



WILDWOOD

MEETING OF THE
ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, November 22, 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 - October 11, 2022 Meeting

Documents:

[10 - EDC_OCTOBER 11 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_11.22.2022.PDF](#)

- 5.II. Ready For Action

- 5.II.i. Vice-Chair Election
- 5.II.ii. Discussion Of Home-Based Business Exposition

Documents:

EDC_HOME BASED BUSINESS EXPOSITION.PDF

5.II.iii. Discussion Of 2022 Resident Survey Responses

Documents:

EDC_2022 RESIDENT SURVEY_ECONOMIC DEVELOPMENT COMPONENT.PDF

5.II.iv. 2023 Marketing Campaign

Documents:

EDC_LIVE WORK PLAY MARKETING CAMPAIGN.PDF

5.III. Not Ready For Action

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

6. Next Meeting Date - December 27, 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, October 11, 2022 at 6:00 pm
Council Chambers of City Hall

DRAFT

I. Call to Order and Roll Call

Chair Ottenberg opened the meeting at 5:30 pm and therein requested a voice roll call.

Committee Members in Attendance:

Chair Ottenberg
Council Member Brost via Zoom
Council Member Dodwell
Council Member Garritano
Council Member Hopper
Council Member Jakcsy
Council Member McCutchen

Committee Member Absent:

Council Member Bartoni

Staff Members in Attendance:

City Administrator Steve Cross
Economic Development/Communications Manager Tom Lee
Meeting Recorder Carla Patrick
Deputy City Clerk Colleen Lohbeck

II. Approval of Minutes – September 27, 2022 Meeting

The minutes of the meeting of September 27, 2022 were submitted for approval. Council Member Jakcsy 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. Wildwood Business Association Update

WBA President Jenny Goski addressed the Committee via Zoom noting their current membership of 128 and two upcoming events they are sponsoring (10/30/2022 trunk or treat and the 12/3/2022 tree lighting).

Ready for Action

A. 2023 Budget Review

The 2023 Budget for Economic Development was presented to the Committee for their review and approval.

Discussion included inclusion of \$10,000 for the marketing campaign recently directed by this Committee, and the move of the tree lighting events expenses to the Parks Budget.

Council Member Dodwell motioned to recommend approval of the 2023 Economic Development Budget as drafted. Council Member McCutchen seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the motion passed.

B. Stakeholder Feedback Procedures Review

Economic Development Manager Lee provided components of stakeholder feedback procedures for Committee review inclusive of potential stakeholders, questions, business survey and quarterly meetings.

Council Member Dodwell motioned to approve the stakeholder feedback procedures as presented herein, and inclusive of initiating new interviews using the new questions as presented with new stakeholder additions as presented, and the initiation of quarterly meetings with businesses. Council Member Jakcsy seconded the motion. Therefore, Chair Ottenberg declared the motion passed.

Not Ready for Action

A. Economic Development Guide Update

V. Next Meeting Date

The next meeting of the Economic Development Committee is scheduled for 5:30 pm on November 22, 2022.

VI. Adjournment

Council Member Jakcsy 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 6:15 pm

Economic Development Committee
November 22, 2022 Meeting
Business News and Updates

Business Openings:

- **Official Openings:**
 - **Three Blue Eggs Counseling** (17014 New College Ave, Suite 206) has officially opened at their new location. They have begun seeing patients, and they are looking to add two additional therapists.
 - **Elegant Designs Day Spa** (16576 Manchester Rd) officially opened on November 1, 2022.
 - **STL Chiro** (16921 Manchester Rd, Suite B) officially opened on November 18, 2022.
- **Fox Company Yoga** (16347 Main St) is still waiting for construction to begin. Fox Company Yoga was looking to open in December, but they may not have the interior buildout completed in time. More information to come.

