



MEMORANDUM

To: Economic Development Committee Members

From: Julian M.D. Jacquin, Economic Development Manager / Interim Deputy City Administrator

Date: April 27, 2021

Re: 2021 Update to Economic Development Guide: Meeting #4

At its March meeting, the Committee approved the attached *Schedule for Completion of the Update* to the City's **Economic Development Guide** (adopted on May 9, 2016) and reviewed a draft list of individuals to invite to participate in stakeholder interviews as part of the update process. These stakeholders will provide important feedback regarding how/where the City should grow, and what the City can do to be a better partner for businesses, owners, and developers. Chair Edens also requested that the Committee Members consider potential questions to use in these stakeholder interviews and submit them to us prior to the April Committee meeting.

Per the approved schedule, the Committee will be asked to complete three (3) tasks at the April meeting:

1. Review updated list of stakeholders, including responses received from invitations, to participate in meetings to provide feedback to include in the review process.
2. Compile, and approve, list of standardized survey questions to ask in stakeholder interviews.
3. City Team Members to begin drafting updated text/graphics for the 2021 Guide.

>> [Updated List of Stakeholders](#)

An updated list of 16 individuals is included in the second page of this memo, identifying those who have accepted the City's invitation to participate in stakeholder interviews as part of the review process. All individuals that responded to the City's invitation have agreed to participate. This list includes individuals representing Wildwood residents, business owners, real estate owners, and land developers, and is provided for the Committee's review and consideration.

>> [Survey Questions for Stakeholder Interviews](#)

A list of survey questions to use in stakeholder interviews is included in the third page of this memo, to standardize the process and ensure that feedback collected is fair and equal. This standardized list of questions will help to provide a comprehensive view of the City's strengths, weaknesses, opportunities, and threats. On April 13, Chair Edens requested that the Committee members send us a list of potential questions to use in these interviews. Responses were received from Council Members Dodwell, Clark and Nyhan, which are attached to this report for the Committee's review and consideration.

>> **Next Steps**

At the April meeting, City Team Members will provide responses from the invited stakeholders relative to their interest and availability in participating in virtual meetings for this purpose. The Committee will then approve a list of questions to ask in each stakeholder interview, to be conducted in May-June 2021.

I will be available for any comments or questions at the April 27, 2021 Meeting of the Economic Development Committee.

JMDJ

>> **List of Stakeholders**

Name	Business/Company	Status	R	BO	PO	DV	REB
1. Ben Albers	Newmark Zimmer	☑					X
2. Drew Bextermueller	Dierbergs Real Estate	??		X	X	X	X
3. Tony Bosworth	TB Realty & Development	☑	X	X	X	X	X
4. Dave Fick	Fick Supply Service Inc.	☑	X	X	X		
5. Jackie Goettelmann	Milk & Honey	☑	X	X			
6. Kevin Grossnicklaus	ArchitectNow/Wildwood Workspaces	☑		X			
7. Laura & Jaclyn Jones	RL Jones Properties	☑	X	X	X	X	X
8. Michael Kennedy	The Prime Place (KAI Design & Build)	☑	X		X	X	
9. Ed Kohn	Greenberg Development	☑	X		X	X	
10. Stephanie Mulholland	Big Chief Roadhouse	☑	X	X			
11. Tim Peters	Wildwood Family YMCA	☑		X			
12. Mike Petruso	CrossFit Wildwood	☑	X	X			
13. Charlie St. Onge	St. Onge Management & Exchange	☑			X	X	X
14. Gina Tarte	St. Louis Community College: Wildwood	☑	X	X			
15. Emily Willis Jenny Goskie	Wildwood Business Association (WBA)	☑		X			
16. Doug Zick	Zick's Great Outdoors	☑	X	X	X		

R: Resident

BO: Business Owner

PO: Property Owner

DV: Land Developer

REB: Real Estate Broker

>> [List of Survey Questions](#)

1. What is your type of business? How long have you been in business (in Wildwood, and/or in total)?
2. Why did you choose to locate your business in Wildwood, as opposed to other cities? What does Wildwood offer that made it appealing and led to your decision? Alternatively, can you think of any reasons why a business may not want to locate in Wildwood?
3. What City services have you found beneficial to you doing business in Wildwood? What changes could the City make to our business support services to be more helpful to your business (permitting, licensing, etc.)?
4. How do you measure your success in Wildwood? Do you have short-term and long-term goals?
5. What can the City do to better support your business in Wildwood? Are there any activities or initiatives the City can add to better enhance your business? What challenges do you have as a business owner in Wildwood?
6. What is your plan for the next five (5) years? Growth/expansion? Stay the same? Downsize?
7. What type of marketing, advertising, or community engagement do you use? Are you involved with the Wildwood Business Association (WBA), and/or the West St. Louis County Chamber of Commerce? How effective are these forms of marketing? Are there additional modes you would like to try?
8. What types of other retail/office businesses, community services, or other amenities are missing in Wildwood? Do you think the City should proactively recruit these types of services? If so, where?
9. Have you found it beneficial for the City to have an Economic Development Manager? If so, what are some of the benefits to your business?
10. How does the City's internet coverage, and limited access in certain areas, impact your business?
11. Any other general comments or concerns?

Julian Jacquin

From: Katie Dodwell
Sent: Saturday, April 10, 2021 2:14 PM
To: Lauren Edens; Julian Jacquin
Subject: ED Assessment questions

At our last meeting, EDC members were asked to provide a list of questions they would like asked of our Wildwood businesses. Following is my first stab at some..

