



MEETING OF THE
COUNCIL ECONOMIC DEVELOPMENT COMMITTEE
Monday, January 23, 2017 at 4:45 p.m. to 5:50 p.m.
WILDWOOD CITY HALL
First Floor Community Room
16860 Main Street
Wildwood, Missouri 63040
AGENDA

1. Call To Order And Roll Call Of Members
2. Approval Of Minutes – December 12, 2016 Meeting

Documents:

[EDC MINUTES DECEMBER 12, 2016.PDF](#)

3. Public Comment(S)
4. Discussion Item(S)
 - 4.I. Ready For Action – Four (4) Items

4.I.i. Economic Development Manager's Report

Documents:

[IV 1 A EDC MANAGERS REPORT.PDF](#)

4.I.ii. Business Retention Program

Documents:

[IV 1 B 1 BUSINESS RETENTION PROGRAM MEMO.PDF](#)
[IV 1 B 2 EXISTING BUSINESS QUESTIONNAIRE.PDF](#)

4.I.iii. Business Appreciation Award

Documents:

[IV 1 C 1 BUSINESS APPRECIATION AWARD MEMO.PDF](#)
[IV 1 C 2 BUSINESS APPRECIATION AWARD NOMINATION FORM.PDF](#)

4.I.iv. Pond Sanitary Sewer Extension

Documents:

[IV 1 D POND SEWER EXTENSION.PDF](#)

4.II. For Information – Three (3) Items

4.II.i. Wildwood Marketing Brochure – Updated

Documents:

[IV 2 A 1 WILDWOOD MARKETING BROCHURE MEMO.PDF](#)

[IV 2 A 2 WILDWOOD MARKETING BROCHURE.PDF](#)

4.II.ii. Event Reports

Documents:

[IV 2 B EVENT REPORTS.PDF](#)

4.II.iii. Recruitment Of A Microbrewery

Documents:

[IV 2 C 1 RECRUITMENT OF A MICROBREWERY.PDF](#)

[IV 2 C 2 LUPULIN CARNIVAL.PDF](#)

4.III. Not Ready For Action – Five (5)

4.III.i. Public Financing Options As Economic Incentives

4.III.ii. Potential Internet Café / Business Incubator

4.III.iii. Additional “Great Streets” Wayfinding Signage

4.III.iv. Development Of Village Green And/Or Other Public Spaces In Town Center

4.III.v. Strategic Planning Goals – Main Street And Other Infrastructure And Utilities

5. Other Business News And Updates

6. Additional Public Comment(S)

7. Next Meeting Date – Monday, February 27, 2017 – 4:45 P.m.

8. Adjournment

If you would like to submit a comment regarding an item on this meeting agenda, please visit the [Form Center](#).

The City of Wildwood is working to comply with the Americans with Disabilities Act Mandates. Individuals who require an accommodation to attend a meeting should contact City Hall, 636-458-0440 at least 48 hours in advance.

The Economic Development Task Force will consider and act upon these matters listed above and any such others as may be presented at the meeting and determined appropriate for discussion at that time.



WILDWOOD®

MEETING OF THE CITY COUNCIL'S ECONOMIC DEVELOPMENT TASK FORCE

Monday, December 12, 2016, at 5:00 p.m.

WILDWOOD CITY HALL
First Floor Community Room
16860 Main Street
Wildwood, Missouri 63040

MINUTES

I. Call to Order and Roll Call of Members – meeting began at 5:00 p.m.

The meeting was convened at 5:00 p.m. and a roll call of members was taken. Members in attendance included the following: Council Members McGowen, Dodwell, Porter, Goodson, Bertolino, Levitt, Cullinane, and Manton. Other City officials in attendance included City Administrator Ryan Thomas, Director of Public Works Rick Brown, Director of Planning and Parks Joe Vujnich, Economic Development Manager Julian Jacquin, and Assistant Director of Planning and Parks Kathy Arnett.

II. Approval of the Minutes – November 28, 2016 Meeting

A motion was made by Council Member McGowen, seconded by Council Member Cullinane, to approve the minutes. A voice vote was taken, with no objections, and the motion was approved.

III. Public Comment(s)

None

IV. Discussion Item(s)

Ready for Action – Two (2) Items

A. Economic Development Manager's Report

Economic Development Manager Jacquin asked the Committee if they had any questions or comments on the report. Council Member McGowen requested a copy of a proposed tear sheet, which was referenced in the report. No other comments were offered.

B. Mississippi Valley Bike and Outdoor Expo

Economic Development Manager Jacquin noted the City would be participating in this event, held in Collinsville, Illinois in January, along with Hidden Valley Ski Resort. The City has five (5) free registrations, being used by himself, City Administrator Thomas, a Department of Planning representative, and Council Member McGowen, which leaves one (1) available ticket, if any of the Committee Members were interested in participating. He also noted this event is a public expo and many businesses will be in attendance, which he is interested in establishing a relationship with for the future.

For Information – Five (5) Items

A. Wildwood Marketing Materials - Updated

Economic Development Manager Jacquin distributed updated marketing materials he would like to use at the upcoming Bike and Outdoor Expo. The updates included suggestions that had been made by Council Members and staff. The materials included the proposed economic development logo, but there are several versions with the existing City logo, if no change to it is approved.

