



# WILDWOOD

## Economic Development Manager's Report

October 22, 2019

Category	Activity	Associated Action from ED Guide
<b>Items on the EDC Meeting Agenda</b>	1. The Committee will review FY2020 preliminary budget items related to Economic Development, as a component of the proposed FY2020 budget for the Department of Administration.	n/a
	2. The Committee will discuss hosting Committee meetings off-site at local businesses.	#1 (c): Establish a formal business retention and expansion program.
	3. The Committee will discuss a request to identify the potential economic impact of completing the Main Street extension via the existing Crestview Drive.	#1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program
	4. Chair Dodwell has requested to reschedule the Equestrian Community discussion to a future date, to be determined by the Committee.	#1 (c): Establish a formal business retention and expansion program.
	5. The Event Committee for the Wildwood Snowman Search 2019 sent out invitation letters for this year's event on September 30. This year's event will run from November 30 – December 31, 2019.	
<b>New Business Activity</b>	1. Treats Unleashed (a popular pet store chain in St. Louis and Kansas City) acquired all of the existing Bentley's Pet Stuff stores in St. Louis earlier this month, including the Wildwood store at 2414 Taylor Rd. in Dierbergs Town Center. Treats Unleashed will now begin work to re-brand this store.	#1 (c): Establish a formal business retention and expansion program.
	2. Simmons Bank (formerly Reliance Bank at 2675 Westglen Farms Dr.) has now mounted their new storefront signage and retaining wall monument signage.	
	3. The Color Bar by Going Glam Cosmetics continues to explore options to relocate and expand into a new larger space in Wildwood Town Center.	
	4. Big Chief Roadhouse hosted a "Lemonade for Letty's" fundraiser to benefit Letty Lou's Café, following the fire at this location on October 2, 2019.	
	5. Manager has met with local representatives of Charter Spectrum in order to engage this utility group with the City's local business community and provide necessary resources to the City's businesses.	
	6. Manager attended Milk & Honey's 5-Year Anniversary Celebration on October 3-5, 2019.	

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<b>New Business Activity (cont.)</b>	7. Main Street Creamery has now started initial work for their new ice cream store next to Sunny Street Café in Dierbergs Town Center and hopes to open at this space later this year.	<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>
	8. Empire Nutrition has mounted their new storefront signage for the new smoothie bar and nutrition store at 17225 New College Ave. in Wildwood Square, and will soon begin interior buildout.	
	9. Patterson Family Farms hosted a Grand Opening celebration and Ribbon Cutting ceremony with the West St. Louis County Chamber of Commerce on October 5, 2019. Manager and Council Member Stephens attended this event. This new business hopes to install new store signage very soon.	
	10. Wildwood Workspaces, a new tech-focused coworking space at 16759 Main St., has nearly completed furnishing this new space in Town Center and plans to open later this year.	
	11. RL Jones Properties is making progress with their architectural plans to construct the two remaining commercial outbuildings in front of Wildwood Square at Highway 109 and New College Ave.	
	12. The real estate representatives for a group interested in developing a new commercial business on Highway 109 at Manchester Rd. conducted a successful site visit in October and may be applying to the City's Planning & Zoning Commission later this year.	
	13. Greenberg Development has received interest from several businesses interested in developing a new multi-story retail building at the intersection of Main St. and Taylor Rd. in Town Center.	
	14. An out-of-state developer will soon present a new unique multi-family development concept to the City's Development and Zoning Review Committee.	
	15. Manager is meeting with several regional bike shops interested in a new location in Town Center.	
	16. Manager is working with several businesses interested in filling remaining retail space in Town Center.	
<b>Business Visitation Meetings</b>	1. Adler's Dry Goods (Knox and Mary Adler, Owners)	<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. Bentley's Pet Store (Ms. Jane Vogt, Store Manager), now Treats Unleashed	
	3. The Color Bar by Going Glam Cosmetics (Ms. Stephanie Leach, Owner)	
	4. Frolic Inn (Mr. John Madlinger, Owner)	
	5. Main Street Creamery (Mr. Nick Kiser, Owner)	
	6. The Miller Haus (Ms. Ande Miller, Owner)	
	7. Pace Properties (Mr. Ryan Geringer, Associate – Brokerage) re: listing at 16342 Clayton Rd.	
	8. Patterson Family Farms (Ms. Deborah Patterson, Owner)	
	9. St. Louis Community College at Wildwood (Dr. Carol Lupardus, Campus President)	
	10. Wildwood Workspaces (Mr. Kevin Grossnicklaus, Owner)	

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Events	1. Manager attended the 2019 Missouri Economic Development Finance Association (MEDFA) Annual Conference in Kansas City on October 3-4. Actual Cost: \$283 (\$95 registration + \$188 lodging) Intended Result: Professional development, networking and educational opportunity	#1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program
	2. Manager attended the 2019 International Economic Development Council (IEDC) Annual Conference in Indianapolis on October 13-15. Anticipated Cost: \$1,273 (\$775 registration + \$438 lodging + \$60 meals) Intended Result: Professional development, networking and educational opportunity	
	3. In his role as Public Sector Chair for the ICSC P3 Retail Program in Missouri/Kansas, Manager attended ICSC DealMaking in Chicago on October 16-17. Anticipated Cost: \$724 (\$95 registration + \$549 lodging + \$80 meals) Intended Result: Meet with developers, retailers and brokers interested in new opportunities in Town Center	
	4. In his role as Chairman of the Executive Board for the West County Chamber, Manager will be attending the October General Membership Meeting at the Wildwood Hotel on October 24. Actual Cost: \$25 registration Intended Result: Meet business owners in West County, and promote Wildwood as location for new business	
	5. Manager will be attending the Wildwood Business Association (WBA) November luncheon at the offices of ArchitectNow in Town Center on November 7. Actual Cost: Cost for lunch Intended Result: Meet business owners in Wildwood, and promote Wildwood as location for new business	
Other Updates	1. The City's New Resident Welcome Packets were mailed to 114 new residents in October for that list from Ameren for September 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 Executive Board meeting on October 2, 2019, and the annual Board of Directors planning retreat on October 9, 2019. Manager's term as Chairman ends on December 31, 2019.	
	3. Manager is working with the Wildwood Business Association (WBA) and the Department of Planning & Parks on new holiday event programming, including the first ever Wildwood Winter Fest.	
	4. Country in the County Antiques Show hosted its annual Antiques Show at the Wildwood Hotel on October 12, 2019. The City helped promote this new event on social media and in the E-Newsletter.	
	5. The Wildwood Business Association (WBA) is hosting its first ever Halloween Wild Walk in Town Center on Tuesday, October 22, 2019 from 5:30 pm – 7:30 pm with a costume contest and food/drink.	
	6. Manager continues to work with the City Administrator, the Director of Public Works / City Engineer and the City's Administration/Public Works Committee on the proposed public sanitary sewer extension to serve the area generally known as the Pond Historic District.	
	7. The unemployment rate for the City of Wildwood for August 2019 was 2.4%. Unemployment for the St. Louis Metropolitan Statistical Area was 3.3% in August, and the National rate was 3.7%.	n/a