

Economic Development Committee
November 22, 2022 Meeting
2023 Home-Based Business Exposition

The City of Wildwood currently has 120 registered home-based businesses. The Department recognizes the importance of these ventures, which contribute to Wildwood's local economy and offer an accessible pathway for entrepreneurs to start small in their own homes.

Many home-based businesses in Wildwood have stated that they need more visibility and support. The Department would like the City to host an exposition to help these businesses get more visibility in the community. An exposition will help educate, influence, and cement the importance of home-based businesses within the City of Wildwood. It will also provide home-based businesses with the opportunity to promote their services and interact with potential customers. Lastly, an exposition will help nurture existing relationships and initiate new connections amongst home-based business owners in our community.

The Department recommends the approval of a home-based business exposition. Ideally, the event would take place in the Spring or Summer of 2023. The Department suggests partnering with the Wildwood Business Association (WBA) to help recruit businesses to participate. The home-based business exposition would take place in conjunction with the Wildwood Farmers' Market. Home-based businesses would have their own section within the market. The event would still take place at 221 Plaza Dr, Wildwood, MO 63040. The City would work with the manager of the Wildwood Farmers' Market, Natalie McAvoy, to organize the event.