



WILDWOOD

MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, October 11, 2022 at 5:30 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 - September 27, 2022 Meeting

Documents:

[9 - SEPTEMBER 27 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:

[EDC_UPDATE ON BUSINESS CHANGES AND OTHER BUSINESS NEWS_10.11.2022.PDF](#)

- 5.I.ii. Wildwood Business Association Update
- 5.II. Ready For Action
 - 5.II.i. Review Of 2023 Budget

Documents:

5.II.ii. Review Of Stakeholder Feedback Procedures

Documents:

[EDC_BUSINESS COMMUNITY FEEDBACK PROCEDURES.PDF](#)

5.III. Not Ready For Action

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

6. Next Meeting Date - November 22, 2022 At 6:00 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, September 27, 2022 at 6:00 pm
Council Chambers of City Hall

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 Garritano
Council Member Hopper
Council Member Jakcsy via Zoom
Council Member McCutchen via Zoom

Staff Members in Attendance:

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

II. Approval of Minutes – August 23, 2022 Meeting

The minutes of the meeting of August 23, 2022 were submitted for approval. Council Member Garritano motioned for approval, and Council Member Dodwell seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the motion passed.

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.

B. Common Site Selection Criteria for Businesses

Economic Development Manager Lee provided the ten most common factors important to a business considering a new location.

Ready for Action

A. B&B Theater Movie Festival Proposal

Economic Development Manager Lee provided a history of this Committee's consideration of a Movie Festival with B & B Theatre in Town Center.

Discussion included pending B&B Theatre renovations and concept to be titled "Movie Festival" with removal of the B&B Theater designation.

Council Member Garritano motioned for indefinite postponement at this time. Council Member Dodwell seconded the motion. A voice vote was taken with unanimous support, excepting Council Member McCutchen, who had lost internet connection at this time (temporary only). Therefore, Chair Ottenberg declared the motion passed.

B. Live, Work and Play Marketing Campaign

Economic Development Manager Lee provided strategies for a proposed marketing campaign highlighting the City's lifestyle to potential office users.

Discussion included intended benefits stated, positive messaging, additional uses, methods of measurable results, Budget inclusion and tag lines.

The Committee declared further action would occur pending review of the current resident survey.

C. Recruiting Family Friendly Businesses

Economic Development Manager Lee provided types and examples of family friendly businesses for recruiting considerations.

The Committee declared further action would occur pending review of the current resident survey.

D. Potential City to Business Newsletter

Discussion was opened, and included lack of interest in such and inclusion of Economic Development news within other current City publications.

Council Member Dodwell motioned to add Economic Development news to the City's weekly emailed newsletter, City sponsored social media and the Gazette. Council Member Bartoni seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the motion passed.

Not Ready for Action

- A. Economic Development Guide Update
- B. Wildwood Business Association Status Update
- C. Stakeholder Feedback Procedures

V. Next Meeting Date

The next meeting of the Economic Development Committee is scheduled for 5:30 pm on October 11, 2022.

VI. Adjournment

Council Member Dodwell motioned to adjourn the meeting. Council Member Bartoni seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the meeting adjourned at 7:40 pm

Economic Development Committee
October 11, 2022 Meeting
Business News and Updates

Business Openings:

- **Official Openings:**
 - **Tresses by Jess Salon** (16451 Village Plaza View Dr) officially opened on October 4, 2022. They are working with the Department to plan a Ribbon Cutting Ceremony. More details to come.
 - **Fantastic Cakes and Where to Buy Them** (16962 Manchester Rd) officially opened on October 1, 2022. They held a Ribbon Cutting Ceremony on October 1, 2022.
- **Fox Company Yoga** (16745 Main St) has chosen a contractor to buildout their yoga studio. They are finalizing the details this week. At this time, the owners do not know when they'll be open for business. More information to come.
- **Elegant Designs Day Spa** (16576 Manchester Rd) is looking to open within the next week. The owner stated that they are targeting October 15, 2022, as the tentative opening date.