Discussion was then held regarding the following: the economic development logo does not replace the City logo; the need for a scale on the maps; the appreciation of including the historic communities; the desire to change the front cover, so the text is more prominent; the potential to change one (1) of the photographs of the Table Three location and possibly use a photo of the hotel or movie theater; the desire to change the generic fall foliage image with a photograph of the pavilion in Community Park; the need to include the telephone number to City Hall, in addition to the Economic Development Manager's cell; the desire to show a photograph of homes in the City that reflect more diversity; the potential of using a photograph of City Hall; the need to change the text relative to property types to note a 3+ acre density, not 3+ acre lots and include information on other types of residential housing; and the need to remain focused on the audience this piece is intended to serve, which is developers.

Public Comment – Jean Vedvig, 16709 Clayton Road, agrees that a photograph of the movie theater or hotel would be nice and that a photograph of Community Park would be more beneficial than a generic image of fruit or a covered bridge. She also expressed her dislike of the photograph of the homes. She commented the document should include the City's slogan of 'Planning Tomorrow Today' and that the City logo should not be modified.

B. Missouri Municipal Review Magazine

Economic Development Manager Jacquin noted there would be an article in the January edition of the magazine on Wildwood. The text was provided to the Missouri Municipal League last week.

C. Mountain Biking at Hidden Valley Ski Resort

Economic Development Manager Jacquin noted he has been having meetings with the owners and management at Hidden Valley Ski Resort. In these meetings, representatives from this facility have noted they are working with a regional institution that represents a downhill mountain biking team. This organization wants to use this facility for activities, using the ski runs and chairlift, and have it be their home base for activities. To date, there have only been conversations, but he noted it is the type of activity that would attract bicyclists from outside of the area and could be part of a larger summer use at the property, which could include rock climbing, zip-lining, etc.

D. Outdoor Retailer Winter Market

Economic Development Manager Jacquin noted he would be attending this event in Salt Lake City, Utah, this January.

E. Wildwood Logo Refresh

Economic Development Manager Jacquin noted this item is on the City Council Work Session later this evening and that Susan Gerard, the City's marketing consultant, will be there to present the updated information on why this item was pursued.

Public Comment – John Gagnani, 1510 Scofield Valley Lane, questioned why the logo is being changed. He believes the current logo is unique and not clip art, as was mentioned in a previous meeting. He has a problem with the replacement and doesn't see how this helps with promotion of our City, since people are used to the existing logo and it is a good representation of the City's identity.

Public Comment – Jean Vedvig, 16709 Clayton Road, believes that preservation of the City's identity is important and the current logo represents the climate and culture of the people and should be preserved. She also requested the City's motto, 'Planning Tomorrow Today' be preserved.

Motion by Council Member Levitt, seconded by Council Member Dodwell, to continue using the City's motto of 'Planning Tomorrow Today' in materials. A voice vote was taken, with no opposition, and the motion was declared approved.

Not Ready for Action

- A. Public Financing Options as Economic Incentives
- B. Potential Internet Café / Business Incubator
- C. Additional "Great Streets" Wayfinding Signage
- D. Development of Village Green and/or Other Public Spaces in Town Center
- E. Strategic Planning Goals – Main Street and Other Infrastructure and Utilities

V. Other Business News and Updates

None

VI. Additional Public Comment(s)

None

VII. Next Meeting Date – Monday, January 23, 2017 – 4:45 pm

VIII. Adjournment

A motion was made by Council Member McGowen, seconded by Council Member Goodson, to adjourn the meeting. All members voted in favor and the motion was approved. The meeting closed at 5:45 p.m.



January 23, 2017

MEMORANDUM

To: Economic Development Committee Members

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

Re: **Economic Development Manager's Report**

CC: Mayor Bowlin and City Council Members

Items on the EDC Meeting Agenda:

1. For use in business retention meetings, Manager has provided an existing business questionnaire to the Committee for review and comment. Manager is also requesting additional input from the Committee for which businesses should be identified as higher priority for use in scheduling these meetings.
2. As part of the City's new business retention program, Manager has provided information pertaining to a new Business Appreciation Award, for the Committee's review and discussion.
3. Manager has provided information pertaining to an extension of the MSD sanitary sewer system into the Pond Historic District. Manager is requesting a recommendation to move forward with exploring the feasibility of a new NID to pay for the sanitary sewer extension.
4. An updated copy of the City's marketing brochure has been provided to the Committee for information purposes only. Comments provided by the Committee and the public have been incorporated.
5. Manager is providing a summary report from his recent attendance at the Outdoor Retailer Winter Market event and the Mississippi Valley Bike and Outdoor Expo.
6. Manager is beginning work to recruit a microbrewery to the City, and has provided information regarding upcoming events and opportunities to the Committee for review and discussion.

New Business Activity

7. Manager is in active meetings with a developer of athletic field complexes and local property owners to assist in the development of this recreational use within the Town Center.
8. City Team Members are discussing a potential tenant for the vacant office space above Benedetto's and Table Three with Koman Properties.
9. Manager is in discussions with potential tenants for existing retail vacancies in the Town Center, and retailers interested in new construction within the Town Center.
10. Manager is meeting with a group interested in developing a new building in the Westridge Office Centre.