Business Closures:

- **Botanica** (2490 Taylor Rd) officially closed on November 14, 2022. Botanica opened back in October 2021. They signed a 10-yr lease with Dierbergs last year. The restaurant had trouble finding and retaining staff, and they were not bringing in enough revenue. They did mention that Wildwood's signage regulations hurt their business. They are currently working with Dierbergs to get out of their lease. More information to come.
- **Mederi Caretenders** (17013 New College Ave, Suite 101) has officially closed. The owners of Mederi Caretenders, LHC Group, decided that the Wildwood location was underperforming. They decided to move their Wildwood staff to their Creve Coeur location. The Creve Coeur location is bigger and more established. LHC Group thanked the City of Wildwood for all its support and stated that this was simply a business decision.
- **Lucky Dog Central** (16917 Manchester Rd) temporarily closed their business on November 13, 2022. The owners are building out a café and are looking to reopen in May 2023.
- **Clinical Biosafety Services** (16759 Main Street, Ste 208) has officially moved their company to Chesterfield. The property became vacant on November 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. The owner of Tresses by Jess, Jessica Hawthorne, needs to hire additional employees before planning a Ribbon Cutting Ceremony.
- **West County Feed & Supply** (17050 Manchester Rd) is looking to sell their property. The owners are ready to retire and have officially listed the property for sale. They will remain open until the property is sold.
- **Wildwood Business Association (WBA):** The WBA is hosting the Wildwood Holiday Tree Lighting Ceremony on Saturday, December 3, 2022, from 3:30pm to 6:00pm. The event will take place at 215 Plaza Dr. The tree lighting will take place at 5:00pm. If you have any questions, please contact Jenny Goskie at jgoskie@farmersagent.com.

Economic Development Committee
November 22, 2022 Meeting
2023 Home-Based Business Exposition

The City of Wildwood currently has 120 registered home-based businesses. The Department recognizes the importance of these ventures, which contribute to Wildwood's local economy and offer an accessible pathway for entrepreneurs to start small in their own homes.

Many home-based businesses in Wildwood have stated that they need more visibility and support. The Department would like the City to host an exposition to help these businesses get more visibility in the community. An exposition will help educate, influence, and cement the importance of home-based businesses within the City of Wildwood. It will also provide home-based businesses with the opportunity to promote their services and interact with potential customers. Lastly, an exposition will help nurture existing relationships and initiate new connections amongst home-based business owners in our community.

The Department recommends the approval of a home-based business exposition. Ideally, the event would take place in the Spring or Summer of 2023. The Department suggests partnering with the Wildwood Business Association (WBA) to help recruit businesses to participate. The home-based business exposition would take place in conjunction with the Wildwood Farmers' Market. Home-based businesses would have their own section within the market. The event would still take place at 221 Plaza Dr, Wildwood, MO 63040. The City would work with the manager of the Wildwood Farmers' Market, Natalie McAvoy, to organize the event.

**Economic Development Committee
November 22, 2022 Meeting
2022 Resident Survey: Economic Development Component**

2022 Resident Survey Dashboard:

https://www.surveymonkey.com/results/SM-MJCbwQHe1ifxoGHbjSFDxg_3D_3D/

Questions Related to Economic Development

The Department has reviewed the 2022 Resident Survey and provided an overview of the questions associated with economic development within the City. There were three questions within the survey that pertained to economic development. Please see below for question summaries.

Q8. How would you rate the economic success of the Wildwood Town Center?

Answer Choices	Responses	
Satisfied	36.47%	275
Neither satisfied nor dissatisfied	34.35%	259
Dissatisfied	18.70%	141
Don't know	10.48%	79
Answered		754
Skipped		8

Q9. What types of businesses, community services, or other amenities are missing in the City of Wildwood?

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Weighted Average
Retail	29.44%	37.10%	18.95%	9.14%	5.38%	2.24
Dining	47.33%	29.68%	13.50%	6.55%	2.94%	1.88
Health/Medical Services	11.16%	18.68%	43.95%	18.01%	8.20%	2.93
Professional Services	6.86%	16.69%	52.36%	14.94%	9.15%	3.03
Personal Services	10.74%	23.36%	41.34%	15.84%	8.72%	2.88
Entertainment	27.01%	31.55%	22.06%	11.36%	8.02%	2.42
Utility/Contracting Services	5.92%	14.54%	52.09%	18.03%	9.42%	3.1
Answered						752
Skipped						10

*Weighted Average: 1 = Strongly Agree, 2 = Somewhat Agree, 3 = Neutral, 4 = Somewhat Disagree, 5 = Strongly Disagree

Q10. What is the most pressing need in our City?

