



WILDWOOD

Economic Development Manager's Report

July 7, 2020

Category	Activity	Associated Action from ED Guide
Items on the EDC Meeting Agenda	1. Manager has provided copies of the Master Plan (2016), the Economic Development Guide (2016) and the City Council 5-Year Strategic Goals & Objectives (2015-2019) to the Committee for the benefit of the newly elected Council Members.	All Items #1-5
	2. Given declining sales tax revenues and the COVID-19 pandemic, Manager has provided a report to the Committee detailing other public funding sources available to the City by state statute.	All Items #1-5
	3. Manager is re-providing this report to the Committee detailing Economic Development activities and accomplishments during COVID-19 for the benefit of the newly elected Council Members.	All Items #1-5
New Business Activity	1. Milk & Honey opened their new expanded location at 16765 Main St. on June 5, 2020. This new location is almost four (4) times the size as their previous location at 101 Plaza Dr.	#1 (c): Establish a formal business retention and expansion program.
	2. The City Council approved the Wildwood Family YMCA's request to amend their site-specific Ordinance to reflect their current positioning within the City's Town Center area and allow for future expansions of their Wild West Community Garden and eventually their overall building footprint.	
	3. Letty Lou's Café and Diner has shared that they intend to re-open for business in early July 2020.	
	4. St. Louis Community College will be launching a new Cisco Networking Academy program this August at the Wildwood campus, which prepares students to earn the Cisco Certified Network Associate (CCNA®), a globally recognized credential.	
	5. CVS Pharmacy completed its re-branding of the pharmacy located inside Schnucks Markets at Wildwood Crossing in June, following CVS' acquisition of 110 Schnucks' pharmacies this past March.	
	6. Big Chief Roadhouse plans to host new Drive-in Movie Nights in their rear parking lot this summer, with all audio transmitted through FM car radios. All County protective practices will be followed.	
	7. Exela Technologies (formerly known as SourceHOV) has listed 4,573 SF of their first-floor office space at 158-183 Plaza Dr. for sub-lease to a new tenant.	
	8. The City issued a <i>Temporary Special Event Waiver</i> in May 2020, allowing Wildwood restaurants, pubs, and coffee shops to expand outdoor seating and hold special events, in accordance with necessary St. Louis County guidelines and procedures for doing such. Wildwood Pub & Grill, Parkside Grille, Big Chief Roadhouse, Benedetto's on Main, Larry's Tavern and Casey's Bar have completed this process.	
	9. Sadly, due to the impacts of COVID-19, The Miller Haus Coffee Shop & Lounge closed on June 27, 2020.	

Category	Activity	Associated Action from ED Guide
New Business Activity (cont.)	10. Main Street Creamery opened at 2478 Taylor Rd. in March 2020, two (2) days before the Stay-at-Home Order and restriction on dine-in restaurants was placed in effect.	<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>
	11. Advanced Roofing Systems (ARS Construction) opened at 16943 Manchester Rd. in April 2020, relocating their company headquarters to Wildwood from Eureka. This building was most recently tenanted by Patterson Family Farms before they moved their general store to 2612 East Ave.	
	12. Jim Reilly Service Co. opened a new HVAC service and repair shop at 17345 Manchester Rd. in May 2020, directly across from Big Chief Roadhouse.	
	13. A new tenant has finalized lease terms for the 2,800 SF retail space at 113 Plaza Dr., in the wedge space next to Starbucks and Hair Saloon for Men. This user is waiting to sign the lease and announce opening until the COVID-19 crisis settles down a bit	
	14. Geoff Meyerkord Law Firm has submitted a re-occupancy permit for a new 523 SF law office at 2642 Highway 109, Suite F, in the Westridge Office Centre.	
	15. RL Jones Properties plans to submit final plans to the City in June 2020 to construct the two remaining commercial outbuildings in front of the Wildwood Square center at Highway 109 and New College Ave. The City's Architectural Review Board (ARB) approved these plans in March 2019. At 3,600 SF and 8,400 SF, these two buildings may allow for up to 10 new retail businesses to occupy this location.	
	16. The City's Planning & Zoning Commission hosted a Public Hearing on June 15, 2020, for a newly proposed multi-family development at 2665 Highway 109, south of the Wildwood Family YMCA.	
	17. KAI Design & Build presented updated architectural renderings for the new Prime Place mixed-use development at 16700 Main St. to the City's Architectural Review Board in May 2020. This developer hopes to secure final funding in the next 1-3 months and begin work on final construction plans.	
Business Visitation Meetings	1. ArchitectNow (Mr. Kevin Grossnicklaus, Owner)	<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. Cornerstone Commercial Realty (Mr. Jason Morgan, Principal) re: listing at 495 Eatherton Rd.	
	3. Electro Savings Credit Union (Ms. Shawnacee Suffel, Branch Manager)	
	4. Main Street Creamery (Mr. Nick Kiser, Owner)	
	5. Milk & Honey (Ms. Jackie Goettelmann, Owner)	
	6. The Miller Haus Coffee Shop & Lounge (Ms. Ande Miller, Owner)	
	7. Patterson Family Farms (Ms. Deborah Patterson, Owner)	
	8. Smart Equity (Mr. Brandon Smart, Principal) re: listing at 17301 Manchester Rd.	
	9. St. Louis Community College at Wildwood (Ms. Gina Tarte, Marketing & Communications)	
	10. Wildwood Pub & Grill (Ms. Mandy Williams, General Manager)	

