MEETING OF THE
CITY COUNCIL'S ECONOMIC DEVELOPMENT TASK FORCE
Monday, June 27, 2016
4:45 PM to 5:50 PM
Wildwood City Hall
First Floor Community Room
16860 Main Street
Wildwood, MO 63040

1. Call To Order And Roll Call Of Member

2. Selection Of Substitute Chairperson For June 27, 2016 Meeting

3. Approval Of The Minutes From May 23, 2016 Meeting

4. Public Comment(S)

5. Discussion Item(S)

5.I. Ready For Action – Three (3) Item

5.I.i. Review Of Proposed New Position Description - Economic Development Manager

Documents: POSITION DESCRIPTION - ECONOMIC DEVELOPMENT MANAGER.PDF

5.I.ii. Networking Opportunities With Outdoor Industry Association

Documents: OUTDOOR RETAILER SUMMER MARKET.PDF

5.I.iii. Identification Of Immediate Economic Development Strategies

Documents: IDENTIFICATION OF IMMEDIATE ECONOMIC DEVELOPMENT STRATEGIES.PDF

5.II. For Information – One (1) Item

5.II.i. Sewer Extension Planning For Historic Pond Area

Documents: SEWER EXTENSION PLANNING FOR HISTORIC POND AREA.PDF

5.III. Not Ready For Action – Four (4) Items

5.III.i. Additional “Great Streets” Wayfinding Signage

5.III.ii. Village Green Development In Town Center

5.III.iii. Strategic Planning Goals – Main Street And Other Infrastructure And Utilities

5.III.iv. Public Financing Options As Economic Incentives

6. Other Business News And Updates
7. Additional Public Comment(S)
8. Next Meeting Date – Monday, July 25, 2016 – 4:45 P.m.
9. 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.

CITY OF WILDWOOD, MISSOURI
"Planning Tomorrow Today"

ECONOMIC DEVELOPMENT MANAGER

Department of Administration
Supervised by: City Administrator
FLSA: **Exempt**
Full Time
Suggested Salary Range: $65,305 to $97,958

POSITION DESCRIPTION

This position is responsible for managing the city's economic development efforts, under the direction of the City Administrator.

ESSENTIAL DUTIES AND RESPONSIBILITIES, include the following:

1. Implements the recommended items from the City's Economic Development Guide, Master Plan – Economic Development Element, and City Council Strategic Goals & Objectives.
2. Develops marketing strategies and campaigns to promote the city as a potential location for business development.
3. Oversees the development and implementation of a business retention and expansion program.
4. Oversees and implements business attraction and recruitment efforts.
5. Consults with local employers and businesses to assess the needs and services that the city may provide to be a more viable business climate.
6. Analyzes industrial, economic, and demographic data to better promote the city as a site for potential businesses.
7. Develops successful working partnerships with local businesses, real estate developers and government organizations to coordinate a business development plan for the city.
8. Represents the City to trade shows, business associations, boards, and organizations in order to promote the city to potential employers.
9. Supports entrepreneurship development.
10. Conducts research to develop conceptual frameworks for economic development projects.
11. Oversees the development, revision and editing of City marketing materials, in close cooperation with the City's consultant(s).
12. Answers questions, provides information and assists business owners with areas of concern.
13. Attends training opportunities.
14. Performs related duties as assigned by the City Administrator.
15. Attends meetings of the City's Economic Development Task Force, and other related meetings.

DRAFT

QUALIFICATIONS

To perform this job satisfactorily, an individual must be able to perform each essential duty in accordance with the City's performance requirements. The requirements listed herein are representative of the knowledge, skills and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions under ADA guidelines.

EDUCATION, CERTIFICATION AND/OR EXPERIENCE

1. Bachelor's Degree from an accredited college or university with major course work in economic development, public administration, urban planning, marketing or a related field. Master's Degree preferred.

2. Minimum of five (5) years of current economic development experience, preferably in local government.

3. Certified Economic Developer (CEcD) preferred.

Candidates with an equivalent combination of education, training, and/or experience that provides the required knowledge, skills and abilities required may be considered. Demonstrated development/participation in successful economic development programs preferred.

