

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

Action Item	Source(s)	Strategy
<p>1. Establish an economic development position for the City.</p>	<p>2016 Master Plan Update: Economic Development Objective #6</p>	<p>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.</p> <p>June 2016: EDTF to consider whether to move forward with an Economic Development Manager position.</p> <p>July 2016: P/E/P and City Council review recommendation of EDTF.</p> <p>August 2016: Fill the position of Economic Development Manager.</p>
<p>2. Develop a suite of marketing materials and initiate other marketing initiatives to promote the City for economic development and tourism.</p>	<p>Economic Development Guide Action Item #4, City Council Strategic Goal #4 2016 Master Plan Update: Economic Development Policy #5</p>	<p>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.</p>

		<p>July 2016: Completion of first marketing brochure, focused on outdoor recreation.</p> <p>July – December 2016: Completion of additional marketing materials and initiatives, as identified during June 28th Strategy Session.</p> <p>July – December 2016: Identify awards, best-of lists the City could qualify for to help with the promotion.</p> <p>August 2016: Distribution of brochure at Outdoor Retailer Summer Market</p> <p>August 2016: City Administrator to follow up with past contacts</p> <p>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).</p>
<p>3. Allocate funding for capital improvement projects in the Town Center Area</p>	<p>City Council Strategic Goal #1, 2016 Master Plan Update: Economic Development Goals #3</p>	<p>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.</p> <p>July – December: Devote resources to completing necessary right-of-way and easement acquisitions for Manchester Streetscape Phase 3 project.</p> <p>September – November: Develop 2017 Capital Improvements Budget and 2017-2021 5-Year Capital Improvement Plan, with focus on economic development initiatives.</p>

<p>4. Consider the establishment of a separate City Council Standing Committee for Economic Development</p>	<p>Economic Development Guide Action Item #2, 2016 Master Plan Update: Economic Development Objective #7</p>	<p>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.</p> <p>July 2016: Review by Administration/Public Works Committee and City Council.</p> <p>August 2016: If supported, pass legislation to modify the Standing Committees.</p>
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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.