Business Retention Meetings

11. West St. Louis County Chamber of Commerce
12. Wildwood Business Association
13. The Wildwood Hotel
14. Benedetto's on Main
15. Table Three
16. Thai Bistro
17. Clarkson Eyecare
18. TB Realty & Development
19. Sedlak Insurance (American Family)
20. St. Onge Management
21. New Community Church

Events

22. Manager attended the Outdoor Retailer Winter Market on January 9-12, 2017, in Salt Lake City.
23. Manager, City Administrator and Council Member McGowen hosted the City's exhibit booth at the Mississippi Valley Bike & Outdoor Expo on January 15, 2017, in Collinsville, IL.
24. Manager attended the West County Chamber of Commerce Holiday Party, and the Wildwood Family YMCA 15th Anniversary Party.
25. Manager will be attending the ICSC Heartland States Idea Exchange on January 25-26 at the Ritz Carlton in St. Louis.
26. SCORE St. Louis will be hosting an evening workshop at City Hall on April 25, 2017, on "How to Open and Manage a Business" to help educate small business entrepreneurs in Wildwood.

Other Updates

27. Manager performed research to compile a list of 10 comparable communities in the United States, similar to Wildwood in size, density, population, housing, income and amenities. This list will be used to identify suitable uses that each community has that Wildwood does not yet have.
28. Manager completed research regarding the amount of sales tax being collected by businesses in the Crossings Community Improvement District (CID), which is then forwarded to the CID as revenue.
29. Manager is working on compiling information, and letters of support, for the Tough Mudder proposal. Letters have already been provided by the YMCA and the Cities of Ellisville and Eureka.
30. Manager continues to work with Greenberg Development Co, Stock & Associates Engineering, the City Administrator, and the Planning Department on the regional cycling project in the Town Center.
31. Manager met with representatives of the Small Business Development Center (SBDC) and local franchise owners to increase awareness of City's goals and attract small business to the Town Center.
32. The unemployment rate for the City of Wildwood for the month of November was 2.6%, down from 3.3% in September. Unemployment for the St. Louis Metropolitan Statistical Area was 3.8% in November 2016, and the National rate was 4.7%.

I will be available for any comments or questions at the January 23, 2017 Meeting of the Economic Development Committee.

JMDJ



MEMORANDUM

To: Economic Development Committee Members

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

Date: January 23, 2017

Re: Business Retention Program

Background

The Economic Development Guide for the City of Wildwood (adopted in May 2016; the “Guide”) identifies specific tasks to be completed as part of the implementation of the City’s economic development program. One such task is the establishment of a new business retention and expansion program, and the hosting of visitation meetings with existing businesses in the community. In order to successfully implement this program, the Guide instructs my position to create a standardized questionnaire to utilize in these meetings to help us better understand and communicate with the business community. The Guide also instructs my position to identify a list of all existing businesses in the community “ranked by priority” for use with scheduling these visitation meetings.

Last month, I created the “Existing Business Questionnaire” for use in business retention meetings, and obtained input from numerous City Team Members. The questions contained within this Questionnaire were generated either from the City’s Master Plan survey, sample business retention surveys I was able to locate online, and best practice questions I created from my experiences in economic development. I have been actively using this Questionnaire in ongoing meetings with the business community, and am requesting input for modifications from the Committee. This draft Questionnaire is included for your review.

Further, I have compiled a list of all existing businesses in the community, and assigned a “priority ranking” to each business for use with scheduling visitation meetings (informal ranking is based on size, location, tenure in community, and the like). At this time, I am requesting recommendations from the Committee regarding any businesses that should be identified as higher priority.

Recommendation

It is recommended that the Committee provide input regarding the Existing Business Questionnaire, and any knowledge regarding businesses that should be identified as higher priority for use in visitation meetings.

Reason for Recommendation

1. Input from the Committee will maximize the use of the Questionnaire, allow me to conduct those businesses identified as higher priority, and better implement the City’s new business retention program.

I will be available for any comments or questions at the January 23, 2017 Meeting of the Economic Development Committee.

JMDJ



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Business Questionnaire City of Wildwood

Company Name _____
Company Address _____
Contact Name _____
Type of Business _____
of Employees Full-Time _____ Part-Time _____

Optional

1. How would you rate the City of Wildwood as a place of business? (circle one)

Excellent Good Fair Poor Unsure

2. How long have you had your business in the City of Wildwood?

- A. 0-1 years
- B. 2-5 years
- C. 5-10 years
- D. 10 or more years

3. What made you choose the City of Wildwood for your business location? (circle all that apply)

- A. Physical Setting
- B. Small town ambience
- C. Location
- D. People
- E. Other (please explain: _____)

4. Are you a member of the Wildwood Business Association?

Yes No

5. Are you a member of the West St. Louis County Chamber of Commerce?

Yes No

6. Do you also live in Wildwood?

Yes No

12. How would you rate the economic success of the City of Wildwood Town Center?				
Excellent	Good	Fair	Poor	Unsure
13. How familiar are you with the City of Wildwood Master Plan?				
A. Very Familiar				
B. Somewhat Familiar				
C. Not very familiar				
D. Not at all familiar				
14. Do you think the City of Wildwood's enforcement of codes, and land use policies, for commercial property is ...				
A. Too strict?				
B. Just about right?				
C. Not strict enough?				
D. Unsure.				
15. The City of Wildwood should consider building a recreation complex or community center.				
A. Strongly Agree				
B. Somewhat Agree				
C. Neutral				
D. Somewhat Disagree				
E. Strongly Disagree				
16. How would you rate the police services supplied by the City of Wildwood's contract with the St. Louis County Police Department?				
Excellent	Good	Fair	Poor	Unsure
17. How would you rate the City's maintenance of the streets and rural roadways it is responsible for?				
Excellent	Good	Fair	Poor	Unsure
18. How much do you think the roundabouts on Highway 109 have improved traffic?				
Excellent	Good	Fair	Poor	Unsure
19. How would you rate the City's effectiveness in managing your tax dollars?				
Excellent	Good	Fair	Poor	Unsure