Category	Activity	Associated Action from ED Guide
Events	1. Manager attended the Wildwood Business Association March social at Simmons Bank on March 5. <i>Actual Cost: None</i> <i>Intended Result: Meet business owners in Wildwood, 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 Past Chair of the Executive Board for the West County Chamber, Manager attended the quarterly Government Affairs and Transportation Forum (GATF) virtually on May 15 via Zoom. <i>Actual Cost: None</i> <i>Intended Result: Meet business owners in West County, and promote Wildwood as location for new business</i>	
	3. Manager will attend the Wildwood Business Association July social at Wildwood Pub on July 9. <i>Actual Cost: None</i> <i>Intended Result: Meet business owners in Wildwood, and promote Wildwood as location for new business</i>	
	4. In his role as Past Chair of the Executive Board for the West County Chamber, Manager will attend the July General Membership Meeting at Forest Hills Country Club on July 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>	
Other Updates	1. The City's New Resident Welcome Packets were mailed to 84 new residents in June for that list from Ameren for May 2020. This packet includes materials from the City and local businesses.	<i>#1 (c): Establish a formal business retention and expansion program</i>
	2. Manager has been asked to serve on a new West County Business Recovery Task Force, intended to help identify opportunities to aid our businesses during COVID-19. Hosted by the West St. Louis County Chamber of Commerce, this group including representatives of St. Louis County, the Cities of Ballwin, Ellisville, Manchester and Wildwood, Chamber leadership, and West County business owners.	
	3. Manager has been appointed to serve as the 2020/2021 Public Policy Co-Chair for the Missouri Economic Development Council (MEDC), after serving as District 5 Director (St. Louis) for 2018-2020.	
	4. This year's "Summer Tour of Wildwood" Passport Program was postponed due to COVID-19. However, the Wildwood Business Association (WBA) plans to host a Business Bingo game this summer as a substitute to help provide our businesses with needed exposure and support during this time.	
	5. In partnership with the Wildwood Business Association (WBA), the City hosted a "Wildwood Graduation Week" celebration in May 2020, in parallel with senior salute parades offered by Eureka High School and Lafayette High School. Six (6) Wildwood restaurants created custom "Senior Party Packs" suitable to families, and the WBA published a list of the restaurants and available Party Parks on their Facebook page. The goal was for these restaurants to sell as many Party Packs as possible	
	6. The City created a new "Guide to Opening a Business in Wildwood, Missouri" during COVID-19 to help interested business owners navigate the City's permitting, licensing and signage requirements and successfully open their business in our community. This document has been posted to the City website, shared on social media, and emailed to all Wildwood brokers/managers.	<i>#1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program</i>
	7. The unemployment rate for the City of Wildwood for May 2020 was 7.4%. Unemployment for the St. Louis Metropolitan Statistical Area was 11.2% in May, and the National rate was 13.3%. Printouts from the US Bureau of Labor Statistics have been attached to this report for the Committee's review.	<i>n/a</i>

Local Area Unemployment Statistics

Original Data Value

Series Id: LAUCT297982000000003
Not Seasonally Adjusted
Area: Wildwood city, MO
Area Type: Cities and towns above 25,000 population
State/Region/Division: Missouri
Measure: unemployment rate
Years: 2010 to 2020

