



WILDWOOD

MEETING OF THE
ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, September 27, 2022 at 6:00 p.m.

WILDWOOD CITY HALL
16860 Main Street
Wildwood, Missouri 63040

*This meeting will be conducted via Zoom at <https://us02web.zoom.us/j/81508137368>
and broadcast on the City of Wildwood's YouTube Channel
at www.cityofwildwood.com/youtube*

AGENDA

1. Call To Order
2. Roll Call Of Members
3. Approval Of Minutes - August 23, 2022 Meeting

Documents:

[8 - AUGUST 23 2022 MINUTES DRAFT.PDF](#)

4. Public Comment(S)
5. Discussion Item(S)
- 5.I. For Information

- 5.I.i. Update On Business Changes And Other Business News

Documents:

[UPDATE ON BUSINESS CHANGES AND OTHER BUSINESS
NEWS_9.27.2022.PDF](#)

- 5.I.ii. Common Site Selection Criteria For Businesses

Documents:

[EDC_RETAIL BUSINESS SITE SELECTION CRITERIA.PDF](#)

- 5.II. Ready For Action

5.II.i. B&B Theatre Movie Festival Proposal

Documents:

[THEATRE FESTIVAL PROPOSAL.PDF](#)

5.II.ii. Discussion Of Live, Work, Play Marketing Campaign

Documents:

[EDC_MARKETING CAMPAIGN OVERVIEW.PDF](#)

5.II.iii. Discussion Of Family-Friendly Businesses

Documents:

[EDC_FAMILY FRIENDLY BUSINESS IDEAS.PDF](#)

5.II.iv. Potential City To Business Newsletter

5.III. Not Ready For Action

5.III.i. Update To The Economic Development Guide

5.III.ii. Wildwood Business Association Update

5.III.iii. Review Of Stakeholder Feedback Procedures

6. Next Meeting Date - October 11, 2022 At 5:30 P.m.

7. Adjournment

The City Council Economic Development Committee Will Consider and Act upon the Matters Listed above and Such Others as May Be Presented at the Meeting and Determined to Be Appropriate for Discussion at That Time.

Notice Is Hereby Given That the City Council Economic Development Committee May Also Hold A Closed Meeting for the Purpose of Dealing with Matters Relating to One or More of the Following: Legal Actions, Causes of Action, Litigation or Privileged Communications Between the City's Representatives and its Attorneys [§ 610.021(1), RSMo.]; Lease, Purchase or Sale of Real Estate [§ 610.021(2), RSMo.]; Hiring, Firing, Disciplining or Promoting Employees by a Public Governmental Body [§ 610.021(3), RSMo.]; Bidding Specification [§ 610.021(11), RSMo.]; Sealed Bids or Proposals, Related Documents and Documents Related to a Negotiated Contract [§ 610.021(12), RSMo.]; Individually Identifiable Personnel Records [§ 610.021(13), RSMo.] and/or Proprietary Technological Innovations [§ 610.021(15), RSMo.].

The City of Wildwood will provide reasonable accommodations for persons attending City Council Economic Development Committee Meetings. Requests for reasonable accommodations should be made by contacting Megan Eldridge, City Clerk, at 636-458-0440 or email at megan@cityofwildwood.com at least 48 hours prior to the start of the meeting.



Record of Proceedings of Meeting of the
City Council's Economic Development Committee

Tuesday, August 23, 2022 at 6:00 pm
Virtual Meeting via Zoom

DRAFT

I. Call to Order and Roll Call

Chair Ottenberg opened the meeting at 6:00 pm and therein requested a voice roll call.

Committee Members in Attendance:

Chair Ottenberg
Council Member Brost via Zoom
Council Member Bartoni via Zoom
Council Member Dodwell
Council Member Hopper
Council Member McCutchen

Committee Members Absent:

Council Member Garritano
Council Member Jakcsy

Staff Members in Attendance:

City Administrator Steve Cross
Economic Development/Communications Manager Tom Lee
Meeting Recorder Carla Patrick

II. Approval of Minutes – May 24, 2022 Meeting

The minutes of the meeting of May 24, 2022 were submitted for approval. Council Member McCutchen motioned for approval, and Council Member Brost seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the motion passed.