<p>20. How would you rate the City of Wildwood’s website?</p> <p style="text-align: center;"> Excellent Good Fair Poor Unsure </p> <p>Please provide any further explanation or reasoning for the rating you provided. (optional)</p>
<p>21. About how many times have you visited the City of Wildwood’s website during the past twelve months?</p> <p style="margin-left: 20px;"> A. Less than 10 times B. 10 – 20 times C. 20 or more times </p>
<p>22. Would a specific and standalone Wildwood Economic Development website be beneficial to your business?</p> <p style="margin-left: 20px;"> Yes No </p>
<p>23. How often do you receive news about the City of Wildwood through Facebook, Twitter or other social media?</p> <p style="margin-left: 20px;"> Regularly Sometimes Hardly Ever Never </p>
<p>24. Do you subscribe to the City’s weekly E-Newsletter?</p> <p style="margin-left: 20px;"> Yes No (If no, please consider signing up at www.cityofwildwood.com/list.aspx) </p>
<p>25. What activities/initiatives could the City add to best support or enhance your business? (please explain)</p>
<p>26. Any other general comments? (please explain)</p>

Please return completed survey to:

Via Mail:

Julian M.D. Jacquin
Economic Development Manager
City of Wildwood
16860 Main Street
Wildwood, MO 63040
(636) 458-0440

Via Email:

julian@cityofwildwood.com

Via Fax:

(636) 458-6969



MEMORANDUM

To: Economic Development Committee Members

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

Date: January 23, 2017

Re: Business Appreciation Award

Background

In my experiences in economic development, I have worked with a number of communities that have implemented creative methods for business retention and expansion. One such method is the creation of a “Business Appreciation Award” to honor local businesses in the community that deserve recognition. This method would be used to recognize one specific business with the Award at regular intervals (every two months or similar). Residents, businesses, and officials could nominate the business, our team would select the “winner” and recognize that one business with the Award for that period. We would place any others nominated into the “pool” for consideration at the next period, along with any new ones submitted.

Specific criteria for nominations would be created, and recognition benefits might include, but are not limited to:

- a) Certificate given at City Council Meeting
- b) Feature in City E-Newsletter
- c) Recognized on Social Media
- d) Sign for outside of the business
- e) Featured on the City’s website
- f) Press release created

A draft Nomination Form has been provided for your review and consideration. I am requesting input from the Committee regarding the potential Award program, recognition benefits and nomination logistics.

Recommendation

It is recommended that the Committee provide input regarding the Business Appreciation Award, and any thoughts pertaining to the Award benefits or requirements to include in the Nomination Form.

Reason for Recommendation

1. Input from the Committee will help to implement the Business Appreciation Award, and improve the City’s new business retention and expansion program.

I will be available for any comments or questions at the January 23, 2017 Meeting of the Economic Development Committee.

JMDJ



WILDWOOD®

BUSINESS APPRECIATION AWARD NOMINATION

The City of Wildwood appreciates the businesses in the community and their contributions to the City. The Business Appreciation Award will highlight businesses throughout the City of Wildwood that achieve excellence in business. Business appreciation recipients will be chosen bi-monthly.

Nominated businesses must be located in the City limits and meet one or more of the following criteria:

- Significant business growth
- Successful employee retention and recruitment practice
- Outstanding customer service
- Positive community promotion

Businesses will be recognized with:

- Certificate given at City Council Meeting
- Feature in City E-Newsletter
- Recognized on Social Media
- Sign for outside of the business
- Featured on the City's website
- Press release created

* Indicates required fields

Business Information

Name of Business *

Business Owner or Contact *

Street Address *

City *

State *

Zip Code *

Phone

Description of why the business should receive an award *

Person Nominating this Business

Name *

Phone *

Email *



MEMORANDUM

To: Economic Development Committee Members

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

Date: January 23, 2017

Re: Pond Sewer Extension

Background

In 2004, the City created the Town Center Sanitary Sewer Neighborhood Improvement District (NID) to provide Metropolitan Sewer District (MSD) sanitary sewer to 420 acres of the Town Center. Revenue is generated from a special assessment imposed on each parcel of real property located within the NID, based on the size of each parcel. This NID was used to pay for a \$2.5 million obligation to extend the sanitary sewer system to this portion of the community. The boundary of the NID is shown on the enclosed map, and terminates at the westernmost boundary of Pond Elementary School (17200 Manchester Rd). The remaining area of the Town Center (within the Pond Historic District, west of Pond Elementary) does not have access to a public sanitary sewer system, and instead is serviced largely by individual septic tanks. This significantly prohibits new growth opportunities, as the majority of new business ventures require access to a sanitary sewer system in order for the project to be feasible.

In November 2016, a local owner and developer purchased the Pond Inn and Hall property (17250 Manchester Rd), with the intent to obtain historic tax credits, rehabilitate the buildings on site, and attract a sales tax generating business to occupy the property (restaurant or similar). In discussions with the new owner, they indicated that this project is not feasible without access to sanitary sewer. Recently, City Team Members had examined the full extent of work and cost required to extend the MSD sewer from its current terminus to the Pond Inn and Hall property. In total, the system would have to be extended 750 feet west along Manchester, and would cost approximately \$90,000. This was not an expense that the City had budgeted, or planned on expending at the time, and the discussion was placed on hold.