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2010	6.5	6.5	6.5	6.0	6.2	6.6	6.7	6.6	6.4	6.2	6.3	6.2
2011	6.6	6.5	6.3	5.7	6.1	6.2	5.7	5.8	5.7	5.4	4.8	4.8
2012	4.9	5.5	5.4	4.8	4.8	4.8	5.1	4.9	4.1	4.4	4.2	4.1
2013	4.8	4.7	4.6	4.0	4.6	4.8	4.8	4.8	4.0	4.0	4.0	4.0
2014	4.5	5.0	4.9	3.7	4.1	4.4	4.5	4.3	3.9	3.2	3.4	3.3
2015	3.8	4.0	4.0	3.6	3.9	4.0	3.8	3.4	3.0	2.9	2.8	2.7
2016	2.9	3.1	3.3	3.0	2.9	3.6	3.5	3.5	3.2	2.6	2.6	2.7
2017	2.9	3.2	3.1	2.8	2.9	2.7	2.8	3.0	2.4	1.9	2.4	2.4
2018	2.6	2.6	2.7	2.1	2.0	2.3	2.4	2.3	1.9	1.7	1.8	2.1
2019	2.6	2.6	2.5	2.0	2.2	2.3	2.4	2.5	2.1	2.1	2.4	2.6
2020	3.0	2.4	2.5	6.9	7.4							

Local Area Unemployment Statistics

Original Data Value

Series Id: LAUMT294118000000003

Not Seasonally Adjusted

Area: St. Louis, MO-IL Metropolitan Statistical Area

Area Type: Metropolitan areas

State/Region/Division: Missouri

Measure: unemployment rate

Years: 2010 to 2020

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2010	10.4	10.5	10.2	9.5	9.2	9.6	9.8	9.6	9.1	8.9	9.1	8.9
2011	9.3	9.3	8.8	8.1	8.2	8.8	8.6	8.8	8.4	8.0	7.6	7.6
2012	7.9	8.1	7.8	6.8	7.0	7.5	7.8	7.5	6.8	6.8	6.7	7.0
2013	8.1	7.8	7.4	6.4	7.0	7.5	7.6	7.3	6.8	6.6	6.4	6.5
2014	7.3	7.7	7.3	5.9	6.2	6.4	6.7	6.3	5.6	5.1	5.2	5.1
2015	5.8	5.8	5.7	5.1	5.3	5.3	5.4	4.9	4.4	4.3	4.3	4.3
2016	4.9	5.0	5.0	4.5	4.2	4.9	5.1	5.2	4.7	4.3	3.8	4.0
2017	4.4	4.4	4.1	3.6	3.6	3.8	4.1	4.2	3.4	2.9	3.3	3.4
2018	3.8	3.9	3.8	3.1	3.0	3.7	3.7	3.5	2.9	2.8	2.8	3.3
2019	4.0	3.8	3.7	2.8	3.0	3.4	3.6	3.5	2.8	2.9	3.1	3.3
2020	4.0	3.3	3.5	11.0	11.2							

Labor Force Statistics from the Current Population Survey

Original Data Value

Series Id: LNS14000000

Seasonally Adjusted

Series title: (Seas) Unemployment Rate

Labor force status: Unemployment rate

Type of data: Percent or rate

Age: 16 years and over

Years: 2010 to 2020

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2010	9.8	9.8	9.9	9.9	9.6	9.4	9.4	9.5	9.5	9.4	9.8	9.3
2011	9.1	9.0	9.0	9.1	9.0	9.1	9.0	9.0	9.0	8.8	8.6	8.5
2012	8.3	8.3	8.2	8.2	8.2	8.2	8.2	8.1	7.8	7.8	7.7	7.9
2013	8.0	7.7	7.5	7.6	7.5	7.5	7.3	7.2	7.2	7.2	6.9	6.7
2014	6.6	6.7	6.7	6.2	6.3	6.1	6.2	6.1	5.9	5.7	5.8	5.6
2015	5.7	5.5	5.4	5.4	5.6	5.3	5.2	5.1	5.0	5.0	5.1	5.0
2016	4.9	4.9	5.0	5.0	4.8	4.9	4.8	4.9	5.0	4.9	4.7	4.7
2017	4.7	4.6	4.4	4.4	4.4	4.3	4.3	4.4	4.2	4.1	4.2	4.1
2018	4.1	4.1	4.0	4.0	3.8	4.0	3.8	3.8	3.7	3.8	3.7	3.9
2019	4.0	3.8	3.8	3.6	3.6	3.7	3.7	3.7	3.5	3.6	3.5	3.5
2020	3.6	3.5	4.4	14.7	13.3							