



## MEMORANDUM

To: Economic Development Committee Members

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

Date: December 12, 2016

Re: Economic Development Manager's Report

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1. An updated copy of the City's marketing brochure has been provided to the Committee for review. Comments provided by the Committee, City Team Members, and the public have been incorporated. Different versions have been prepared incorporating the City's existing and proposed logos.
2. The City is hosting an exhibit booth at the Mississippi Valley Bike and Outdoor Expo event on January 15, 2017, at the Gateway Center in Collinsville. Hidden Valley Ski Resort has also signed up for a booth immediately next to ours. Manager is asking if any members of the Committee would like to attend this event along with City Team Members. Materials, and discussion, are on this meeting's agenda.
3. The City will be featured with an article in the January 2017 Economic Development Issue of the Missouri Municipal Review magazine. The City is also placing a full-page ad promoting the City's business opportunities in this magazine. Manager provided the article and the ad to the magazine for publication.
4. City Team Members have met with Hidden Valley Ski Resort and representatives of a regional institution that could bring outdoor mountain biking to Hidden Valley Ski in the non-winter seasons.
5. Manager will be attending the Outdoor Retailer Winter Market on January 9-12, 2017, in Salt Lake City.
6. Gerard Marketing Group will be presenting updated information regarding the City's logo refresh project at the December 12 City Council Work Session.
7. The Contract and Ordinance approving the Agreement with Gerard Marketing Group for Marketing and PR services for 2017 is on the agenda for the December 12 City Council Meeting and Work Session.
8. 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.
9. Manager met with the St. Louis Regional Chamber Economic Development Network and representatives of the St. Louis Economic Development Partnership, in order to promote new growth opportunities in the Town Center.
10. City Team Members have met with the Wildwood Family YMCA leadership team to discuss the City's economic development program and future growth plans for the YMCA campus.

11. 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.
12. Manager is working with representatives of SCORE St. Louis to host an evening workshop at City Hall on “How to Open and Manage a Business” to help educate small business entrepreneurs. This event will likely be held in May/June 2017; potential dates will be provided at an upcoming Committee meeting.
13. Manager is meeting 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.
14. Manager is participating in online webinars provided by the International Economic Development Council (IEDC) and LocationOne Information System (LOIS).
15. Manager is continuing to attend meetings with the West County Chamber of Commerce and the Wildwood Business Association.
16. Manager continues to meet with members of the City’s business community as part of a new business retention program, including but not limited to: Koman Properties; Newmark Grubb Zimmer; RL Jones; Wildwood Family YMCA; Nelson McBride; Ed Holthaus Realty; and Covert-Corsair.
17. Manager is meeting with the property owner of the 8.5 acre property at the northeast quadrant of the intersection of Highways 100 and 109 regarding future development plans for the site.
18. Manager continues to meet new representatives of the development and retail community to attract users for existing vacancies, and identify future development opportunities in the City.
19. The unemployment rate for the City of Wildwood for the month of October was 2.6%, down from 3.6% in August. Unemployment for the St. Louis Metropolitan Statistical Area was 4.3% in October 2016, and the National rate was 4.9%.

I will be available for any comments or questions at the December 12, 2016 Meeting of the Economic Development Committee.

JMDJ