TECHNICAL QUALIFICATIONS - KNOWLEDGE, SKILLS, AND ABILITIES

1. Knowledge of economic development, planning and marketing principles.

2. Knowledge of community and local geography.

3. Knowledge of city licensing and permitting procedures.

4. Knowledge of city budgeting policies.

5. Knowledge of computers and job related software programs.

6. Skill in planning, organizing, directing and coordinating the work of personnel.

7. Skill in the analysis of problems and the development and implementation of solutions.

8. Skill in the preparation of clear and precise administrative reports.

9. Skill in oral and written communication.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit and use hands to finger, handle or feel objects or controls. The employee is occasionally required to stand, walk, reach with hands and arms, balance, stoop, kneel or crouch. The employee must occasionally lift and/or move up to 50 pounds of general office files and equipment. Employee must have visual acuity to work independently and consistently with legal and financial data.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

DRAFT

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MEMORANDUM

To: Economic Development Task Force Members

From: Ryan S. Thomas, City Administrator

Date: June 24, 2016

Re: Networking Opportunities with Outdoor Industry Association (OIA)

As has been discussed previously by the Economic Development Task Force, the City of Wildwood is known for its outdoor recreation, which should be a primary area of focus for branding the City as a destination. By better establishing the City as a recognized outdoor recreation destination, it could also help attract outdoor recreation retail, services and other associated economic development activity (ie. major regional recreational events).

The Outdoor Industry Association (OIA) is a great organization to start the process of establishing Wildwood as a recognized outdoor recreation destination and to begin networking with its many members. Earlier this year, I took the initial step of establishing the City of Wildwood as a member of this organization, which provides access to many of the organization's resources, including contacts with other members. While a majority of OIA's members are for-profit businesses, there are a smaller number of government and non-profit members. Simply by being one of the few not-for-profit members, the City of Wildwood has already established itself as a unique entity within this organization. Membership also provides the benefit of being able to post press releases on both the OIA home page and the Outdoor Retailer website: http://www.outdoorretailer.com/.

Finally, OIA hosts both an Outdoor Retailer Winter Market (January) and Outdoor Retailer Summer Market (August), the largest outdoor recreation trade show (over 1,500 exhibitors), which may be a perfect opportunity to promote the City of Wildwood to outdoor recreation based businesses: http://www.outdoorretailer.com/summer-market/index.shtml.

The Outdoor Retailer Summer Market is rapidly approaching, held August 3 – 6, 2016 in Salt Lake City, Utah. I registered for this event some time ago, as the registration is free for non-profit members, but would like to move forward with travel plans very soon with the support of the Task Force. Gerard Marketing Group is prepared to develop a marketing brochure to distribute in time for this event, and after this initial exposure to the event, it may be worth considering our own booth at next year's show.

RST

CITY OF WILDWOOD
ECONOMIC DEVELOPMENT IMPLEMENTATION STRATEGY (June – December 2016)

Action Item	Source(s)	Strategy
1. Establish an economic development position for the City.	2016 Master Plan Update: Economic Development Objective #6	In order to fully implement the numerous objectives identified in the City's Economic Development Guide, 2015 City Council Strategic Goals, and 2016 Master Plan Update, it will be necessary to add resources to the City Team, either through the establishment of a new position, with consultant(s), or a combination thereof. At its May 23, 2016 Meeting, the Economic Development Task Force recommended a full-time economic development position, and a position description has been prepared for consideration of an Economic Development Manager. **June 2016:** EDTF to consider whether to move forward with an Economic Development Manager position. **July 2016:** P/E/P and City Council review recommendation of EDTF. **August 2016:** Fill the position of Economic Development Manager.
2. Develop a suite of marketing materials and initiate other marketing initiatives to promote the City for economic development and tourism.	Economic Development Guide Action Item #4, City Council Strategic Goal #4 2016 Master Plan Update: Economic Development Policy #5	For the past year or more, many efforts have been made to contact potential new businesses and other developments for the Wildwood Town Center. However, "cold-calling" is not very effective without having a document that communicates the story of Wildwood, including the compelling reasons why a business or other development would desire to locate here. With the engagement of Gerard Marketing Group, such document(s) can be prepared for use in making direct contacts, or through the attendance at various trade shows and other events.