At this time, City Administrator Cross introduced the new Economic Development/Communications Manager, Tom Lee to the Committee. Mr. Lee then reviewed his career background.

III. Public Comment(s) - none

**IV. Discussion Item(s)
For Information**

A. Update on Business Changes and Other Business News

Economic Development Manager Lee provided status and news for City businesses.

Ready for Action

A. B&B Theater Movie Festival Proposal

Council Member Hopper motioned in recognition that this item had been previously scheduled for the September meeting agenda per motion at the May, 2022 meeting. Council Member McCutchen seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the motion passed.

B. Discussion of Occupancy Report

Economic Development Manager Lee provided local and comparative data on retail and business occupancy within the City.

C. Discussion of Goals for the Economic Development Committee

The EDC goals within the City's Strategic Plan and the Master Plan were provided for reference.

Discussion included need to articulate three primary goals, focus on the City's unique lifestyle, need for family oriented options, promotion of available office space, increase professional services tenants and potential slogan options.

The Committee requested of Mr. Cross and Mr. Lee to bring forth relevant marketing strategies and costs to advertise in trade publications.

D. Discussion of Potential Questions for the Resident Survey

Economic Development Manager Lee provided several proposed questions for inclusion in the City's upcoming resident survey to open the discussion for such.

Discussion included inclusion of questions as to location of resident workplaces to the City's upcoming survey.

The Committee requested of Mr. Lee to review the history of the development of the City of Clayton. Mr. Lee will also submit questions relative to economic development for the upcoming resident survey to all Committee members for their review.

Not Ready for Action

- A. Potential City to Business Newsletter
- B. Economic Development Guide Update

Discussion herein included lack of interest in the newsletter concept, potential business owner gathering event, a request for Mr. Thomas to inquire as to the status of the WBA. A standardized business questionnaire was discussed, and a request was made for Mr. Lee to review the current questionnaire.

V. Next Meeting Date

The next meeting of the Economic Development Committee is scheduled for 6:00 pm on September 27,2022.

VI. Adjournment

Council Member Hopper motioned to adjourn the meeting. Council Member McCutchen seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the meeting adjourned at 7:55 pm

Economic Development Committee
September 27, 2022 Meeting
Business News and Updates

Business Openings:

- **Fox Company Yoga** (16745 Main St) is still taking construction bids. The owner mentioned that the construction start dates and high prices have pushed back their targeted opening date. They planned on opening in November 2022, but it doesn't seem like they're going to be ready by then. More information to come.
- **Silver Spoon Ice Cream & Sweets** (17225 New College Ave) officially opened on September 16, 2022.
- **Tresses by Jess Salon** (16451 Village Plaza View Dr) will be opening on October 1, 2022.
- **Elegant Designs Day Spa** (16576 Manchester Rd) is looking to open within 3-weeks. The owner stated that they are targeting October 10, 2022, as the tentative opening date.
- **Fantastic Cakes and Where to Buy Them** (16962 Manchester Rd) will be opening on October 1, 2022.

Business Closures:

- **No new closures.** The Department can report that there haven't been any new closures since the last Economic Development Committee meeting held on August 23, 2022.
- **ArchitectNow** (16759 Main St, Suite 200) is still looking to sublease their space through Newmark Zimmer.
- **Wildwood Workspaces** (16759 Main St, Suite 205) is still looking to sublease their space through Newmark Zimmer.
- **Clinical Biosafety Services** (16759 Main Street, Ste 208) is moving their company to Chesterfield. The property will be considered vacant on 11/1/2022.