The new owner of the Pond Inn and Hall has requested that the City take actions necessary to extend the sanitary sewer system from its current terminus to the Pond Inn and Hall. Since the City has already made use of the NID program to finance the previous sanitary sewer extension in 2004, the creation of a new NID for this project is the most logical and feasible option for the City. To create a new NID, it requires a Petition be signed by at least two-thirds of the owners of record of real property within the boundary of the NID. For that reason, I am requesting that the Committee authorize me to begin work contacting property owners in the affected area to discuss the new NID opportunity for a sanitary sewer extension, and identify which property owners are interested (and would sign the Petition), and which property owners are not interested (and would not be willing to sign the Petition). Once we understand which property owners would be interested in signing the Petition, we would be able to establish a boundary for the NID that would allow it to be created by a two-thirds vote. At that time, we would pursue a general obligation bond (or other funding source) to pay for the extension of the sanitary sewer, and begin work to extend the sewer to the Pond Inn and Hall.

That being said, the City could certainly choose to extend the sanitary sewer system the 750 feet along Manchester Rd. to the Pond Inn and Hall property. This has a limited scope of work and cost, and would be a generally simple project to undertake. However, there are approximately 40 additional properties in the Pond Historic District within the boundary of the Town Center, west of Pond Rd. that would still not have access to the sanitary sewer system. The City has the option to authorize me to contact all, or some of, the remaining property owners in the Pond Historic District to discuss the opportunity for a new NID to extend the sanitary sewer system further down Manchester Rd. within the Town Center. Again, we would have to identify which property owners are interested in signing the Petition, establish a boundary where we would have two-thirds affirmative vote in the Petition, and calculate the total length and cost required to construct the sewer extension.

To that end, the City has four options available for your consideration:

1. Option A: Do nothing
Deny extending the sanitary sewer system to the Pond Inn and Hall building, effectively eliminating the opportunity for the Pond Inn and Hall to be rehabilitated and attract a new business.
2. Option B: Only extend to Pond Inn and Hall
Authorize me to discuss the NID opportunity with only the affected property owners necessary to extend the sanitary sewer system to the Pond Inn and Hall property (approximately 10 parcels of real property; an extension of 750 feet for \$90,000).
3. Option C: Extend to the remainder of the Pond Historic District
Authorize me to discuss the NID opportunity with all property owners remaining in the Pond Historic District within the Town Center, so that the MSD sanitary sewer system would now service the entirety of the Town Center (approximately 50 parcels of real property; extension length and cost TBD).
4. Option D: Extend to a point in between the Pond Inn, and the terminus of the Pond Historic District
Identify a boundary in between Options B and C to discuss the NID opportunity with property owners within a boundary to be determined that would provide sanitary sewer to the Pond Inn and Hall, and selected properties west of Pond Rd. within the Town Center (# of parcels, length and cost TBD).

Options C and D would also require a verification that the necessary capacity exists in the current MSD collection system, which will soon be analyzed by the City's consultant, Donohue & Associates (subject to City Council approval at the 1/23/2017 meeting). If found to be feasible, Options C and D would also require MSD annexation.

The enclosed map has been provided to assist in the Committee's review and consideration.

Recommendation

It is recommended that the Committee vote to select one of the Options identified above.

Reason for Recommendation

1. Selecting an Option, above, will authorize me to contact property owners in the affected area to discuss the opportunity for a sanitary sewer extension, and identify which property owners would be interested in signing a Petition to create the new NID.

I will be available for any comments or questions at the January 23, 2017 Meeting of the Economic Development Committee.

JMDJ



MEMORANDUM

To: Economic Development Committee Members

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

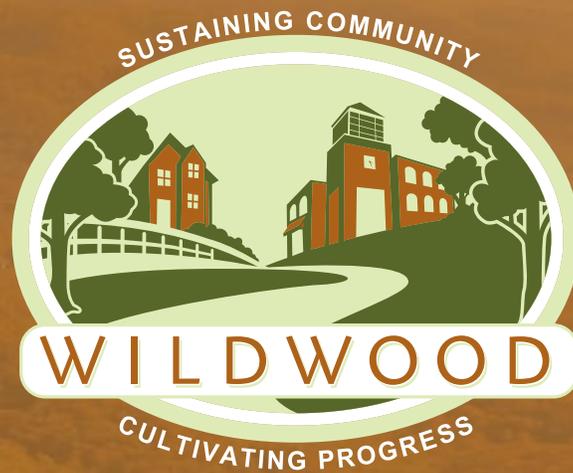
Date: January 23, 2017

Re: Wildwood Marketing Brochure

An updated copy of the City's marketing brochure has been provided for your information. Comments provided by the Committee, City Team Members and members of the public have been incorporated. This version now utilizes the City's Economic Development Initiative symbol on the front cover (as proposed to be adopted at the 1/23/2017 City Council meeting), and the City's existing logo on the back cover.

I will be available for any comments or questions at the January 23, 2017 Meeting of the Economic Development Committee.

JMDJ



Wildwood is a growing community with exceptional green space, located in the western region of St. Louis County, Missouri. The city's Town Center is a master-planned convenience vision with New Urbanist retail and office space that attracts some of the most affluent residents and tourists in the region.