		July 2016: Completion of first marketing brochure, focused on outdoor recreation. **July – December 2016:** Completion of additional marketing materials and initiatives, as identified during June 28th Strategy Session. **July – December 2016:** Identify awards, best-of lists the City could qualify for to help with the promotion. **August 2016:** Distribution of brochure at Outdoor Retailer Summer Market **August 2016:** City Administrator to follow up with past contacts **August – December 2016:** Economic Development Manager (if approved) approaches new contacts and attends additional trade shows (note: a list of potential trade shows has been developed and is attached).
3. Allocate funding for capital improvement projects in the Town Center Area	City Council Strategic Goal #1, 2016 Master Plan Update: Economic Development Goals #3	Over the past several years, a number of major capital improvement projects have been completed in the Town Center Area, which should help facilitate future development. The most significant economic development project has been the Manchester Road Streetscape Project, for which Phases 1 and 2 have already been completed, with Phase 3 planned for construction in 2017. Approximately 10 years ago, the City also managed a major sewer expansion project, funding through a neighborhood improvement district. As part of the upcoming capital improvements budget review, particular attention should be given the economic development projects. **July – December:** Devote resources to completing necessary right-of-way and easement acquisitions for Manchester Streetscape Phase 3 project. **September – November:** Develop 2017 Capital Improvements Budget and 2017-2021 5-Year Capital Improvement Plan, with focus on economic development initiatives.

4. Consider the establishment of a separate City Council Standing Committee for Economic Development	Economic Development Guide Action Item #2, 2016 Master Plan Update: Economic Development Objective #7	Given the greater emphasis now being given to economic development, it has been suggested in both the Economic Development Guide and the 2016 Master Plan Update that it may be an appropriate time to consider a separate City Council Standing Committee for economic development. Such an action would allow more time to be focused on economic development, and would allow the Committee to report directly to the City Council with its recommendations. The Mayor and City Administrator would suggest a review of this matter by a body independent of the EDTF and P/E/P, and would therefore suggest the Administration/Public Works Committee review this matter at its next meeting. **July 2016:** Review by Administration/Public Works Committee and City Council. **August 2016:** If supported, pass legislation to modify the Standing Committees.

Retail Development Trade Shows

Remaining 2016 Trade Shows

RECon: Las Vegas, NV (May 22-25, 2016)
Registration: $1,120 (members: $570) per person, Travel Expenses: $2,150 + $1,650 per each additional person
RECon is the global convention for the shopping center industry and provides networking, deal making and educational opportunities for retail real estate professionals from around the world, including nearly 40,000 attendees.

ICSC New England: Boston, MA (July 20-21, 2016)
Registration: $130 (members: $80) per person, Travel Expenses: $1,550 + $1,250 per each additional person
The New England Retail Connection will provide you with the ability to meet and interact with retailers, brokers and restaurant/entertainment operators seeking locations in the New England Area.

Outdoor Retailer Summer Market: Salt Lake City, UT (August 3-6, 2016)
Registration: FREE, Travel Expenses: $2,150 + $1,650 per each additional person
The largest outdoor sports show of choice for the largest collection of innovative gear, apparel, footwear and accessories for outdoor sports products including adventure travel, backpacking, camping, hiking, climbing, mountaineering, cycling, mountain biking, fishing, fly fishing, health and fitness, military, nutrition and natural products, paddlesports, watersports, pet products, running, trail running, surf, skate, lifestyle, triathlon, multisport endurance, and yoga/Pilates.

Retail Live Austin: Austin, TX (August 18, 2016)
Registration: $245 per person, Travel Expenses: $1,100 + $900 per each additional person
Retail Live! is similar to many regional networking events, except that only retailers are allowed to have an exhibit at the Retail Live! trade show. This allows the brokers, landlords, developers, and other related industry professionals who attend the program to present their projects or services to only these retailers. The reason this is important is that it drives the attendance; when people know they are getting in front of hundreds of retailers, they attend. In less than a day, participants get a chance to network directly with retailers actively expanding in Texas, Oklahoma, Colorado, Louisiana, New Mexico, Mississippi, and Arkansas.

ICSC Florida: Orlando, FL (August 21-23, 2016)
Registration: $525 (members: $310) per person, Travel Expenses: $1,800 + $1,400 per each additional person
The Florida Retail Connection will provide you with the ability to meet and interact with retailers, brokers and restaurant/entertainment operators seeking locations in the Florida Area.

ICSC Texas: Dallas, TX (October 5-7, 2016)
Registration: $525 (members: $295) per person, Travel Expenses: $1,800 + $1,400 per each additional person
As they say, everything is bigger in Texas! ICSC's Texas Conference & Deal Making is no different. With over 220 exhibiting companies and 3,000+ of the industry's top leaders, this 3 day event is not to be missed. Network, close deals, share knowledge, discover upcoming project and stay on top of the latest trends.

ICSC Chicago: Chicago, IL (October 19-20, 2016)
Registration: $515 (members: $305) per person, Travel Expenses: $800 per person
ICSC's Chicago Deal Making will ensure results on deals that have been in the pipeline for months. Every year over 2,500 of the most exciting retailers, developers/owners, investors and product services companies as well as municipalities/public sector companies come together for two days of deal making.

