



# WILDWOOD

## Economic Development Manager's Report

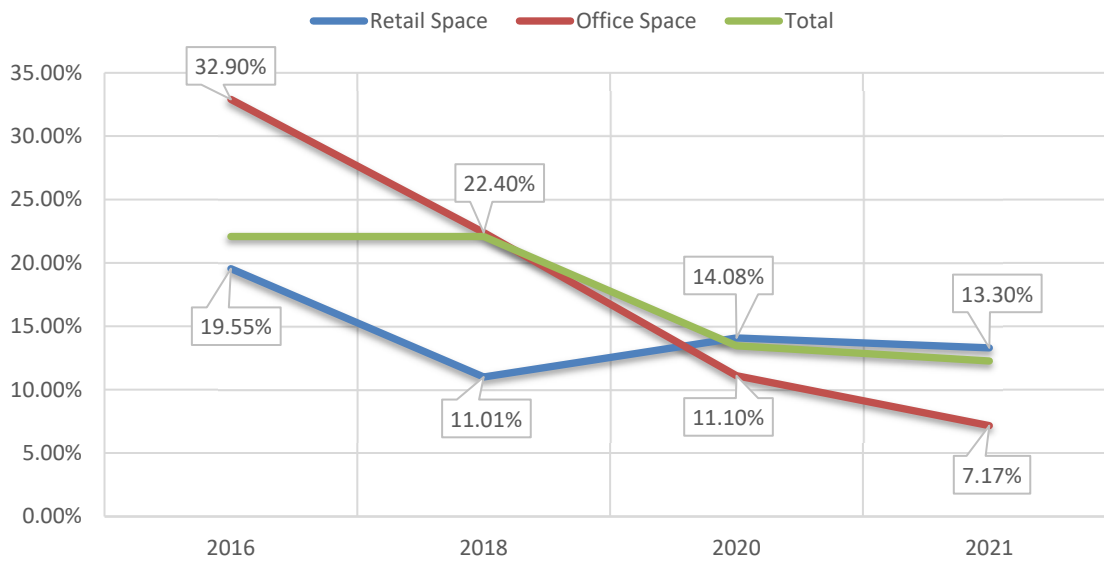
June 22, 2021

Category	Activity	Associated Action from ED Guide
Items on the EDC Meeting Agenda	1. The Committee will continue its update to the Economic Development Guide.	All Items #1-5
	2. Manager will provide an update regarding Chair Edens' request for a new economic development certification program for municipalities with their own dedicated program/department.	
	3. Manager will provide an update regarding the upcoming Committee Meeting date on July 6, 2021.	n/a
New Business Activity	1. Wildwood Yoga and Wellness (2642 Highway 109, Suite B) will host a Ribbon Cutting Celebration with the West St. Louis County Chamber of Commerce on June 23, 2021 to celebrate their relocation and expansion into the Westridge Office Centre, more than doubling their space from 1,200 sq. ft. to over 2,600 sq. ft. All City Council Members and City Team Members are invited to attend.	#1 (c): Establish a formal business retention and expansion program.
	2. Heels Boutique is planning to re-open their newly relocated dress and shoe boutique at 121 Plaza Dr. (next to Starbucks Coffee) during the week of June 21, 2021.	
	3. Hidden Valley Ski Resort (17409 Hidden Valley Dr.) hosted a Ribbon Cutting Celebration with the West St. Louis County Chamber of Commerce on June 18, 2021 to celebrate the re-opening of the 4-line ZipTour attraction, scenic chairlift rides and free hiking trails. Mayor Bowlin, Council Members Rambaud and Garritano, and Manager Jacquin attended.	
	4. Sonny's Automotive Repair (17308 Manchester Rd.) will soon be expanding their business to fully occupy the entire building, previously co-tenanted by Barnett Auto Body and Sales.	
	5. PNC Bank has closed their Wildwood branch at 179 Plaza Dr. and will be consolidating our location with their freestanding branch in Ballwin. The City has begun marketing this space to new tenants.	
	6. At its meeting on June 28, 2021, the City Council will be asked to approve extending the time required to submit and act on a Site Development Plan for the new "Prime Place" project at 16700 Main St.	#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 City has approved a set of plans for modifications by the owners of the retail building at 16917 Manchester Rd., who will open a new pet supplies store at this location with a café in a future phase.	
	8. Pranic Physician has submitted a new Commercial Business License Application for a new medical practice and physician at 17014 New College Ave., Suite B.	
	9. Wren's Nest Wellness has submitted a new Commercial Business License Application for a new massage office at 16925 Manchester Rd., Suite 6B, and plans to open at this location on July 1, 2021.	
	10. A new user is finalizing lease terms to fill the available 2,500 sq. ft. retail space at Cherry Hills Square.	
	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. ArchitectNow and Wildwood Workspaces (Mr. Kevin Grossnicklaus, President)	#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. Farmers Insurance Agency and Wildwood Business Association (Ms. Jenny Goskie, Agency Owner)	
	3. Greenberg Development Company (Mr. Ed Kohn, Broker)	
	4. Hidden Valley Ski Resort (Mr. Brandon Swartz, General Manager)	
	5. KAI Design & Build (Mr. Michael Kennedy, Chairman) re: The Prime Place	
	6. Milk & Honey (Jackie and Eric Goettelmann, Owners)	
	7. St. Louis Community College at Wildwood (Mmes. Carol Lupardus, President, and Gina Tarte, Marketing)	
Events	1. In his role as Past Chair of the Board for the West County Chamber of Commerce, Manager attended the May General Membership Meeting (GMM) at Forest Hills Country Club on May 27. Actual Cost: \$30 registration Intended Result: Meet business owners in West County, and promote Wildwood as location for new business	#1: Establish and Institutionalize a formal Business Recruitment, Retention & Expansion Program
	2. Manager attended the Wildwood Business Association (WBA) June Social on June 3. Actual Cost: None Intended Result: Meet business owners in Wildwood, and promote Wildwood as location for new business	
	3. In his role as Public Policy Chair for the Missouri Economic Development Council (MEDC), Manager attended the 2021 MEDC Annual Conference at Lake of the Ozarks on June 14-17. Actual Cost: \$759 (\$325 registration + \$434 lodging) Intended Result: Professional development, networking, and educational opportunity	
Other Updates	1. The City's New Resident Welcome Packets were mailed to 70 new residents in June for that list from Ameren for May 2021. 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 June 2 and 9, respectively.	
	3. Manager Jacquin was appointed to the role of 2021/2022 Public Policy Chair for the Missouri Economic Development Council (MEDC) at the 2021 MEDC Annual Conference this past month.	
	4. The Bureau of Labor Statistics (BLS) website is down for maintenance from June 17 – 22, 2021. Updated unemployment figures for April 2021 will be provided at the Committee's next meeting.	n/a