Answer Choices	Responses	
More/enhanced parks and trails	13.69%	101
More recreational facilities	18.29%	135
Infrastructure Issues (roads, bridges, internet, flooding/erosion)	35.64%	263
Economic Development	30.49%	225
Residential Development	1.90%	14
	Answered	738
	Skipped	24

Insights from Questions 8, 9, & 10

- Question 8: How would you rate the economic success of the Wildwood Town Center?
 - Only 36.47% of respondents are satisfied with the economic success of Wildwood Town Center. That being said, “satisfied,” was the most picked answer choice.
 - Only 18.70% of respondents answered that they were dissatisfied with the economic success of Wildwood Town Center.
 - The majority of respondents answered that they were satisfied or neutral (70.82%)
- Question 9: What types of businesses, community services, or other amenities are missing in the City of Wildwood?
 - The majority of respondents answered that they would like to see more retail, dining, and entertainment options in the City of Wildwood.
 - Retail: 66.54% of respondents believe that retail is missing in Wildwood.
 - Dining: 77.01% of respondents believe that dining is missing in Wildwood.
 - Entertainment: 58.56% of respondents believe that entertainment is missing in Wildwood.
 - The majority of respondents answered that Wildwood has enough health/medical services, professional services, personal services, & utility/contracting services.
 - Health/Medical Services: 29.84% of respondents believe that health/medical services are missing in Wildwood.
 - Professional Services: 23.55% of respondents believe that professional services are missing in Wildwood.
 - Personal Services: 34.10% believe that personal services are missing in Wildwood.
 - Utility/Contracting Services: 20.46% of respondents believe that utility/contracting services are missing in Wildwood.
 - Health/Medical Services, Professional Services, Personal Services, & Utility/Contracting Services all had more than 41% of respondents submitting neutral as their answer.
- Question 10: What is the most pressing need in our City?
 - Economic Development (30.49%) was rated the second most pressing need in Wildwood based on the survey results. Infrastructure (35.64%) was rated the most pressing need in Wildwood.
 - 3.15% of respondents skipped question 10. Question 10 was the second most skipped multiple-choice question on the survey.

Economic Development Comments: Synopsis

The Department reviewed the general comments given by respondents and listed all the comments that mentioned items associated with economic development. The Department has summarized some of the main themes brought up within the comment section of the 2022 Resident Survey.

- **Residential Development:** 29 respondents stated that they are against any future residential developments. 5 respondents mentioned that they support residential development.
- **Dining:** 32 respondents specifically mentioned that they'd like to have more dining options in Wildwood. 4 respondents stated that they are against Wildwood's drive-thru policy.
- **Retail:** 21 respondents specifically stated that they'd like to have more retail options in Wildwood. 2 respondents mentioned that they'd like to see less retail in Wildwood. 8 respondents would like to have a Target in Wildwood. 3 respondents mentioned that they'd like to have a Trader Joe's in Wildwood.
- **Family/Kid Activities:** 13 respondents specifically mentioned the need for more family activities/businesses. They also stated that Wildwood needs more activities for kids/teens.
- **Activities:** 36 respondents mentioned a need for more activities (entertainment). This includes family friendly businesses, community pools, community theatres, pickleball courts, & recreation centers.
- **Community Pool/Splash Pad:** 13 respondents would like Wildwood to have a community pool or water park. Many respondents also brought up having a recreation center in Wildwood.
- **Pickleball Courts:** 6 respondents stated that they would like to have pickleball courts available in Wildwood.
- **Community Theatre:** 3 respondents mentioned the need for a community theater.
- **Vacancies:** 11 respondents specifically stated that the City needs to focus on filling vacancies.
- **Against Economic Development:** 10 respondents explicitly stated that they are against all economic development in the City of Wildwood.
- **Restrictions/Regulations:** 9 respondents believe that City's business regulations are too strict and not conducive to proper economic development. Others mentioned that the City needs to proactively roll out new programs to support local businesses.
- **Senior Living:** 6 respondents are against adding any other senior living facilities in Wildwood.
- **Senior Activities:** 3 respondents would like the City to offer more Senior activities.