Business Closures:

- **No new closures.** The Department can report that there haven't been any closures since the last Economic Development Committee meeting held on September 27, 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:** No Ribbon Cutting Ceremonies are scheduled at this time. The Department is working with Tresses by Jess Salon to schedule a Ribbon Cutting Ceremony soon. More info to come.
- **Fahr Greenhouses** (18944 St. Albans Rd) is changing ownership. The previous owner, Pat Belrose, is transferring ownership of the property to Steve Trampe. The Department met with the new owner to connect him with the Parks & Planning Department.
- **Three Blue Eggs Counseling, LLC** (2634 Hwy 109, Suite E) is moving to 17014 New College Ave, Suite 206. The owner of Three Blue Eggs Counseling, LLC, Prudence Morris, mentioned that she is going to be opening her own practice at this new location. She had been renting a space from Tea Tree Behavioral Health & Therapy, LLC for two years. Her new practice will still be called Three Blue Eggs Counseling, LLC, and she'll be bringing on two additional therapists. She was supposed to move into the new office on August 1st, but the move in date keeps getting pushed back. Currently, October 10th has been set as they official move in date.
- **Axis Worldwide Supply Chain & Logistics** (2638 Hwy 109, Suite 100) is still looking to lease their current location, 2638 Hwy 109, Suite 100. They will be moving their operation upstairs by the end of October.

- **Schnucks – Wildwood** (16580 Manchester Rd) has a new store manager, Andrew Schwartz.
- **Hidden Valley** (17409 Hidden Valley Dr) is having its 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 its 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.

**City of Wildwood
Fiscal Year 2023**

**(10) Administration
Economic Development Expenditure Detail**

General Fund (10)	Actual 2020	Actual 2021	Original Budget 2022	Final Budget 2022	Estimated 2022	Budget 2023	Percentage of Subtotal	Percentage Increase (Decrease) from PY Est	3-Year Increase (Decrease)
Personnel Expenditures									
101-14 Regular Salaries - Econ. Dev.	95,204	60,386	66,667	51,000	51,000	99,750	75%	96%	5%
120-14 FICA - Econ Dev.	7,250	4,625	5,101	4,000	4,000	7,631	6%	91%	5%
140-14 Employee Health Benefits - Econ. Dev.	6,118	4,469	23,032	11,440	11,440	17,952	13%	57%	193%
142-14 Insurance (Life & Disability) Econ. Dev.	775	517	646	646	646	829	1%	28%	7%
144-14 Pension Expense - Econ. Dev.	6,703	4,227	4,667	3,000	3,000	6,983	5%	133%	4%
180-14 Worker's Compensation Econ. Dev.	120	1,093	134	134	134	209	0%	56%	74%
	<u>116,171</u>	<u>75,317</u>	<u>100,247</u>	<u>70,220</u>	<u>70,220</u>	<u>133,354</u>	<u>100%</u>	<u>90%</u>	<u>N/A</u>
Operating Expenditures									
201-14 Community Relations - Econ. Dev.	7,112	11,781	4,000	8,000	8,000	18,000	72%	125%	153%
204-14 Dues/Memberships - Econ. Dev.	869	1,005	2,398	2,398	2,398	1,740	7%	-27%	100%
224-14 Maintenance - Vehicles Econ. Dev.	143	504	500	500	500	500	2%	0%	249%
268-14 Supplies - Office Econ Dev	958	983	500	500	500	500	2%	0%	-48%
270-14 Training - Econ. Dev.	1,385	481	1,000	1,000	1,000	1,000	4%	0%	-28%
274-14 Travel - Econ. Dev.	1,042	805	500	500	500	500	2%	0%	-52%
282-14 Utilities - Telephone - Econ. Dev.	831	863	950	950	950	950	4%	0%	14%
293-14 Computer Equipment Under \$5K	4,653	1,464	1,400	1,400	1,400	1,900	8%	36%	-59%
	<u>16,994</u>	<u>17,886</u>	<u>11,248</u>	<u>15,248</u>	<u>15,248</u>	<u>25,090</u>	<u>100%</u>	<u>65%</u>	<u>48%</u>
Contractual Expenditures									
340-14 Consultant Costs - Econ. Dev.	3,307	3,319	5,000	5,000	5,000	5,000	100%	0%	51%
	<u>3,307</u>	<u>3,319</u>	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>	<u>100%</u>	<u>0%</u>	<u>51%</u>
Total Administration	136,471	96,521	116,495	90,468	90,468	163,444	100%	81%	20%

Department Purpose

The Economic Development program is included in the Administration Department, therefore the information below is also included in the Administration Department Summary.