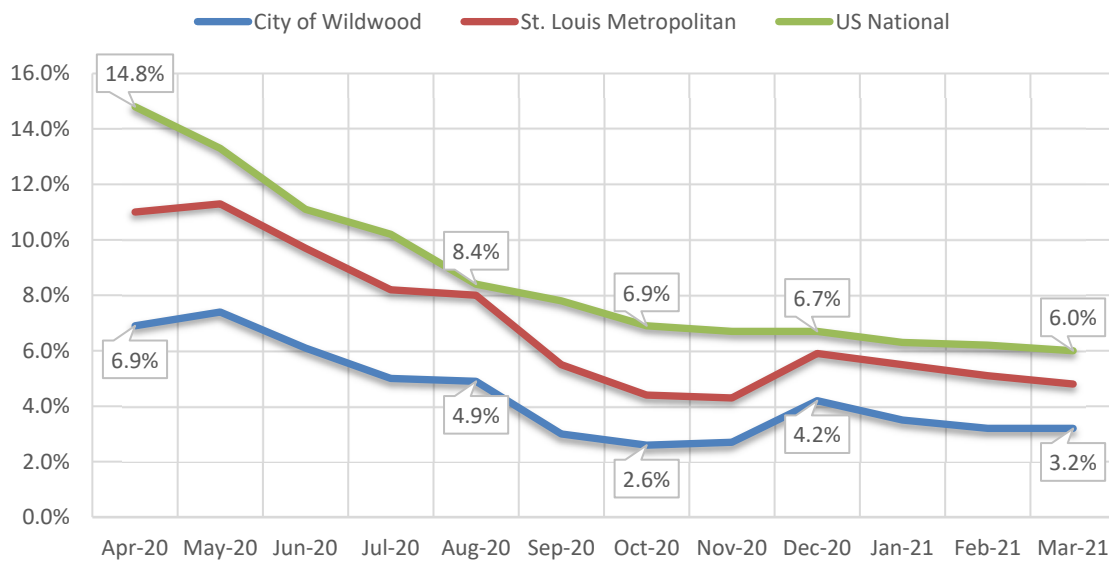
	June 2021	2021 (YTD)	2020
# of New Businesses	4	10	21
Businesses Expanding/Re-Investing	1	8	16
Businesses Closed	-2	-3	-5
Net Impact on Business Inventory	2	+7	+16
Total Business Inventory	233	233	226

## Retail/Office Vacancy Rates (2016-2021)



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

## Unemployment Rates (Apr 2020 - Mar 2021)



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