▽
HIKING
TRAILS



▽
NEW
HOUSING



▽
ROCKWOOD
SCHOOLS



▽
TOWN
CENTER



▽
HIDDEN
VALLEY
SKI RESORT



▽
ROCKWOODS
RESERVATION



“BEST OF” & AWARDS

- Ranked Top 10 “Best Small Cities for Families” (2016) in the US; (#2 in Midwest) by Nerdwallet
- Assigned a 9 out of 10 by Nerdwallet for “Great Schools Rating” and “Most Safe” crime risk rating
- Identified as a “Featured Trail Town” by American Trail Running Association (September 2016)
- Ranked #1 for “Best Places to Live in Missouri” by BestPlacesNow.com
- Has been named a “Tree City” for the past 6 years by the Arbor Day Foundation
- Ranked #42 “Most Comfortable City for Travelers in the US” (and #1 in Missouri)
- Rockwood School District ranked #4 for “Best School District in Missouri” by Niche.com

HISTORIC BACKGROUND

Wildwood was incorporated on September 1st, 1995. Their long and rich history prior to that has shaped the character of Wildwood's regions today. Wildwood's Historic Preservation Commission has defined these unique areas to include: Centaur, Fox Creek, Glencoe, Grover, Hollow, Kelpie, Melrose, Monarch, Orrville, Pond and Westland Acres. The Historic Route 66 thoroughfare travels east-west through the heart of the Town Center, bisecting the historic communities of Grover, Pond, Hollow and Fox Creek.



COMMUNITY ATTRIBUTES

CITY IS 68 SQUARE MILES IN TOTAL SIZE

- Largest city in size in St. Louis County; 3rd largest city in size in Missouri
- Highest elevation among surrounding suburbs (758 feet) at the foothills of the Ozarks

36,000+ POPULATION

- 12,500 households and 17,500 workers
- 42.5 years median age
- \$120,000 median household income
- \$362,000 median home value
- 60% of housing stock constructed since 1990

OVER 11 SQUARE MILES OF STATE, COUNTY AND CITY PARKS, INCLUDING:

- Four major parks: Babler State Park, Rockwoods Reservation, Greensfelder County Park and Rockwoods Range
- Additional municipal parks: Anniversary Park, Bluff View Park, Glencoe City Park, Kohn Park, Old Pond School Park and Community Park (ADA accessible to children of all ages, abilities and needs)

OVER 50 MILES OF HIKING AND BIKING TRAILS *provided by the City, the County and Great Rivers Greenway*

- Largest amount of equestrian population and trails in the State of Missouri
- Home to the region's only snow ski resort, Hidden Valley Ski Resort (since 1982)

950 ACRE NEW URBANIST TOWN CENTER VISION *positioned in the heart of the community*

- Located at the intersection of Highway 100 (average daily traffic 21,894) and Highway 109 (16,367)
- Multiple cultural institutions such as Wildwood YMCA, St. Louis Community College and local galleries

LOWEST SALES TAX RATE *in West County (7.613%)*

Surrounding communities have base rates of 8.113% - 8.613%, plus additional sales tax incentives

A VARIETY OF PROPERTY TYPES *available for development:*

- Commercial development is designated for the Town Center
- High density residential in the Town Center; west of Highway 109 is preserved for 3+ acre lot density

