



WILDWOOD

Economic Development Manager's Report

July 23, 2019

Category	Activity	Associated Action from ED Guide
Items on the EDC Meeting Agenda	1. The Wildwood Hotel (Mr. Tom Bruno, General Manager) will attend the July Committee meeting to discuss their business in the City of Wildwood and any experiences with the City to date.	#1 (c): Establish a formal business retention and expansion program.
	2. Chair Dodwell has asked Council Member Stephens to provide an update regarding his discussions with local businesses in Wildwood and their interest in participating in this year's Celebrate Wildwood.	
	3. Chair Dodwell has asked the Committee to determine if it has any interest in the City participating in the National League of Cities "Love My City" Campaign.	
	4. Manager will provide an update regarding the City's new Lawn & Garden Summit for March 2020.	
	5. The Wildwood Business Association (WBA) is hosting a WBA Food Truck Festival on July 27, 2019.	
New Business Activity	1. Cherry Hills Family Eyecare has mounted storefront signage at their new expanded location at 16508 Manchester Rd. in Schnucks Wildwood Crossing. Buildout is nearing completion and they hope to open at this new location later this Summer.	#1 (c): Establish a formal business retention and expansion program.
	2. Patterson Family Farms will be taking over the building currently occupied by The Initial Design (16943 Manchester Rd.). This user is now a vendor at this store and will soon be occupying the entire space as a new freestanding farmer's market and general store.	
	3. The Color Bar by Going Glam Cosmetics is exploring options to relocate and expand into a new larger space in Wildwood Town Center.	
	4. Results Performance has decided to close their fitness facility at 174 Plaza Dr. and intends to sell the building to a new user. Heel's Boutique will continue to operate their store at 170 Plaza Dr.	
	5. Hidden Valley Ski Resort hosted a Grand Opening and Ribbon Cutting Ceremony for its new 4-line ZipTour attraction on June 29, 2019. Council Members McCune and Stephens attended the Preview Day on Friday, and Council Members Garritano and Remy attended the Ribbon Cutting on Saturday.	
	6. Modern Image Method Medical Spa (a new medical spa at 17193 New College Ave. in Wildwood Square) hosted an Open House on July 19, 2019.	#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
	7. Empire Nutrition has signed a lease at the former Eden Massage space at 17225 New College Ave. in Wildwood Square. This will be a new smoothie bar and nutrition store with energy teas.	
	8. The Prime Place (the new mixed-use development at 16700 Main St.) is currently finalizing new marketing materials and intends to open its sales trailer once those items are completed. Construction is anticipated to begin later this summer once a certain number of residential units are leased.	
	9. Manager is working with a group interested in opening a new commercial kitchen space in Wildwood.	
	10. Manager is working with several businesses interested in filling remaining retail space in Town Center.	

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Business Visitation Meetings	1. Arbor Financial (Mr. Jeff Altman, Owner)	#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
	2. The Color Bar by Going Glam Cosmetics (Ms. Stephanie Leach, Owner)	
	3. Hidden Valley Ski Resort (Mr. Greg Gavrilets, General Manager)	
	4. Meditation Tarot (Dr. Erika Rasure, Owner)	
	5. Modern Image Method Medical Spa (Dr. Agnes Scoville, Owner)	
	6. Newmark Grubb Zimmer (Mr. Ben Weis, Managing Director) re: Wildwood Town Center	
	7. PNC Bank (Mmes. Caylee Rivera, Branch Manager, and Yashika Sharma, Financial Consultant)	
	8. SVN/Infinity Commercial Group (Mr. Mark Zvibleman, Owner) re: Westridge Office Centre	
Events	1. In his role as Chairman of the Executive Board for the West County Chamber of Commerce, Manager attended the June General Membership Meeting at the Wildwood Hotel on June 27. Actual Cost: \$25 registration Intended Result: Meet business owners in West County, and promote Wildwood as location for new business	#1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program
	2. Manager attended the July Wildwood Business Association (WBA) lunch at Parkside Grille on July 10. Actual Cost: None Intended Result: Meet business owners in Wildwood, and promote Wildwood as location for new business	
	3. In his role as Chairman of the Executive Board for the West County Chamber of Commerce, Manager attend the Chamber's first TopGolf event fundraiser on July 15. Actual Cost: \$85 registration Intended Result: Meet business owners in West County, and promote Wildwood as location for new business	
	4. In his role as Chairman of the Executive Board for the West County Chamber of Commerce, Manager will attend the July General Membership Meeting at the Wildwood Hotel on July 25. Anticipated Cost: \$25 registration Intended Result: Meet business owners in West County, and promote Wildwood as location for new business	
	5. Manager will attend the August Wildwood Business Association Social at Table Three on August 1. Anticipated Cost: None Intended Result: Meet business owners in Wildwood, and promote Wildwood as location for new business	

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Other Updates	1. The City's New Resident Welcome Packets were mailed to 114 new residents in July for that list from Ameren for June 2019. This packet includes materials from the City and local businesses.	#1: Establish and Institutionalize a formal Business Recruitment, Retention & 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 July 10, 2019.	
	3. Manager met with Council Members Edens and Dodwell, Senior Planner Gaston and representatives of five (5) local businesses on July 12 to develop next steps for the City's new Lawn & Garden Summit on March 20. An email recapping this meeting has been provided to the Committee for its review.	
	4. Manager attended the Wildwood Family YMCA annual Golf Tournament in Eureka on July 11.	
	5. The Historic Preservation Commission (HPC) has partnered with the Economic Development Committee to develop a new Historic Route 66 event at Big Chief Roadhouse for their 90 th birthday party.	
	6. As part of its new "Resident Committee" event programming, the Wildwood Business Association (WBA) will host a Food Truck Festival at Village Plaza on July 27, 2019.	
	7. City Team Members continue to work with the Administration and Public Works Committee on the proposed sanitary sewer extension to serve the area generally known as the Pond Historic District.	
	8. Manager continues to work with City Team Members install an additional two (2) microphones into the dais in the Council Chambers, as requested by the City Council.	n/a
	9. The unemployment rate for the City of Wildwood for May 2019 was 2.3%. Unemployment for the St. Louis Metropolitan Statistical Area was 3.1% in May, and the National rate was 3.6%.	