ICSC Southeast: Atlanta, GA (November 1-3, 2016)
Registration: $480 (members: $270) per person, Travel Expenses: $1,800 + $1,400 per each additional person
The Southeast Retail Connection will provide you with the ability to meet and interact with retailers, brokers and restaurant/entertainment operators seeking locations in the Southeast Region.

ICSC New York City: New York, NY (December 5-6, 2016)
Registration: $695 (members: $495) per person, Travel Expenses: $1,000 per person
ICSC New York National Conference will showcase a wide range of products and services related to real estate and retail sectors from the leading exhibitors. The approximate number of exhibitors that will exhibit at this event is over 450. Over 10,000 visitors are expected at this event. Visitor profile of this event includes owners, developers, retailers, brokers, lenders, municipalities, property asset managers and product and service providers.

Early 2017 Trade Shows

Outdoor Retailer Winter Market: Salt Lake City, UT (January 2017)
Registration: FREE, Travel Expenses: $2,150 + $1,650 per each additional person
The winter version of the Outdoor Retailer Summer Market, not quite as widely attended as the Summer Market, but also focuses on outdoor sports, with more focus on winter activities, such as skiing.

Retail Live Chicago: Chicago, IL (February 2017)
Registration: $245 per person, Travel Expenses: $800 per person
Retail Live! is similar to many regional networking events, except that only retailers are allowed to have an exhibit at the Retail Live! trade show. This allows the brokers, landlords, developers, and other related industry professionals who attend the program to present their projects or services to only these retailers. The reason this is important is that it drives the attendance; when people know they are getting in front of over 100+ retailers, they attend. In less than a day, participants get a chance to network directly with retailers actively expanding in the Great Lakes and Midwest Regions, including Illinois, Indiana, Ohio, Michigan, Minnesota, and Wisconsin.

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MEMORANDUM

To: Economic Development Task Force Members

From: Ryan S. Thomas, City Administrator

Date: June 24, 2016

Re: Sewer Extension Planning for Historic Pond Area

The extension of the MSD sanitary sewer system to the Historic Pond Area has been a past topic of discussion for the Economic Development Task Force, and has also been identified in the 2016 Master Plan Update.

Please be advised that the Department of Public Works introduced this topic at the June 7, 2016 Meeting of the Administration/Public Works Committee (see attached Memorandum), and recommended taking the first step of updating the 2003 Sewer Expansion Study to determine whether there is capacity to extend the system due to the current downstream improvements by MSD, and also taking into consideration the land use changes from the most recent Town Center Update.

The Administration/Public Works Committee supported moving forward with a Request for Qualifications for the necessary engineering services to update the study.

RST

WILDWOOD

Department of Public Works

MEMORANDUM

To: Administration/Public Works Committee Members

From: Rick C. Brown, Director of Public Works

Date: June 1, 2016

Re: Update to the Wildwood Town Center Sanitary Sewer Study

Background

In 2003, the City of Wildwood completed a study of sanitary sewer service within the Town Center area. This study ultimately led to the formation of Neighborhood Improvement District (NID), which resulted in the design and construction of improved and expanded sanitary sewers within the Town Center. A significant phase of the project was the expansion of MSD sewers to areas west of Route 109 along Manchester Road, including service to the St. Louis Community College and Old Pond School.

However, a recent proposal by Payne Family homes to construct single family homes on the Slavik property, located at 2431 Route 109, has led MSD to question the validity of the Town Center land use assumptions from the original 2003 study. For example, the 2003 study assumed the Slavik property would be developed for commercial purposes, whereby the sanitary sewer discharge would be lower than that of the single family homes proposed for the Slavik property. Thus, MSD is concerned that the proposed Slavik development project could jeopardize the ability to provide sanitary sewer service as promised to the remainder of the NID. To address this concern, MSD is recommending that the City update the 2003 study based on current Town Center land use.

It should be noted that an update to the 2003 study, would address two other items relating to sanitary sewer service in the Town Center area:

1. MSD is currently upgrading their Caulks Creek Sanitary Sewer trunk main, a project that will result in increased sanitary sewer capacity. By updating the 2003 study, we can evaluate the benefits of the expanded Caulks Creek Sewer project on Town Center sewer capacity.
2. The City would like to explore the extension of sanitary sewer service to the west, along Manchester Road, toward Wildwood Middle School. Such an extension could serve the existing businesses along Manchester Road, as well as Living Word Church, Wildwood Middle School, and the residential properties on Walnut and Maple Avenues.