Other Business News:

- **Ribbon Cutting Ceremonies:**
 - **Silver Spoon Ice Cream & Sweets** (17225 New College Ave) had their Ribbon Cutting Ceremony on Friday, September 23, 2022, at 11:30am.
 - **The Exercise Coach** (101 Plaza Dr, Suite 101) has their Ribbon Cutting Ceremony coming up on Wednesday, September 28, 2022, at 11:30am.
 - **Fantastic Cakes and Where to Buy Them** (16962 Manchester Rd) has their Ribbon Cutting Ceremony coming up on Saturday, October 1, 2022, at 10:00am.
- **Network Technology Partners** (16442 Village Plaza View Dr) is working on putting up a sign at their current property.
- **Axis Worldwide Supply Chain & Logistics** currently owns the building located at 2638 Hwy 109. Axis Worldwide has confirmed that they will be moving their operation upstairs by the end of October. They are still looking to lease their current location, 2638 Hwy 109, Suite 100.
- **Hidden Valley** (17409 Hidden Valley Dr) is having their Fall Fest & Ski Swap on Saturday, October 15, 2022, from 11:00am to 4:00pm. The event will take place at 17409 Hidden Valley Dr. There will be outdoor music, scenic chair lift rides, food, drinks, winter gear sales, kid activities and much more.

- **St. Louis Community College - Wildwood** (2645 Generations Dr) is having their Halloween-themed, Howl & Prowl event on Friday, October 21, 2022, from 4:00pm to 9:00pm. The event will take place on campus at 2645 Generations Dr.
 - From 4:00pm to 6:30pm there will activities for the kids including Halloween-themed games, prizes, live music featuring Jiggle Jam, photo booth fun, and a kids' costume parade and contest.
 - From 6:30pm to 9:00pm there will be teen and adult activities including open mic performances and a costume contest.
- **Wildwood Business Association:** is partnering with Living Word United Methodist Church (17315 Manchester Road) to throw a Trunk or Treat event on Sunday, October 30, 2022, from 5:00pm-7:00pm. Businesses can sign up for a booth for \$25.00. Please contact Jenny Goskie for more information at jgoskie@farmersagent.com.

Economic Development Committee
September 27, 2022 Meeting
Retail Business Site Selection Criteria

During the Economic Development Committee in August 2022, site selection criteria was brought up as a potential hinderance when it came to the City's business recruitment efforts. The Department wanted to expand on this thought by providing the Economic Development Committee with the most common factors considered by businesses that are looking to open new storefronts. Please see below for a list of ten common factors that businesses consider when reviewing a new market.

1. Population Density

Many major retailers look to population density as one of the most important factors to consider when evaluating new markets. It was found that most major retailers preferred to have 20,000 residents within 2-5 miles of the suggested property location. Population growth/decline can also play a large role in the decision-making process for businesses looking to open a new storefront.

It's also important to point out why major retailers focus on population numbers within 2-5 miles of the suggested property location. This distance usually makes up the trade area for most retailers. A retail trade area is the geographic area that a retail store draws from, the longest drive a customer is willing to make.

The Department has provided a population study for the area surrounding 101 Plaza Drive. This data was collected by Location Commercial Real Estate. Please see the population study below:

101 Plaza Drive – Population Study:

- i. 1-mile: 12,838
- ii. 3-miles: 37,471
- iii. 5-miles: 86,409

2. Customer Demographics

Businesses will first check the population density of the area surrounding the proposed location. Next, they will check to see if the demographics of the surrounding population make a good fit for their services/goods. Retailers want to make sure that the surrounding population will frequent their business. Some factors that retailers will consider include median or average household income, median or average house value, number of households, number of persons per household, average age, family size, education level, employment statistics, and gender ratio.

3. Location Access

Retailers understand that potential customers are much more likely to visit a business if the business is easy to access. Here are a couple of components of the location access that businesses will consider when evaluating new locations for development.

- How easy is it to get in (ingress) and out (egress) of the parking lot?
- Is the location on the “drive home” side of the main road?
- Presence of traffic signals to assist people that are leaving/entering the location.
- Is it possible for passersby to easily stop in?
- Proximity to major highways. Is the location near an exit to a major highway?