2022 Accomplishments

1. Actively participated as a member of the Wildwood Business Association and West St. Louis County Chamber of Commerce to enhance relationships with local businesses, and continued the City's positive new relationships with the St. Louis Economic Development Partnership, and the Missouri Department of Economic Development.

2023 Budget Goals

1. Continue to implement the City's Master Plan - Economic Development Element, the City's Economic Development Guide and Strategic Goals and Objectives.
2. Continue to enhance the City's Business Retention and Expansion program.
3. Continue proactive contact with existing local business owners in 2023. Continue to host new special event programming in collaboration with the Wildwood business community.
4. Continue efforts to attract new retail and office users and increase the City's occupancy rates.
5. Continue to represent the City of Wildwood in the Wildwood Business Association and the West St. Louis County Chamber of Commerce.

Economic Development Committee
October 11, 2022 Meeting
Review of Stakeholder Feedback Procedures

Stakeholder Interviews

A key component of the Economic Development Guide update is community outreach. Originally, this component was designed to identify a set of goals for the City from key stakeholders in the Wildwood business community. It was recommended that the City conduct interviews with 10-15 stakeholders. The original list included 16 individuals representing Wildwood business owners, property owners, residents, and land developers. The following businesses and organizations were included in that list.

1. Newmark Zimmer
2. Dierbergs Real Estate
3. TB Realty & Development
4. Fick Supply Service Inc.
5. Milk & Honey
6. ArchitectNow/Wildwood Workspaces
7. RL Jones Properties
8. KAI Design & Build
9. Greenberg Development
10. Big Chief Roadhouse
11. Wildwood Family YMCA
12. CrossFit Wildwood
13. St. Onge Management & Exchange
14. St. Louis Community College – Wildwood
15. Wildwood Business Association (WBA)
16. Zick's Great Outdoors

10 of the 16 stakeholders included in this list were interviewed in 2021. There may have been big changes to these organizations since then, so the responses could be outdated. That being said, the Department believes that the Economic Development Committee should review the list of stakeholders along with the questions included in the stakeholder interview questionnaire. The Department would like to receive input on which businesses or organizations should be kept on this list, and which businesses or organizations should be removed. The Department would also like to discuss adding other businesses to the current list. Potential additions are listed below.

- Potential Additions: The DESCO Group/Schnucks-Wildwood Crossing, Benedetto's on Main, The Parkside Grille, Wildwood Pub & Grill, Three French Hens Antiques & Home Interiors, owners of Luxorts/Timeshare Selling Team/Elite Member Perks, Passiglia's Nursey & Garden Center, Axis Worldwide Supply Chain & Logistics, The Wildwood Hotel, Botanica, etc.

The Department has included current interview questions below.

List of Stakeholder Interview Questions

1. What is your type of business? How long have you been in business (in Wildwood, and/or in total)?
2. Why did you choose to locate your business in Wildwood, as opposed to other cities? What does Wildwood offer that made it appealing and led to your decision? Alternatively, can you think of any reasons why a business may not want to locate in Wildwood?
3. What City services have you found beneficial to you doing business in Wildwood? What changes could the City make to our business support services to be more helpful to your business (permitting, licensing, etc.)?
4. How do you measure your success in Wildwood? Do you have short-term and long-term goals?
5. What can the City do to better support your business in Wildwood? Are there any activities or initiatives the City can add to better enhance your business? What challenges do you have as a business owner in Wildwood?
6. What is your plan for the next five (5) years? Growth/expansion? Stay the same? Downsize?
7. What type of marketing, advertising, or community engagement do you use? Are you involved with the Wildwood Business Association (WBA), and/or the West St. Louis County Chamber of Commerce? How effective are these forms of marketing? Are there additional modes you would like to try?
8. What types of other retail/office businesses, community services, or other amenities are missing in Wildwood? Do you think the City should proactively recruit these types of services? If so, where?
9. Have you found it beneficial for the City to have an Economic Development/Communications Manager? If so, what are some of the benefits to your business?
10. How does the City's internet coverage, and limited access in certain areas, impact your business?
11. Any other general comments or concerns?

The Department would like to propose a few additional questions to include on the survey. Please see below.