All Comments Related to Economic Development

#762

Please reduce development, please do not increase home construction, significantly reduce the size of the town center definition, please focus on the environment and preservation.

#760

Less residential development. We moved to this area because of its environmental appeal and wildlife. Now I can hear the car traffic from 109 due to all the tree loss from surrounding areas. It's sad.

#751

Stop spending money on economic development and start enforcing city codes.

#733

Wildwood needs an indoor sports facility

#722

Would love an aquatic park/pool in Wildwood.

#720

Please add pickle ball courts!

#710

Would love to see a community swimming pool similar to The Edge.

#700

No more residential housing. It's getting so crowded.

#698

We need a stronger focus on the younger families and children. I don't want Wildwood to turn into a senior living city with a focus on another senior living center.

#691

Not enough retail/restaurants. Need more housing development that are not cookie cutters or too close together.

#690

Business owners speak poorly about how difficult the city is to work with and most of the issues I've personally discussed seem very petty. Stop building high density housing developments. You are ruining Wildwood! If I wanted an alleyway in my neighborhood I'd move to STL! These new developments are a disgrace to this community and new developments seem to be popping up relentlessly.

#689

Would love a community pool

#688

Would like to see promotions for businesses that support babies & parents like my company. Not too much offered for pregnant families & littles under age 1

#686

I would love to see wildwood have their own community pool.

#684

Absolutely most important-Wildwood HAS TO STOP BUILDING SUBDIVISIONS. What used to make Wildwood unique was the amount of land, trees, and nature in our city. Now, everywhere you look there are new subdivisions being put in, with homes on top of each other. It's shameful what it's doing to our city. Additionally, Wildwood needs a pool. I would much rather be spending my money at a Wildwood pool than Ellisville's pool. The early childhood programs put on by the city are a wonderful asset, and we hope they continue.

#679

in terms of development, i think wildwood has added enough homes and torn down enough trees. when driving through other jurisdictions i see many many more trees than when i drive through the majority of wildwood. i appreciate our mayor standing firm on the 3 acre minimum west of 109.

#665

Also, we would really enjoy more dining options in the town center.

#657

We need a city pool/rec center. Ballwin, Chesterfield, Eureka, Manchester, Ellisville all have one. We need one too. The Y isn't good enough!

#654

I would like to see a variety of residential development within the towncenter. Not just homes on big lots. We need apartments, condos, etc.

#651

I would like to see a stop to all the new houses being built. I grew up in wildwood and always loved the trees, the space between homes, the fact that it's like living in the woods. Now the woods are being cut down to build homes (way too close together and with no character) and businesses. The uniqueness of wildwood is being stripped away. It's upsetting to know that my children will not know the wildwood I grew up in.

#650

As a parent of a teenager and pre teen kids I would love to see some place where they could socialize that isn't Walgreens. I would love to have entertainment that would be inclusive of our youth (ie not liquor related).

#633

I'd like for golf carts to be looked at and considered to become legal on streets with certain speed limits. It would be a great economic lift for businesses. Several communities around the St. Louis area have done this with great success.

#623

We need a community pool. Ballwin has one. Ellisville has one. Chesterfield has one. Manchester has one. Des Peres has one. Wildwood, no pool. Maybe 2nd rate city is ok for Wildwood? Can Wildwood not afford a pool? Why no pool for families and kids. This is supposed to be a family area. Get a pool. Stop being cheap. Being cheap is not a good look for Wildwood.

#604

Stop all the residential development.

#597

Stop building houses and subdivisions. we don't need any more.

