



MEMORANDUM

To: Economic Development Committee Members

From: Julian M.D. Jacquin, Economic Development Manager

Date: July 7, 2020

Re: Economic Development Activities During COVID-19

For the benefit of the newly elected City Council Members, City Team Members provided the attached report detailing the City's Economic Development Activities and Accomplishments during COVID-19 to the past Economic Development Committee in May 2020. This report is not comprehensive but was provided to give the Committee a better understanding of our activities during this time. Some of the information has been redacted to remove new business activity that is not yet public.

I will be available for any comments or questions at the July 7, 2020 Meeting of the Economic Development Committee.

JMDJ



MEMORANDUM

To: Economic Development Committee Members

Cc: Mayor Bowlin and other City Council Members
Sam Anselm, City Administrator

From: Julian M.D. Jacquin, Economic Development Manager

Date: May 27, 2020

Re: Economic Development Activities during COVID-19

Given the St. Louis County Stay-at-Home Order due to the COVID-19 crisis, the City's Economic Development Committee has not conducted a regular meeting since February 2020. The Committee hosted its first virtual meeting last night to review any 2020 budget modifications for the City's Economic Development Program due to COVID-19, but the meeting was specific to that discussion. As such, a monthly Manager's Report has not provided since that time.

In lieu of a traditional Manager's Report, the City Administrator has asked that I provide the Committee with a list of the City's Economic Development activities and accomplishments during COVID-19. This list has been provided below for your review and consideration.

1. City Support to Businesses During COVID-19

- a. We have monitored and analyzed all Orders issued by St. Louis County and the State of Missouri due to COVID-19 and their impact on the City's business community.
- b. We have carefully researched all available funding programs to support our businesses, provided by [St. Louis County](#) (Small Business Relief Grant), the [St. Louis Economic Development Partnership](#) (Small Business Resource Fund), the [US Small Business Administration](#) (Paycheck Protection Program/PPP and the Economic Injury Disaster Loan/EIDL) and other private resources. We have monitored regular updates from these agencies for each of these programs and interpreted their policies and procedures for successful application and implementation by our local businesses.
- c. Since March 2020, we have sent weekly emails (sometimes more frequently) directly to all Wildwood business owners with these important updates from St. Louis County, the State of Missouri, and the status of available small business funding programs, in order to make their process as easy as possible and provide the best chance at a successful application. We provided these same updates to the City Administrator to include in his Weekly Update sent to all City Council Members and City Team Members.

- d. We have developed new campaigns to encourage residents to “shop local” during the Stay-at-Home Order, including “Takeout Tuesdays” and “Rally for Retail Thursdays”. These campaigns are posted to the City website, shared on the City’s social media, and included in the City’s weekly E-Newsletter.
- e. In collaboration with other City Team Members, we have worked to publish regular updated information on the [COVID-19 page](#) of our City website, including:
 - i. [Local restaurant information](#) identifying available services (delivery, curbside, etc.)
 - ii. Availability of [small business resources](#) offered by St. Louis County, the St. Louis Economic Development Partnership, the SBA, and others.
 - iii. [List of Essential Services](#) and Businesses allowed to remain open during COVID-19
 - iv. List of businesses offering online gift cards as part of “[Rally for Retail Thursdays](#)”
- f. We have worked with other City Team Members to schedule social media posts, design graphics, and maintain fresh content across the City’s platforms.
- g. We have monitored newly available grant funding from the US Economic Development Administration (EDA) provided by the CARES Act available for important public infrastructure projects and design/engineering projects not completed due to the economic injury of the coronavirus, and are reviewing proposed City projects that may be available for this funding. Approximately \$6-7 million is available in Missouri.

2. A Guide to Opening a Business in Wildwood, Missouri

- a. We created a new "[Guide to Opening a Business in Wildwood, Missouri](#)" to help interested business owners navigate the City's permitting, licensing and signage requirements and successfully open their business in our community. We prepared this document using information from our City website and City code, and models I found in some of our neighboring cities. Input was provided from the Departments of Planning and Parks, Public Works, and Administration. This has been posted to our website, shared on social media, and emailed to all Wildwood brokers/managers.

3. New Business Openings

- a. **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.
- b. **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 and boutique to inside The Miller Haus at 2612 East Ave.
- c. **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.
- d. 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.
- e. **RL Jones Properties** plans to submit final plans to the City in June 2020 to construct the two (2) 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 ten (10) new retail businesses to occupy this location.

- f. We have been working with several other interested business owners looking to identify suitable space to open their new retail/office businesses later this year.

4. Businesses Expanding or Reinvesting

- a. The **Wildwood Family YMCA** is amending 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. The City Council had its first reading of this bill (#2557) at its meeting on May 26, 2020.
- b. The City approved **Milk & Honey’s** sign permit for their new location at 16765 Main St., and they expect to re-open for business at their new expanded location in June 2020.
- c. 

5. “Wildwood Graduation Week” Restaurant Celebration

- a. 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. Passport Program Postponed / Substituting WBA Business Bingo

- a. The Event Committee for the 2020 “Summer Tour of Wildwood” Passport Program postponed this year’s event, given St. Louis County’s Stay-at-Home Order and uncertainty surrounding when our businesses would re-open. However, the Wildwood Business Association (WBA) will host a Business Bingo game this summer as a substitute to our Passport Program to help provide our businesses with needed exposure and support during this time.

7. Coordinating Wildwood Bands, Brews and BBQ Event with the WBA

- a. At its meeting in March 2020, the City Council authorized the City to prepare a draft cooperation agreement with the Wildwood Business Association (WBA) for a new **Bands, Brews and BBQ Event** in September 2020. However, given the COVID-19 crisis and uncertainty for any special events this Fall, the City and WBA have proposed to combine this new event with the City’s already scheduled Celebrate Wildwood event, tentatively scheduled for October 2020. If approved, a reduced WBA event would take place Friday evening before Celebrate Wildwood on Saturday/Sunday. This idea still needs to be presented to the Wildwood Celebration Commission for their consideration and approval. The WBA would still plan to have a separate BBQ event in 2021 once things (hopefully) return to some sense of normal next year.

Please let me know if you have any questions concerning the above.

JMDJ