</p> | |
| | <p>15. RL Jones Properties is finalizing terms with a new fitness/wellness tenant to sub-Lease approx. 600 sq. ft. of existing retail space at Wildwood Square center.</p> | |
| | <p>16. There is interest from a new buyer for the Wildwood BP gas station at the SEQ of Highways 100 & 109.</p> | |
| | <p>17. McQuerry’s Heating & Air Conditioning has received interest from a new buyer for their building at 17301 Manchester Rd, located at the NWQ of Manchester Rd. and Pond Rd.</p> | |
| <p>18. Manager is working with several businesses interested in filling remaining retail space in Town Center.</p> | | |
| <p>Business Visitation Meetings</p> | <p>1. Against Gravity Training (Mr. Ryan Jett, 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. Butler Durrell Security (Messrs. John Butler and Tom Butler, Owners)</p> | |
| | <p>3. Code Ninjas: Wildwood (Mr. Elias Fradelos, Co-Owner)</p> | |
| | <p>4. Dierbergs Wildwood (Mr. Terry Connor, Store Director)</p> | |
| | <p>5. Hidden Valley Ski Resort (Mr. Greg Gavrilets, General Manager)</p> | |
| | <p>6. The Initial Design (Ms. Sharon Seward, Manager)</p> | |
| | <p>7. Manor Real Estate (Mr. Ben Cherry, President) re: property at SWQ of 109/Manchester</p> | |
| | <p>8. Poppingham Palace (Ms. Audrey Treis, Owner)</p> | |
| | <p>9. Reliance Bank, now Simmons Bank (Mr. Justin Bobbitt, Branch Manager)</p> | |
| | <p>10. T&M Promotions LLC (Mr. Mark Hethcote, Owner)</p> | |

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| Events | 1. In his role as Chairman of the Executive Board for the West County Chamber of Commerce, Manager attended the 9 th Annual Monte Carlo Casino Night at the Wildwood Hotel on April 6. <i>Actual Cost: \$130 registration for two</i> <i>Intended Result: Meet business owners in West County, and promote Wildwood as location for new business</i> | <i>#1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program</i> |
| | 2. In his role as Chairman of the Executive Board for the West County Chamber of Commerce, Manager attended the 2019 “Chamber Day at the Capitol” on Jefferson City on April 10. <i>Actual Cost: \$25 for train ticket</i> <i>Intended Result: Tour the capitol and meet state representatives with West County business owners</i> | |
| | 3. Manager hosted the Wildwood Business Association (WBA) April Social at City Hall on April 11. <i>Actual Cost: \$155 for food and beverage</i> <i>Intended Result: Meet business owners in Wildwood, and promote Wildwood as location for new business</i> | |
| | 4. Manager attended the St. Louis CCIM luncheon “St. Louis City & County Unification: Rethinking the Great Divorce” at the Sheraton in Clayton on April 16. <i>Actual Cost: \$35 registration</i> <i>Intended Result: Meet with commercial real estate developers/brokers to discuss proposed City/County merger</i> | |
| | 5. In his role as Public Sector Chair for the International Council of Shopping Centers (ICSC) P3 Retail program, Manager will be attending the ICSC P3 Missouri program in St. Charles on April 25. <i>Anticipated Cost: \$35 registration</i> <i>Intended Result: Meet with developers, retailers and brokers interested in new opportunities in Town Center</i> | |
| Other Updates | 1. The City’s New Resident Welcome Packets were mailed to 79 new residents in April for that list from Ameren for March 2019. This packet includes materials from the City and local businesses. | <i>#1 (c): Establish a formal business retention and expansion program</i> |
| | 2. In his role as the Chairman of the Executive Board for the West County Chamber of Commerce, Manager attended the Executive Board of Directors meeting on April 3. | |
| | 3. 59 businesses have registered to participate in the City’s first ever “Summer Tour of Wildwood” Passport program (May 17 – June 21). This event will allow participants to visit Wildwood businesses, collect stamps in their Passport and be entered into a randomized drawing for cash prizes. | |
| | 4. 5,000 copies of the newly revised Wildwood Visitor’s Guide have been printed and delivered to City Hall. | |
| | 5. The 2019 Business Appreciation Reception will be held on Tuesday, April 30, from 5:30 pm – 7:30 pm in the Community Room at City Hall. 90 business owners have registered to attend. | |
| | 6. La Salle Retreat Center has been selected to receive the City’s Spring 2019 Business Appreciation Award. This business will be recognized at the April 30 reception and a future City Council meeting. | |
| | 7. Marketing with Emily (a local home-occupied business in Wildwood) hosted a Social Media and Marketing seminar at the Miller Haus on April 18. Approximately 10 business owners attended. | |
| | 8. Manager is working with Co-Interim City Administrator Steve Cross to identify alternative vendors for the livestreaming of City meetings, in preparation for the May 7 meeting of Admin/Public Works. | <i>n/a</i> |
| | 9. The unemployment rate for the City of Wildwood for February 2019 was 2.6%. Unemployment for the St. Louis Metropolitan Statistical Area was 3.8% in February, and the National rate was 3.8%. | |