4. Traffic Counts

The average daily traffic (ADT) for Wildwood’s Town Center Area equals 22,000. This information was collected from a 2017 Traffic Impact Study. This study focused on significant intersections within Wildwood’s Town Center Area, as well as along the primary corridors which provide access to the area, such as Route 100, Route 109 and Manchester Road. The area is generally bound by Missouri Route 100 to the north, Missouri Route 109 to the west, and Manchester Road to the south.

Based on the review of historic traffic volumes over the past fifteen years, trendlines indicate an average annual growth rate of 0.5%. This rate was applied to traffic on Route 100 and Route 109 to estimate future traffic projections. The rate was not applied to Manchester Road; however, it is expected that much of the traffic growth on this facility will be directly related to future development associated with the Town Center Area. A new traffic impact study would need to be conducted to confirm this estimated growth rate.

5. Co-tenant Quality & Location Quality

Other businesses surrounding the location being considered by a new business can impact the kind of traffic that’s coming in. Businesses looking to open a new storefront want to be able to profit off cross-shopping traffic from neighboring retailers. Retailers will look to see if the location is near “anchor” businesses like shopping centers or home improvement stores. These anchors provide a continuous stream of foot traffic that can potentially spill over to the surrounding retail businesses.

Co-tenant quality brings up an important component of economic development, business clusters. A business cluster consists of businesses logically grouped together because they are similar, related, complimentary, or up and down the supply chain from

one another. For example, it may be beneficial to group pet care services in the same strip mall. This could include veterinary offices, animal boarding businesses, pet supply stores, dog bakeries, etc.

6. Parking Availability

Parking must be available to accommodate the business's potential customers. Retailers commonly use the 3:1 ratio, which means there is 3 SF of parking space available for every 1 SF of retail store. It is also important that the parking spaces are well-maintained.

7. Visibility

This includes visibility from the street and parking. Signage is a key component when considering visibility, for it can help draw traffic from the main road. Businesses look for locations that are clearly visible from highly trafficked roads. They also look for locations that provide ample opportunities to provide signage for their storefront.

8. Local Laws, Regulations, and Incentives

This includes property taxes, zoning regulations, development ordinances, signage regulations, environmental issues, and permitting. Businesses look to areas that support free enterprise, and they are less likely to open a business in a city where they'll have to get through significant roadblocks in route to opening their new storefront. Businesses also look at any potential economic incentives that governing bodies offer when moving through the site selection process.

9. Proximity to Competitors

Businesses will avoid markets that are already saturated by their competitors. Setting up a new store among established competition means the new store will have to share the market with the existing businesses. A business might look to other areas where there might not be as much competition.

10. Cost Effectiveness

This includes the value a certain property can offer compared to what other options might offer. A business must consider the mortgage/rent associated with the property, leasehold improvements, usual decoration, insurance, security, the cost of utilities, and the amount of maintenance they'll be required to do. All these factors play a role in the decision-making process.

**Economic Development Committee
September 27, 2022, Meeting
B&B Theatre Movie Festival Proposal**

Agenda Item - B&B Theatre Movie Festival Proposal:

Currently, there isn't a formal proposal for the B&B Theatre Movie Festival. This festival was brought up during the last three Economic Development Committee meetings. The Department has included a summary for the movie festival discussion below.

April Economic Development Committee Minutes:

Council Member Lauren Edens stated that this item was listed in the Strategic Goals for Economic Development and explained the way Film Festivals work. The group discussed and debated the use of public funds to benefit businesses, and how they feel the City should be involved or not involved in this type of event. Council Member Brost asked the group to think ahead to a clear mission statement for the Economic Development Committee. MOTION: Council Member Bartoni motioned for further investigation with the movie theater management and asked that City Administrator Steve Cross speak with them about the topic. Council Member Jakcsy seconded. Council Member McCutcheon opposed, and all others voted aye. The MOTION CARRIED.