✓ ST. LOUIS COUNTY



✓ CITY OF WILDWOOD





COMMUNITY INVOLVEMENT & EVENTS

on-going

FARMER'S MARKET

january

FROZEN FEET HALF MARATHON TRAIL RUN

february

WINTER SCRAPBOOKING EXTRAVAGANZA

WILDWOOD WINTER SPORTS DAY AT HIDDEN VALLEY

CABIN FEVER HIKE

april

SPRING BALLOON GLOW

EGG HUNT

may

ELECTRONIC RECYCLING & PAPER SHREDDING EVENT

RECYCLE THAT BICYCLE

MUSIC ON MAIN CONCERT SERIES

june

GREEN ROCK TRAIL CHALLENGE

MUSIC ON MAIN CONCERT SERIES

PLEIN AIR ART EVENT

july

MUSIC ON MAIN CONCERT SERIES

august

BACK-TO-SCHOOL PARTY

FOUNDERS' DAY/ANNIVERSARY/ART FESTIVAL

september

WILDWOOD BBQ BASH

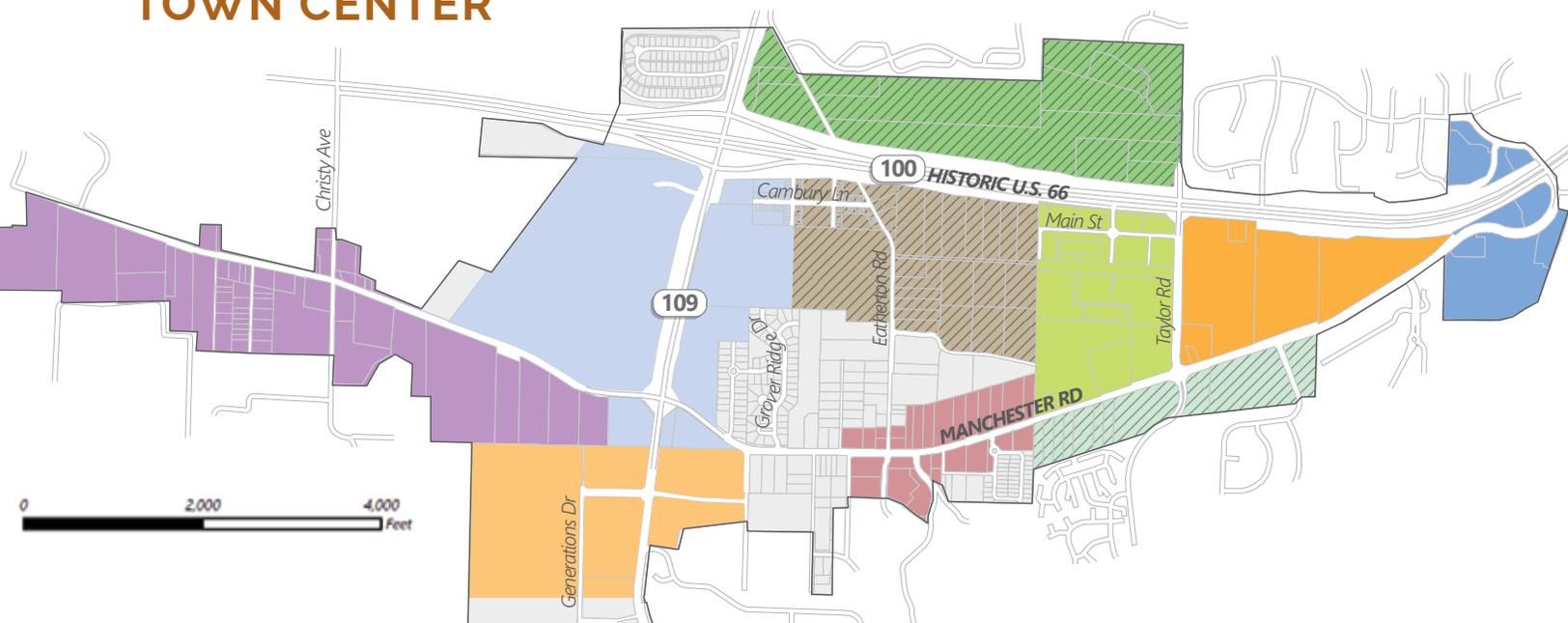
october

TOUR DE WILDWOOD

ROUTE 66 5K RUN/WALK

1K FUN RUN FOR KIDS

TOWN CENTER





WILDWOOD



CONTACT

Julian M.D. Jacquin
Economic Development Manager
City of Wildwood, MO
Main: (636) 458-0440
Cell: (636) 399-0060
julian@cityofwildwood.com

cityofwildwood.com

Planning Tomorrow Today



MEMORANDUM

To: Economic Development Committee Members

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

Date: January 23, 2017

Re: Event Reports

Outdoor Retailer Winter Market

January 9-12, 2017

During the week of January 9, 2017, I attended the Outdoor Retailer Winter Market convention at the Salt Palace Convention Center in Salt Lake City, Utah. This four-day event had over 1,000 exhibitors and what seemed like over 100,000 people in attendance. It filled the entire convention center, and there were booths and ad displays set up throughout the exhibit halls, hallways, lobbies and even in the restrooms.

Attendees of this event included the leading winter sports equipment retailers, manufacturers and outdoor industry professionals. The event is largely intended to provide opportunity for vendors and manufacturers to sell product to retailers, and for retailers to identify new product to feature in their storefronts. My attendance at this event allowed me to meet a number of the leading winter sports retailers, and promote the Wildwood Town Center as a destination for their retail stores. Most of the brand store retailers in attendance were interested in opportunities available in Wildwood, but indicated cause for hesitation due to competition created by general outdoor recreation stores in close proximity to Wildwood that carry their product, as well as brand name outlet stores in Chesterfield Valley that might compete with Wildwood. I did discuss store opportunities with a number of other retailers (who do not currently have a local presence in the outlet stores), and will continue to promote the City to these representatives.

I was also able to meet with a number of specific clothing and equipment vendors to discuss opportunity for new standalone brand stores in the Town Center, and received much interest in Wildwood being a destination for their business in the future. One specific clothing vendor is a local family-owned company from St. Louis, and was especially interested in Wildwood opportunities. We discussed available space for a new storefront, and interest in a partnership with that vendor for City logo apparel and City event gear.

The Winter Market event is targeted specifically to winter sports and activities, and mostly featured skiing, ice climbing and cross-country running. The Summer Market event (scheduled for July 26-29, 2017) will feature summer sports such as hiking, biking, and similar that will be of significant interest to the City.

Mississippi Valley Bike & Outdoor Expo

January 15, 2017

On January 15, 2017, the City of Wildwood hosted an exhibit booth at the Mississippi Valley Bike and Outdoor Expo at the Gateway Center in Collinsville, IL. This event had over 2,000 people in attendance, and over 100 exhibitor booths. Even with the ice storm over the weekend, it was highly attended and very well received.

Our exhibit booth was manned by me, City Administrator Ryan Thomas, and Council Member Larry McGowen. Having multiple City representatives at the event allowed us to have a larger presence, and be able to maintain our exhibit booth while still being able to network with outdoor retailers in attendance. For use at this event (and future opportunities), the City created a new backdrop display to feature in our exhibit booth (see photo below). While at our booth, we had a constant flow of people coming by our booth, commending us on our attendance at the event, and asking questions about our parks, trails and upcoming City events (races, rides, and the like).

Other exhibitors at the event included a number of leading outdoor retailers, with very successful stores in the St. Louis Metropolitan Region, as well as a large number of local bike shops and outdoor recreation centers. The City was able to meet with these entities and promote the City as a destination for new outdoor retail stores. We received a significant amount of interest from both retailers and bike shops, and will continue to expand on the relationship with each of these groups.

Hidden Valley Ski Resort also had an exhibit booth in the space immediately next to ours, and we were able to promote the partnership between the City and Hidden Valley. Having Hidden Valley at the event as a partner to the City provided a great asset, and increased presence for marketing of City opportunities.



