



WILDWOOD

Economic Development Manager's Report

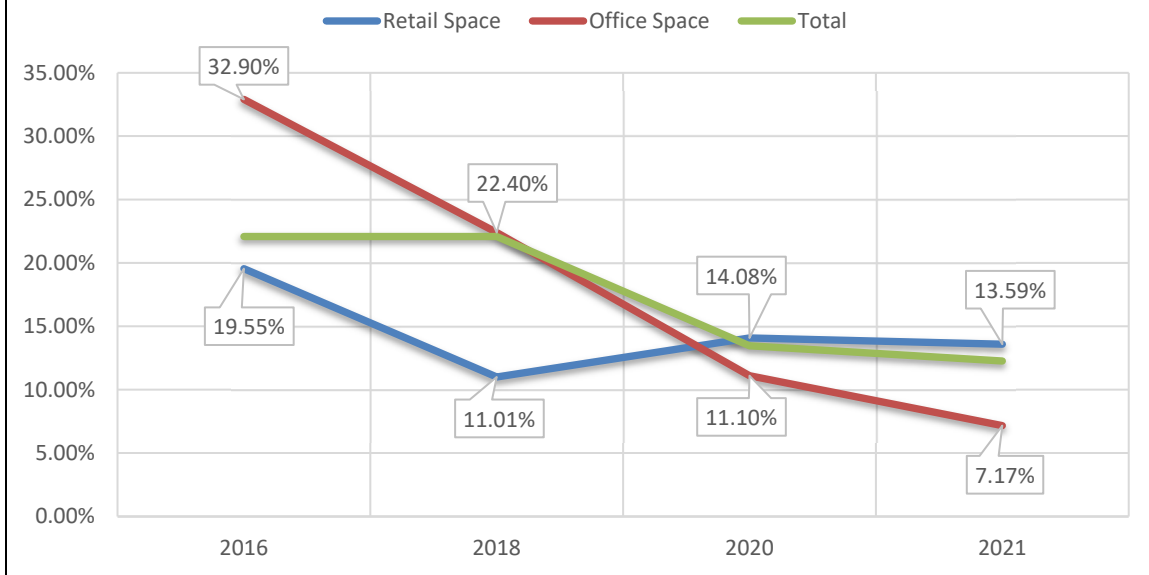
April 27, 2021

Category	Activity	Associated Action from ED Guide
Items on the EDC Meeting Agenda	1. The Committee will review additional information regarding the Bicycle Benefits program presented at the March meeting and be asked to approve sending this program to the City's businesses.	#1 (c): Establish a formal business retention and expansion program.
	2. The Committee will continue its update to the Economic Development Guide, including work to review responses received from folks for stakeholder interviews and assembling a list of survey questions.	All Items #1-5
	3. The Committee will review the sub-goals identified for Goal #6 ("Economic Development") in the proposed 2021-2025 City Council Strategic Plan.	
	4. The Committee will discuss the 2021 meeting schedule and any changes to meeting start times.	
New Business Activity	1. The Wildwood Athletic Center (newly rebranded from CrossFit Wildwood at 16966 Manchester Rd.) hosted a Grand Opening and Ribbon Cutting Celebration on Saturday, April 17, 2021. Mayor Bowlin and Council Members Garritano, Gillani and Edens attended this ceremony.	#1 (c): Establish a formal business retention and expansion program.
	2. Hidden Valley Ski Resort plans to re-open their 4-line ZipTour attraction on Friday, June 4, 2021 for the summer season. Tours will now be offered in a self-guided basis instead of larger group tours	
	3. The Code Ninjas: Wildwood location at 16747 Main St. has been sold to a new owner (Bill and Shelley Rowe), who is planning to host a Grand Re-Opening Celebration on Saturday, May 15, 2021.	
	4. Wildwood Yoga and Wellness (17237 New College Ave.) will close their location at Wildwood Square on May 31, 2021, and move into a new, larger, space at 2642 Highway 109 on June 1, 2021.	
	5. Lindell Bank re-branded/re-flagged the Rockwood Bank Branch at 2620 Highway 109 on April 9, 2021.	
	6. CleanPro STL has submitted plans to the City to add two (2) new garage doors to the front façade of the Historic Kern Station at 17301 Manchester Rd. and install new signage to the building storefront.	#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
	7. The new owners of the retail building at 16917 Manchester Rd. have submitted interior finish plans to the City to modify this building to allow for a new retail store (pet supplies) and café in a future phase.	
	8. SSM Physical Therapy submitted a new Commercial Business License application for a new 400 sq. ft. physical therapy office inside the Wildwood Athletic Center at 16966 Manchester Rd.	
	9. The City approved construction plans by RL Jones Properties to construct the two (2) remaining commercial outbuildings at Wildwood Square, adding 12,000 sq. ft. of retail space to this location.	
	10. A new user is finalizing lease terms to fill the 2,500 sq. ft. retail space at 16972 Manchester Rd. in Cherry Hills Square, next door to Cherry Hills Veterinary Hospital.	
	11. Manager is working with several businesses interested in filling remaining retail space in Town Center.	