May Economic Development Committee Minutes:

Council Member McCutcheon moved that the proposal be permanently postponed. Council Member Garritano seconded the motion, also stating that he spoke with the movie theater owner, who stated that they are focusing on hiring. There was discussion about the motion and how it relates to goals of the Economic Development Committee that have yet to be discussed. Council Member Bartoni commented that the motion is out of procedure. Council Member Brost commented that postponing seems good for now, it can always be brought back to the meeting. Council Member Hopper felt that postponing made sense, but not indefinitely. MOTION: Delay discussion on this until September. All voted in favor, except Bartoni who voted against the motion on principal.

August Economic Development Committee Minutes:

Council Member Hopper motioned in recognition that this item had been previously scheduled for the September meeting agenda per motion in the May 2022 meeting. Council Member McCutchen seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the motion passed.

Economic Development Committee
September 27, 2022 Meeting
Live, Work, Play Marketing Campaign

During the Economic Development Committee meeting in August, a “Live, Work, Play,” marketing campaign was discussed. The Department wanted to provide some additional insight into the nature of the marketing campaign, and what the actual plan will look like. Please see below for an overview of the potential marketing campaign.

- **Overview:** The Economic Development Committee would like to launch a marketing campaign highlighting Wildwood’s lifestyle. This campaign would seek to target potential office users and attract them to open businesses within our community. This campaign would utilize a combination of digital, social media, and print ads to achieve its overall objective. As of September 27, 2022, the Department has spoken with two digital marketing and West Newsmagazine to discuss the campaign and its objectives. This campaign could be launched as early as January 2023.
- **Timeframe (length of campaign):** 1-3 months
- **Budgetary Impact:** \$5,000.00-\$10,000.00
- **Ad Placements:** Programmatic Standard Display Ads, LinkedIn Sponsored Content Ads, Facebook In-Feed Ads, & West NewsMagazine Print Ads. Largest percentage of budget will be spent on LinkedIn.
- **Demographic/Behavioral Targeting:** Residents of Wildwood who own businesses outside of Wildwood. This also includes decision makers and c-suite level executives of companies outside of Wildwood. We will only target users associated with small to midsize businesses.
- **Geographic Targeting:** St. Louis region (includes St. Louis County, St. Louis City, Jefferson County, and St. Charles County).
- **Keyword Search Targeting:** targeting individuals based off their search results in Google. Please see example list below:

building for lease
buildings for lease near me
business space
business space for rent
business space for rent near me
buy commercial property
commercial broker
commercial building for rent
commercial buildings for sale

commercial buildings for sale near me
commercial for sale
commercial land
commercial land for sale
commercial land for sale near me
commercial lease near me
commercial lots for sale
commercial office space
commercial office space for rent
commercial property
commercial property for lease
commercial property for lease near me
commercial property for rent
commercial property for rent near me
commercial property for sale
commercial property for sale near me
commercial property near me
commercial property to let
commercial real estate
commercial real estate agent
commercial real estate broker
commercial real estate companies
commercial real estate for lease
commercial real estate for rent
commercial real estate for sale
commercial real estate for sale near me
commercial real estate listings
commercial real estate near me
commercial realestate
commercial realtor
commercial realtors near me
commercial rental
commercial rentals near me
commercial space for lease
commercial space for rent
commercial space for rent near me
commercial space for sale
coworking space near me
industrial buildings for sale
industrial land for sale
office buildings for sale
office for lease
office for rent
office for rent near me

office space for lease
office space for lease near me
office space for rent
office space for rent near me
office space for sale
office space near me
office suites for rent
private office space for rent
restaurant for lease
restaurant space for lease
retail for lease
retail property for rent
retail property for sale
retail space for lease
retail space for rent
shared office space near me
shared workspace near me
small commercial space for rent
small office space for rent
small office space for rent near me
small restaurant space for rent near me
small retail space for rent
small retail space for rent near me
space for lease
space for lease near me
store for rent
store for rent near me
store front for lease
workspace near me
zillow commercial
zillow commercial property

- **Lookalike Targeting:** A pixel will be placed on the landing page to collect information on each visitor. From this pixel, the City will be able to target individuals that have similar traits to the users visiting the page.
- **Creative Buildout:** The Department will create the print ads, and the digital ads will be created by the third-party marketing firm servicing the campaign. The ads will be static. Creating a video ad can cost anywhere between \$1,000.00 to \$5,000.00.
- **Landing Page (for digital ads):** The Department will create a new page on the City's website to collect contact information from visitors. This page will also have links to the City's Site Selection pages.