MSD is requiring that the City of Wildwood take the lead in updating the 2003 Town Center Sanitary Sewer Study, and hire a consulting engineering firm to complete the work. Unfortunately, MSD is not willing to contribute toward the cost of the updated study. However, MSD will provide support to the City during the study process, and will review and approve the study.

Recommendation

The Department is recommending that the City complete an update to the 2003 Town Center Sanitary Sewer Study, which will address the concerns stated above.

Reasons for Recommendation

- An updated study will allow us to ensure that sanitary sewer service can be provided to those properties within the Town Center NID, as promised.
- An updated study will allow us to evaluate the feasibility of expanding sanitary sewer service to the west along Manchester Road toward Wildwood Middle School.

- An updated study will quantify the impact of MSD's Caulks Creek Trunk Sewer project on sanitary sewer capacity in the Town Center.
- This action was identified as an Environmental Policy in the City's Master Plan (Policy #17).

For your reference, attached is the proposed Consultant Scope of Work as prepared by MSD.

Assuming a favorable recommendation by the Committee, the Department will initiate the process of soliciting potential engineering firms to complete the study. Once a recommended firm is identified, this matter will return to the Committee for further consideration.

I will be available for any questions or comments at the June 7, 2016 Administration/Public Works Committee Meeting.

RCB

SCOPE OF SERVICE FOR
WILDWOOD TOWN CENTER MODELING

The following information is intended to be used to complete an update of the *Wildwood Town Center Sanitary Sewer Study – January 2003*. The City of Wildwood has completed construction of a portion of the area referred to as "Wildwood Town Center". In May of 2016, the City of Wildwood contacted MSD in regards to updating their land use plan for the Town Center area and the possible affects this would have on the sanitary system. MSD recommended that the City of Wildwood hire a firm to update the existing model for the Caulks Creek watershed so a more complete analysis could be completed to reflect the land use changes. The following items, at a minimum, shall be completed to be able to review the demands of future development on the existing system.

1. Obtain a copy of the existing Caulks Creek Watershed Model from MSD.
2. Update the modeled collection system to the represent the existing sewers constructed in the Wildwood Area since the original model was developed. Use the *MSD Modeling Standards and Guidelines* as well as MSD's *Data Analysis & Hydra Modeling Procedures* (This procedures manual can be obtained from MSD if the consultant does not already have a copy). If As-Built plans are not available, a survey of the structures may be necessary for top and flow line elevations of the features that were constructed after 2003.
3. Delineate and/or modify existing service areas for the new developments in the Wildwood area, following the parcel lines to generate the boundaries.
4. Population estimates, per capita rates, and diurnal patterns for will be required for residential developments. Commercial developments will require estimated daily flow volumes and diurnal patterns.
5. Using the meter data provided by MSD, verify the calibration for the sanitary flows to flow meter data to reflect dry-season conditions within +/- 10% for both the peak flow and total volume.

6. Submit the updated model to MSD for review and comment prior to proceeding to wet-weather analysis. MSD will provide review comments within 10 business days.
7. Using the meter and rainfall data provided by MSD, verify the wet weather calibration meets the wet-season criteria within +/- 20% for both the peak flow and total volume. If any adjustments are necessary, the patterns of the meter data must be calibrated to one storm event and be verified by at least two other storm events. Any calibration results should take into account the antecedent conditions for the area when reviewing the metered data and comparing it to the model.
8. Submit the wet-weather calibrated model to MSD for review and comment prior to proceeding to scenario generation. MSD will provide review comments within 10 business days.
9. Using the design storm provided by MSD, complete a model run and analyze the downstream portions of the model for surcharging conditions and capacity issues. This will be the baseline to determine what if any improvements are needed to convey flows for future developments in the Wildwood Town Center area.
10. Create additional SE layers, including estimates of population, per-capita rates, volumes, and diurnal patters as necessary to estimate flows for future planned developments within the Wildwood Town Center area.
11. Run a design storm using the newly created layers that include the annexed area in conjunction with the 2030 Land Use Layer as provided by MSD. Compare the model results before and after the annexed area for deficiencies and produce a report discussing the differences. This report shall include alternatives for correcting the capacity issues as well as associated costs.
12. Any pump stations that could be impacted by the updated land use plan will need to be analyzed separate from the hydraulic model. A comparison of the design flow vs future flows will need to be completed in accordance with *Section 2 – Pump Station and Forcemain Design Criteria of the MSD Standard Pump Station Design and Construction Requirements dated July 2001*.