Category	Activity	Associated Action from ED Guide
Business Visitation Meetings	1. CleanPro STL (Nick and Lauren Giordano, Owners)	#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
	2. Code Ninjas (Mr. Bill Rowe, Owner)	
	3. Frolic Inn (Mr. John Madlinger, Owner)	
	4. Hidden Valley Ski Resort (Mr. Brandon Swartz, General Manager)	
	5. Pace Properties (Mr. Mark Dorsey, Senior Associate) re: listings	
	6. RL Jones Properties (Laura and Jaelyn Jones, Broker and Property Manager)	
	7. Wildwood Athletic Center (Mr. Mike Petruso, Owner)	
	8. Wildwood Yoga & Wellness (Ms. Jill Dunlap, Owner)	
Events	1. Manager attended the Wildwood Business Association (WBA) Spring Forward Social on April 8. Actual Cost: None Intended Result: Meet business owners in Wildwood, and promote Wildwood as location for new business	#1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program
	2. In his role as Past Chair of the Board for the West County Chamber of Commerce, Manager attended the April General Membership Meeting (GMM) at Forest Hills Country Club on April 22. Actual Cost: \$30 registration Intended Result: Meet business owners in West County, and promote Wildwood as location for new business	
	3. Manager will attend the Wildwood Business Association (WBA) May Social on May 6. Actual Cost: None 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 91 new residents in April for that list from Ameren for February 2020. 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 April 7 and 14, respectively.	
	3. On April 5, Mayor Bowlin signed a Third Extension of the City's "Temporary Waiver of Special Event Permit Guidelines for Eating and Drinking Establishments in Wildwood" through September 30, 2021	
	4. The unemployment rate for the City of Wildwood for February 2021 was 3.2%. Unemployment for the St. Louis Metropolitan Statistical Area was 5.1% in February, and the National rate was 6.2%.	n/a

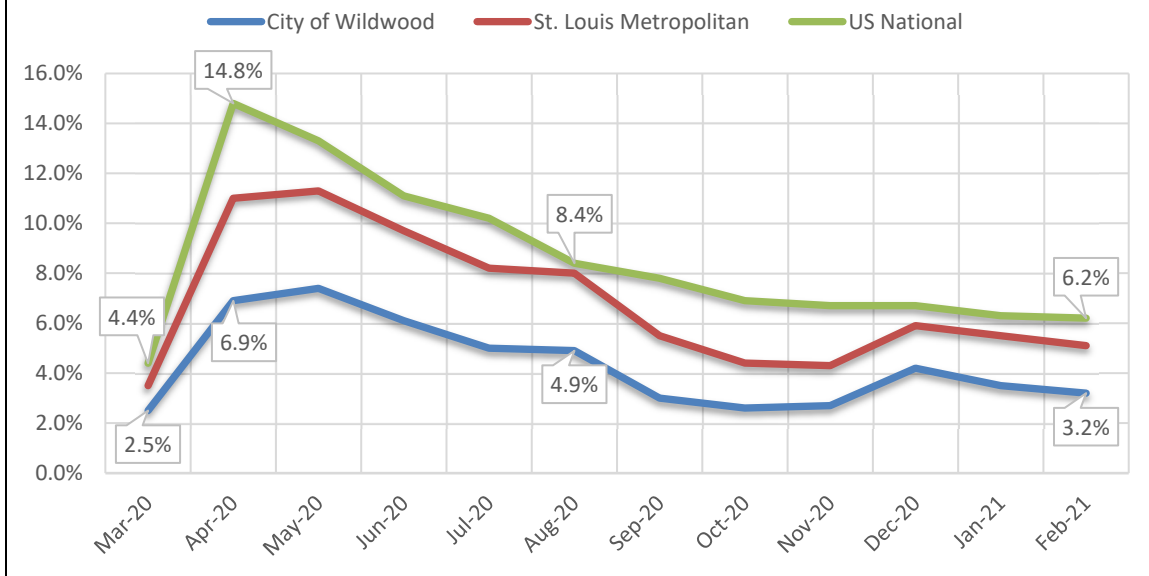
	March 2021	2021 (YTD)	2020
# of New Businesses	2	6	21
Businesses Expanding/Re-Investing	3	6	16
Businesses Closed	- 1	- 1	- 5
Net Impact on Business Inventory	+ 1	+ 5	+ 16
Total Business Inventory	231	231	226

Retail/Office Vacancy Rates (2016-2021)



* Based on City's business license database and information provided to the City

Unemployment Rates (Mar 2020 - Feb 2021)



* Source: United States Bureau of Labor Statistics (www.bls.gov/bls/unemployment.htm)