I will be available for any comments or questions at the January 23, 2017 Meeting of the Economic Development Committee.

JMDJ



MEMORANDUM

To: Economic Development Committee Members

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

Date: January 23, 2017

Re: Recruitment of a Microbrewery

The Economic Development Guide for the City of Wildwood (adopted in May 2016; the “Guide”) lists the types of businesses that residents, businesses and other stakeholders have identified as desired by the community for the Town Center. This list includes small and local businesses, ice cream shops, Italian restaurants, health food stores, smoothie shops, a gourmet sandwich shop, and so on. One such desired use has been identified as a “*Craft beer/brewery/winery/wine shop*”. Microbreweries and wineries have been very trendy, successful, and increasing in population in St. Louis over the last 10 years. There are over 60 microbreweries within the St. Louis Metropolitan Region alone; however, there are no breweries or wineries in the City of Wildwood.

In trying to recruit a microbrewery to the City, we should start with contacting all the existing regional breweries (in St. Louis and beyond), since each already has name recognition, a brand already established, and available capital for new investment. It would likely have to be for new construction, but we could target our approach to be for a relocation of an existing brewery, or an expansion to a second location in the West County market area. I have already begun compiling a list of all those breweries (and will continue to do so), but we should expand our approach to include opportunity for personal contact as well. Given the high volume of breweries in St. Louis, there are a number of brewery festivals and events throughout the year that feature local breweries, promote new beer styles, and expand awareness of new breweries in St. Louis. These events include, but are not limited to:

Event	Date	Location
Centennial Beer Festival	February 16-18, 2017	Moulin Events
Lupulin Carnival	April 1, 2017	Union Station
St. Louis Microfest	May 5-6, 2017	Muny Parking Lot
Brewers Heritage Festival	June 11, 2017	Downtown Riverfront

I have provided a list of all breweries that will be featured at the Lupulin Carnival (identified above, hosted by 4 Hands Brewing) for your review and consideration. At the direction of the Committee, I would request that the City attends this event in order to make contact with the 50+ regional breweries in attendance, and promote the City as a destination for a new microbrewery.

I will be available for any comments or questions at the January 23, 2017 Meeting of the Economic Development Committee.

JMDJ

6TH ANNUAL LUPULIN CARNIVAL

4 HANDS BREWING CO.'S CELEBRATION OF THE HOP!

	Brewery Name	Location
1.	2nd Shift Brewing	St. Louis, MO
2.	4 Hands Brewing Co.	St. Louis, MO
3.	Against The Grain	Louisville, KY
4.	Ballast Point	San Diego, CA
5.	Band Of Bohemia	Chicago, IL
6.	Bells Brewery	Kalamazoo, MI
7.	Boulevard Brewing Co.	Kansas City, MO
8.	Central State Brewing	Indianapolis, IN
9.	Charleville Brewing Co.	Ste. Genevieve & St. Louis, MO
10.	Crane Brewing	Raytown, MO
11.	Dangerous Man	Minneapolis, MN
12.	Dark Horse Brewing Co.	Marshall, MI
13.	Deschutes Brewery	Bend, OR
14.	Destihl Brewery	Champaign, IL
15.	Earthbound Beer	St. Louis, MO
16.	Excel Brewing Co.	Breese, IL
17.	Firestone Walker	Paso Robles, CA
18.	Forbidden Root	Chicago, IL
19.	Founders Brewing Co.	Grand Rapids, MI
20.	Great Divide Brewing Co.	Denver, CO
21.	Green Flash	San Diego, CA
22.	Half Acre Beer Co.	Chicago, IL
23.	Lagunitas Brewing Co.	Petaluma, CA
24.	Lefthand Brewing Co.	Longmont, CO
25.	Logboat Brewing Co.	Columbia, MO
26.	Marz Brewing	Chicago, IL
27.	Mile Wide Beer Co.	Louisville, KY
28.	Modern Brewery	St. Louis, MO
29.	Narrow Gauge	St. Louis, MO
30.	Nebraska Brewing Co.	Papillion, NE
31.	New Belgium Brewing	Fort Collins, CO

6TH ANNUAL LUPULIN CARNIVAL

4 HANDS BREWING CO.'S CELEBRATION OF THE HOP!

	Brewery Name	Location
32.	New Holland Brewing	Holland, MI
33.	Odell Brewing Co.	Fort Collins, CO
34.	O'fallon Brewery	O'fallon, MO
35.	Old Bakery Beer	Alton, IL
36.	Oskar Blues Brewery	Longmont, CO
37.	Perennial Artisan Ales	St. Louis, MO
38.	Pipeworks Brewing Co.	Chicago, IL
39.	Rockwell Beer Co.	St. Louis, MO
40.	Schlafly Beer	St. Louis, MO
41.	Seattle Cider Co.	Seattle, WA
42.	Side Project Brewing	St. Louis, MO
43.	Sierra Nevada	Chico, CA
44.	Solemn Oath Brewery	Naperville, IL
45.	Stone Brewing Co.	San Marcos, CA
46.	Sunking Brewery	Indianapolis, IN
47.	Sweet Water Brewing Co.	Atlanta, GA
48.	Tallgrass Brewing Co.	Manhattan, KS
49.	Toppling Goliath	Decorah, IA
50.	Transient Artisan Ales	Bridgman, MI
51.	Urban Chestnut	St. Louis, MO