- **Benchmarks:** Benchmarks are unknown for conversion data (number of users that submit contact information), but there are benchmarks for click through rates. Click through rate refers to the number of users that click on an ad after being served an impression. See average click through rates below:
 - Standard Display: .20%
 - LinkedIn Sponsored Content: .44%
 - Facebook In-Feed Ads: .89%

Economic Development Committee
September 27, 2022 Meeting
Family Friendly Businesses

The Department has provided a list family-friendly business ideas with corresponding examples. These ideas will be reviewed during the Economic Development Committee meeting on September 27, 2022. The Department seeks clarification and input from the Economic Development Committee on which businesses should be prioritized when developing Wildwood's family-friendly business recruitment program.

- **Candy Stores**
 - Examples:
 - Lolli & Pops: <https://www.lolliandpops.com/>
 - The Caramel House: <https://thecaramelhouse.com/>
 - Sugar Shack: <http://kirkwoodsugarshack.com/>
- **Ice Cream Shops**
 - Examples:
 - Main Street Creamery: <https://www.facebook.com/Mainstreetmilkshake/>
 - Silver Spoon Ice Cream & Sweets: <https://silverspoonsweetsmo.com/>
 - Oberweis Ice Cream & Dairy Store: <https://www.oberweis.com/>
- **Family-Style Restaurants**
 - Examples:
 - Fitz's American Grill & Bottling Works: <https://fitsrootbeer.com/>
 - Pieces: <https://www.stlpieces.com/>
- **Toy Stores**
 - Examples:
 - Imagination Toys: <https://www.imagination-toys.com/>
 - Saga Toys: <https://www.facebook.com/people/Saga-Toys/100057401381889/>
- **Batting Cages**
 - Example:
 - Tower Tee Batting Cages: <https://www.towertee.com/batting-cages/>
- **Miniature Golf**
 - Examples:
 - Aloha Mini Golf & Shaved Ice: <https://alohastl.com/>
 - Swing-A-Round Funtown: <https://sarfuntown.com/>
- **Escape Room**
 - Examples:
 - Unchained STL Escape Rooms: <https://unchainedstl.com/>
 - Mastermind Room Escape: <https://www.mastermindroomescape.com/>
- **Ice Skating Rink**
 - Example:
 - Pacific Ice Rink: <https://www.pacificerink.com/>
- **Nerf Arena**
 - Example:
 - Dart Arena: <https://dart-arena.com/>

- **Bowling Alley (Smaller Concept)**
 - Example:
 - Bowlounge: <https://bowlounge.com/>
- **Horseback Riding**
 - Example:
 - Baskin Farm: <https://www.bowlero.com/location/bowlero-chesterfield>
- **Cooking Classes**
 - Example:
 - Kitchen Social: <https://chesterfield.kitchensocial.com/>
- **Indoor Rock Climbing**
 - Example:
 - Upper Limits: <https://upperlimits.com/maryland-heights/>
- **Laser Tag**
 - Example:
 - Main Event: <https://www.mainevent.com/locations/missouri/chesterfield/>
- **Arcade**
 - Example:
 - Dave & Buster's: <https://www.daveandbusters.com/locations/st-louis-maryland-heights>
- **Dog Park**
 - Example:
 - Bar K: <https://barkdogbar.com/>
- **Trampoline Park**
 - Examples:
 - Defy: <https://defy.com/defy-st-louis/>
 - Sky Zone Trampoline Park: <https://www.skyzone.com/fenton>
- **Axe Throwing**
 - Example:
 - Top Notch Axe Throwing: <https://www.topnotchaxethrowing.com/>