- Type of business?
- How long have you been in business in the City of Wildwood?
- What City services have you found beneficial to you doing business in Wildwood?
- Have you found it helpful to automate some of our business support mechanisms, i.e. online business license renewal, online building inspection request? (I'm sure there are other components for our program we would like to get feedback on but my Saturday brain can't find them)
- Have you found it beneficial to be a member of the WBA?
- What things can the City of Wildwood do (within the limits of government rules) to support you doing business here?
- Have you found it beneficial to have an Economic Manager for Wildwood? If so, please list some of the benefits.
- Additional thoughts/comments.

Look forward to continuing our planning at our next meeting.

Katie Dodwell
Council Member - Ward 4
City of Wildwood

Julian Jacquin

From: Teresa Clark
Sent: Wednesday, April 14, 2021 2:21 PM
To: Julian Jacquin; Lauren Edens
Subject: Stakeholder questions

I have worked in depth with stakeholders as an Engineer with Chrysler and as a Director with Special Olympics, but I never had to interview any of them. I have thought about this a lot since the last meeting, and here is what I came up with.

What is your plan for business growth/expansion in the next 5 years?

How would you suggest Wildwood could attract new types of businesses that are synergistic to our currently established ones?

What modes of advertising do you use? How effective are they? What additional modes would you like to try?

How do you measure your success in Wildwood?

Do you have 5-year strategic SMART (Specific, Measurable, Attainable, Relevant, Time-bound) goals?

How detrimental is the limited local Internet coverage to the success of your business?

Teresa

Get [Outlook for iOS](#)

Julian Jacquin

From: Tracey Nyhan
Sent: Thursday, April 22, 2021 11:56 AM
To: Julian Jacquin; Lauren Edens
Subject: RE: Questions for Stakeholder Interviews - Update to ED Guide

Hello all,

Council Member Dodwell has already presented some great questions, many of which I would have suggested as well.

I would like to see a question about reasons a business may not chose to locate in Wildwood. It would obviously be an opinion from the stakeholder but maybe a good way to explore City weaknesses.

What made them chose to locate in Wildwood as opposed to other cities and what does Wildwood offer that was appealing and led them to that decision.

Thanks, "see" you Tuesday!
Tracey

From: Julian Jacquin <Julian@cityofwildwood.com>
Sent: Tuesday, April 13, 2021 11:49 AM
To: Council Economic Development Committee <CouncilEconomicDevelopment@cityofwildwood.com>
Cc: Steve Cross <scross@cityofwildwood.com>; Carla Patrick <Carla@cityofwildwood.com>
Subject: Questions for Stakeholder Interviews - Update to ED Guide

Council Economic Development Committee Members:

At our March meeting, we noted that the Committee would be asked to compile a list of potential questions at their next meeting on April 27 to be used in upcoming interviews with selected stakeholders for use in the 5-year update to the City's Economic Development Guide.

Chair Edens has respectfully requested that the Committee consider any potential questions in advance of this meeting and send them to us by no later than next Friday, April 23, so that we can compile the responses and prepare for a better discussion at our April meeting. As a starting point, Council Member Dodwell sent us the attached email with questions late last week.

Please let Chair Edens or I know if you have any questions or comments. Thanks-



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Meeting #	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Task	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22
Economic Development Committee																
Review & approve schedule for completion of update	✓	Mar-21														
Identify stakeholders to be included in review process		Mar-21														
Identify questions for meetings with stakeholders			Apr-21													
Review updated Introduction component (2021)					Jun-21											
Review updated Status of Goals component (2021)					Jun-21											
Review updated Community Outreach component (2021)						Jul-21										
Review information collected received from stakeholders							Aug-21									
Review updated Census/Market Data component (2021)										Nov-21						
Reviews updated Action Plan component (2021)											Dec-21					
Review updated Implementation Matrix component (2021)											Dec-21					
Review entire updated 2021 Guide in draft form												Jan-22				
Host virtual roundtable via Zoom for public comment of draft												Jan-22				
Review updated 2021 Guide, inclusive of comments received													Feb-22			
Approve updated 2021 Guide and sends to City Council														Mar-22		
Present updated 2021 Guide at City Council Work Session															Apr-22	
City Council																
Discuss Strategic Plan sub-goals, timing, and funding sources	✓	Mar-21	Apr-21	May-21												
2021 Municipal Election and assignment of Committee Members			Apr-21													
2022 Municipal Election and assignment of Committee Members															Apr-22	
Review and consider action on approving 2021 Guide																May-22
City Team Members																
Present initial framework and schedule to Committee	✓															
Begin review and initial markup of 2016 Guide		Mar-21														
Contact stakeholders to schedule virtual meeting(s)			Apr-21													
Begin drafting updated text/graphics for 2021 Guide			Apr-21	May-21												
Conduct virtual meeting(s) with stakeholders via Zoom				May-21	Jun-21											
Draft Census/Market Data component to include new census data								Sep-21	Oct-21	Nov-21						
Draft Action Plan and Implementation Matrix components										Nov-21						
Incorporate virtual roundtable feedback into updated 2021 Guide												Jan-22				
2020 US Census Data Release																
Initial 2020 population counts first delivered to the President			Apr-21													
2020 redistricting counts sent to State of Missouri								Sep-21								
2020 state and county population projections produced									Oct-21							