



WILDWOOD

Economic Development Manager's Report

January 28, 2020

Category	Activity	Associated Action from ED Guide
Items on the EDC Meeting Agenda	1. Bert VanderMark, Owner of Studio Montage (a creative content business inside The Miller Haus), will attend the January Committee meeting to discuss his vision for a new community and cultural center.	#1 (c): Establish a formal business retention and expansion program.
	2. The Committee will review the eight (8) proposals submitted in response to the City's Request for Proposals (RFP) to develop an Economic Impact Study for the proposed Main Street Extension.	#1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program
	3. Manager will present an update regarding the potential for new equestrian events in 2020, following discussions with Council Member Jordan, Council Member Dodwell and City Administrator Anselm.	#1 (c): Establish a formal business retention and expansion program.
	4. The Committee will review updated information concerning Council Member Edens' request to create new promotional "Love My City" Wildwood t-shirts.	n/a
	5. Manager will provide an updated flyer for the City's new Lawn & Garden Summit, scheduled for Saturday, March 21, 2020 from 1:00 pm – 5:00 pm at City Hall.	#1 (c): Establish a formal business retention and expansion program.
	6. Manager will provide the Committee with a schedule of all Committee meetings for 2020.	n/a
New Business Activity	1. Milk & Honey closed their doors at 101 Plaza Dr. on January 11, 2020 and will soon be announcing the location of their newly relocated retail space in Wildwood Town Center.	#1 (c): Establish a formal business retention and expansion program.
	2. CrossFit Wildwood has expanded their use within their freestanding building at 16966 Manchester Rd. to incorporate new heart monitored circuit training and is expected to launch this new concept in their expanded space on January 27, 2020.	
	3. Patterson Family Farms opened inside The Miller Haus on December 29, 2019. These two businesses hosted a Grand Reopening and One Year Celebration at The Miller Haus on January 25, 2020.	
	4. St. Louis Community College at Wildwood has begun work to renovate six (6) classrooms on the third floor of this building into new Registered Nurse (RN) classrooms and will open these rooms to new students in Fall 2020. The College expects this program to sell out immediately upon enrollment.	
	5. Anthology Senior Living is hosting a Grand Reopening and Rebranding event for Anthology of Wildwood (formerly Stonecrest of Wildwood) with the West County Chamber on January 30, 2020.	
	6. Lindell Bank announced earlier this month that they have acquired Rockwood Bank, including the Wildwood branch at 2620 Highway 109. This branch is intended to be reflagged in Spring 2020.	
	7. Letty Lou's posted photos showing the current status of their rebuild earlier this month, following the devastating fire at this business in October 2019. Letty Lou's is rebuilding and hoping for a Grand Reopening in Spring 2020.	

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New Business Activity (cont.)	8. Main Street Creamery has shared a tentative opening date of Mid-February 2020 for their new ice cream store at Dierbergs Town Center, pending final buildout and inspections.	<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>
	9. Empire Nutrition, a new smoothie bar and nutrition store at 17225 New College Ave. in Wildwood Square, opened for business on December 21, 2019.	
	10. A new tenant is finalizing lease terms for the former Table Three restaurant space at 16765 Main St. and is hoping to open at this new location in May 2020.	
	11. Tea Tree Health and Therapy opened a new behavioral health services office at 2634 Highway 109 in the Westridge Office Centre in December 2019.	
	12. KAI Design & Build has announced that it plans to suspend construction of the new Prime Place mixed-use development at 16700 Main St. until Fall 2020. The developer will be attending a future meeting of the Planning & Zoning Commission to request an increase in the total number of residential units.	
	13. The historic building at 16962 Manchester Rd. (the original City Hall, most recently tenanted by Imogene’s Tea Room) is now under contract to a new interested buy. The sale hasn’t closed yet, and information regarding the new user is not yet public.	
	14. A new restaurant concept is considering a location in Wildwood and is reviewing available sites, including new build opportunities and the former freestanding Jack in the Box property.	
	15. Koman Properties renovated the interior of the remaining 1,300 sq. ft. retail space at 16751 Main St. in Wildwood Town Center Building “D” in December 2019, to “white box” this space for new tenants.	
	16. Two developers presented preliminary concept plans for new multi-family developments to the City’s Development & Zoning Review Committee in January, including the 4.9-acre site south of the Wildwood Family YMCA and the 5-acre site at Manchester/Taylor in front of the Villages of Cherry Hills.	
Business Visitation Meetings	1. Ballwin Ridge Health & Rehabilitation (Ms. Lynette Klos, Administrator)	<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. CBRE St. Louis (Messrs. Paul Fusz and Josh Roedemeier, Retail Brokerage) re: listing at 174 Plaza Dr.	
	3. CrossFit Wildwood (Mr. Mike Petruso, Owner)	
	4. Empire Nutrition (Ms. Mackenzie Vernon, Owner)	
	5. Heels Boutique (Ms. Rosemary Barry, Owner)	
	6. La Salle Retreat Center (Ms. Michelle Cook, President)	
	7. Main Street Creamery (Mr. Nick Kiser, Owner)	
	8. Milk & Honey (Eric and Jackie Goettelmann, Owners)	
	9. Studio Montage (Mr. Bert Vandermark, Owner)	
	10. Treats Unleashed: Wildwood (Ms. Jane Vogt, Store Manager)	