1. How many full-time employees do you have?
2. How many part-time employees do you have?
3. Are you a member of the Wildwood Business Association (WBA)? If so, have you found it beneficial to be a part of this organization?
4. Are you a member of the West St. Louis Chamber of Commerce? If so, have you found it beneficial to be a part of this organization?
5. What difficulties, if any, is your business currently facing?
6. Was your business affected by COVID-19? If so, how was it affected?

Wildwood Business Survey

In addition to the stakeholder interviews, the Department suggests that a business survey be given to every business within Wildwood. This survey would help the Economic Development Committee get a better understanding of the business community's needs and it would promote involvement from all businesses in the community feedback portion of the Economic Development Guide update. The Survey would include multiple choice and open-ended questions. The Department has included potential questions for the Wildwood Business Survey below.

1. Required Information (Can't skip this question):
 - Company Name
 - Company Address
 - Contact Name
 - Type of Business
2. How many employees do you have?
 - _____ Full-Time
 - _____ Part-Time
3. How would you rate the City of Wildwood as a place to do business?
 - Excellent
 - Good
 - Fair
 - Poor
 - Unsure
4. How long have you had your business in the City of Wildwood?
 - 0-1 years
 - 2-5 years
 - 5-10 years
 - 10 or more years
5. What made you choose the City of Wildwood for your business location?
 - Physical Setting
 - Small town ambience
 - Location
 - People
 - Other (please explain)
6. Are you a member of the Wildwood Business Association (WBA)?
 - Yes
 - No
7. Are you a member of the West St. Louis County Chamber of Commerce?
 - Yes
 - No
8. Are you a Wildwood resident?
 - Yes
 - No

9. In the next 3 years, do you plan to ...
- Expand
 - Downsize
 - Relocate your business to another property within Wildwood
 - Relocate your business to another town
 - Stay the same
 - None of the above
10. Do any of the following currently present difficulties to your business? (Circle all that apply)
- Zoning regulations
 - Taxes
 - Workforce issues (staffing)
 - Supply chain issues
 - Financing
 - Marketing
 - Technology
 - Signage
 - Inflation
 - None of the above
11. How would you rate the economic success of the City of Wildwood Town Center?
- Excellent
 - Good
 - Fair
 - Poor
 - Unsure
12. Do you think the City of Wildwood's enforcement of codes, and land use policies, for commercial property is ...
- Too strict
 - Just about right
 - Not strict enough
 - Unsure
13. How would you rate the City of Wildwood's website? '
- Excellent
 - Good
 - Fair
 - Poor
 - Unsure
14. If the City provided a forum for business owners, property owners, brokers, and land developers to meet and provide input on economic development within the City of Wildwood, would you attend?
- Yes
 - No
 - Unsure

15. What types of businesses, community services, or other amenities are missing in the City of Wildwood? (Answer choices for each option – Strongly Agree, Somewhat Agree, Neutral, Somewhat Disagree, Strongly Disagree)
 - Retail
 - Dining (sit-down)
 - Dining (quick serve)
 - Health/Medical Services
 - Professional Services
 - Personal Services
 - Entertainment
 - Utility/Contracting Services
16. Have you found it beneficial for the City to have an Economic Development/Communications Manager?
 - Yes
 - No
 - Unsure
17. What activities/initiatives could the City add to best support or enhance your business? (Please explain)
18. Any other general comments?

Continuous Feedback

Lastly, the Department suggests that the City hold open meetings with the business community every quarter. The meeting would take place at City Hall in the Community Room, and it would encourage Wildwood business owners, property owners, brokers, and land developers to provide their input on economic development within the City of Wildwood. This insight could help guide future decisions, and it would allow businesses to have a direct line of communication with the City. The Economic Development Committee Chair would head up this meeting, and the Economic Development/Communications Manager would take detailed notes and provide a summary report to the Economic Development Committee.

Community Feedback Summary

Overall, the Department recommends three different methods for getting input from the Wildwood business community. Using all three methods will give the City a more rounded approach when collecting feedback from the business community. The recommended plan includes the following.

- Stakeholder Interviews (largest businesses/organizations in the City of Wildwood)
- Business Surveys (All businesses in the City of Wildwood)
- Quarterly Meetings with Wildwood business owners, property owners, brokers, and land developers.

The Department will consolidate the findings from each tactic and report it to the Economic Development Committee. Findings will be summarized in the Economic Development Guide update.