#593

I would like more new housing developments with 3 acre lots and less compact, crowded subdivisions. Wildwood seems to just want to pack as many homes into a small area as possible

#588

WILDwood does not need any additional "economic development" in the town center. It doesn't even need a town center. Those who like that stuff have plenty of opportunity to move to Ballwin, Chesterfield or Ellisville. I can't believe the push for this is from the vast majority of residents. I suspect it's either a tax dollar increase ploy mixed in with a bit of city planning education that preached no respectable town is complete without a economic development component (no knock on Joe Vunich who has and continues to do a fabulous job),

#580

Wildwood could use a community theatre.

#575

There is no place for middle school and high school kids to hang out. They go and walk around town center but then get the police called for loitering. Activities or a small indoor mall would be great. We can't drive them to west county and chesterfield is closed. There is a large teen population that could use an outlet. Maybe an arcade/roller rink, ice skating, bowling. Something for them to do.

#565

Please make sure Wildwood makes an effort to have their be at least a 3 acre density for lots. No more small cookie cutter neighborhoods. What makes Wildwood great is there are less people here than other areas throughout STL.

#563

Keep retail to a minimum. Keep green space and add more trails. I love outdoor events too.

#553

More for our youth.

#538

I really love the City of Wildwood. Its a great place to live. I wish there were more restaurants available. We typically drive to pacific, eureka or ellisville if we decide to eat out. There are very few options in the City.

#504

I'm a mountain biker and really enjoy the multi-use trails within Wildwood. I am especially pleased with the improvements that Wildwood is doing @ BluffView Park. The expansion of outdoor activites, such as mountain bikeing, within the city limits would help to draw more spendable income to the area to support dining establishments, bars, and other type of goods/services within the city.

#495

Town Center needs more retail (mini-target, whole foods, trader joes) and unique restaurants to draw people from surrounding areas. high end condos/luxury villas would also be a nice addition.

#488

Would love to have a Salt n Smoke or Sugarfire in Town Center!

#484

WE NEED A POOL!!! Every person I have talked to has agreed, Wildwood is the only city without a community pool.

#483

Would love more kid friendly things such as a splash pad, fairs etc.

#482

We need more retail. Wildwood is too big of a city to not have a large anchor to shop at like Target. We need larger recreational facilities for kids to enjoy. We have the space in town square area that will have zero impact on the rest of the city, "seeing the stars", or anything else. We want convenience in our city.

#481

Wwe would like to see a return to the 3 acre minimum for home sites. No more condos, no more senior facilities, no more villa developments!

#474

stop developers from cutting all mature trees for new developments (they look horribly bare), we need more nice restaurants.

#473

I like the idea of more shops, especially Target, and hair salons. Wildwood has an abundance of nail salons, and medical practices, but could definitely use more upscale options. As for parks, please consider a pool and additional splash pad/water feature at all parks. St Charles has become the destination for amazing children parks-learn from them. Be inclusive in these parks, especially for those whom have physical disabilities. And always, parks need benches *with backs.*

#465

Add more equestrian resources

#460

Pickleball courts

#452

Appealing is community outdoor swimming pool and rec and fitness center like Ballwin and Ellisville. Additional "family" burger and fries style restaurants.

#448

Sad there are no drive thru restaurants.

#446

Please work to thoughtfully develop our city - there is no rush. Keeping Wildwood wild with large lot sizes, parks, and minimally developed areas is important.

#436

A good drive thru restaurant.

#432

Fast casual restaurants in the Towne Center would be amazing! (Mod, Chipotle, ect.

#430

Indoor Pickleball - great revenue opportunity that we are missing out on.

#429

Would really like to see the vacant buildings filled with some healthy fast food or for Botanica to actually be open on a regular basis and more kid friendly. We need more family/kid friendly things in Wildwood. If not, at least a couple nice restaurants.

#412

Would love to see Wildwood Town Center more like old town Webster Groves. Additionally we need more bike lanes and pedestrian infrastructure. Let's encourage people to get out of their cars and move! Need to think progressively around health outcomes and obesity statistics (In the state of MO 35 percent of adults obese and 31 percent of children ages 10-17 overweight or obese.)

#411

More Sr. Activities

#406

Whole Foods, Target, bowling alley, more good dining less residents

#394

Economic development to fill in some of the vacant retail locations in Wildwood--particularly Town Center and the Schnucks shopping plaza.