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Events	1. Manager hosted the Wildwood Business Association (WBA) January luncheon at Wildwood City Hall on January 7. This month's luncheon was hosted by the WBA's home-based businesses. <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. In his role as District 5 Co-Chair (St. Louis area) for the Missouri Economic Development Council (MEDC), Manager attended the 2020 MEDC Economic Issues Summit in Jefferson City on January 13-14. <i>Actual Cost: \$297.33 (\$170 registration + \$127.33 lodging)</i> <i>Intended Result: Professional development, networking and educational opportunity</i>	
	3. In his role as Past Chair of the Executive Board for the West County Chamber, Manager attended the January General Membership Meeting at Forest Hills Country Club on January 23. <i>Actual Cost: \$25 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 Public Sector Chair for the ICSC P3 Retail Program in Missouri/Kansas, Manager will attend the 2020 Heartland States Idea Exchange at the Ritz Carlton Hotel on February 3-4. <i>Actual Cost: \$95 registration</i> <i>Intended Result: Meet developers, retailers and brokers interested in new opportunities in Town Center</i>	
	5. Manager will attend the Wildwood Business Association (WBA) February social at The Miller Haus and Patterson Family Farms on February 6. <i>Actual Cost: None</i> <i>Intended Result: Meet business owners in Wildwood, and promote Wildwood as location for new business</i>	
	6. In his role as Past Chair of the Executive Board for the West County Chamber, Manager will attend the Government Affairs and Transportation Forum (GATF) at St. Louis Community College on February 21. <i>Actual Cost: None</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 87 new residents in January for that list from Ameren for December 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 Past Chair of the Executive Board for the West County Chamber of Commerce, Manager attended the Executive Board and Board of Directors meetings on January 8 and 15.	
	3. The live drawing for the 2019 Wildwood Snowman Search occurred on January 3, 2020. There were 2,359 entries in total. 66 people uploaded photos and 12 people visited all 68 snowmen. The Porch and Zick's Great Outdoors tied for "Most Favorite Snowman", and Seabaugh Furniture was named "Most Creative Snowman" by West Newsmagazine. Over \$2,000 in cash prizes were awarded.	
	4. City Team Members met with representatives of the Rockwood School District to discuss their interest and participation in a potential "Phase 1" of the proposed public sanitary sewer extension to serve this area of the Pond Historic District.	n/a
	5. Manager has been nominated to step into the State Director position in Missouri/Kansas for the International Council of Shopping Centers (ICSC), for a 3-year term, beginning in March 2020.	n/a
	6. The unemployment rate for the City of Wildwood for November 2019 was 2.3%. Unemployment for the St. Louis Metropolitan Statistical Area was 3.0% in November, and the National rate was 3.5%.	