#387

I do not support economic development for the sake of economic development. I do support targeted government facilitation of specific restaurant, entertainment, and related businesses that are directly related to these limited services for the City of Wildwood residents. The original plan for mixed use residential in the town center is critical to making this work. Not a senior assisted living that is antithetical to dense mixed use walking entertainment district. The town center has the potential to be a unique place much like the Central West End, or even Newtown but only if we are very selective about the types of businesses, following the plan, and we focus our government efforts on those.

#382

Quit spending time and money on trying to attract businesses to Wildwood. Within 15-20 minutes residents have access to almost every service desirable. Just let Wildwood be a bedroom community and be more inviting to ALL types of housing. What is the HATE among the politicians for rental properties. Are they less citizens as the mayor intimates? Come on.....get real!

#380

I am concerned about the number of empty retail spaces. I love the trails and Music on Main and other events!

#368

Would like to see more small businesses in the Town Center.

#355

I'd like to see a focus on increasing the diversity of the area. Getting more artists and fine arts in general would be great.

#353

WAAAY too much residential building!!! Wildwood has lost the whole reason we moved here :-(

#346

I would love to have a community pool and water park.

#343

A sit-down coffee shop would be great. Fill the empty building that's have sent empty for a long time

#339

Speed up Architectural review & permit process. Sometimes the timing can make or break a deal. You also don't want to be known as a headache to get something approved.

#337

Have more focus on activities in Wildwood. Look at all that Ballwin and Manchester offer. More activities and other programs for seniors and families.

#336

would love for wildwood to build pickleball courts!

#331

I don't like all the neighborhoods going in with small lots and homes on top of each other. I'd prefer to see more neighborhoods with 1+ acre lots

#328

Pickle Ball Courts

#327

too many building restrictions and rules - this isn't town and country or ladue

#322

I would like to see you expand the family recreational items. Mini Gold, Bowling, skateboarding, ice skating, indoor rock climbing. Items that will keep kids busy and active.

#310

I try to spend my dollars in Wildwood but frequently have to travel to surrounding communities to get what I need. Mini-Target, Mini Macy's, Shoe Carnival, sporting goods stores in Wildwood would keep my dollars here

#309

Not everyone in Wildwood is wealthy and retired. My family often has to go to Eureka, Chesterfield or Ellisville for everyday affordable retail or dining.

#300

Some Pickleball courts would be nice. Wildwood is far behind in this increasingly popular sport.

#291

28 years ago I moved out here to get away from the big city & congestion. I always wondered what happened to the three acre density rule. I also wish Wildwood would commit to reduced light pollution. What makes the city great is the rural, natural surrounding and the stars in the night sky.

#288

If I had to pick my preference of where to live it would be my hometown Wildwood. Please stop building the huge retirement buildings. I'm sad that the big area next to the theater is going to be another big senior residence.

#286

library branch or trader joes would be excellent

#282

In order to know what needs to be done, we must know where we are now and where we want to be in the future. What does Wildwood want to be when it grows up? Like Kirkwood? Then we need the different shops and dining facilities to be connected, not so far apart. Industrial? Then we need to focus on that. Bottom line is the need for a properly developed and executed plan, to include (but not limited to): SMART scope, work/time line, resource, budget, procurement/contractors, risk/control (to always avoid scope creep and budget overruns), quality and communication plans.

#263

Drive through restaurants. No lots under 3/4 acres. More low to medium cost housing for young adults and couples

#261

Do need more restaurants but not more fast food type.

#256

Bring in more healthy restaurants and food markets, bring in a Trader Joe's.

#251

I would like to see additional large lot development in Wildwood as well as additional Trail development and Economic Development.

#240

We need more fine dining restaurants not fast food or large stores

#238

No more ice cream shoppes. Better dining options / non- bar food

#224

Stop adding parks! Add a public swimming pool.

#227

I think the most pressing need for Wildwood is to resist the temptation to become like all the other municipalities in St. Louis County, and to ensure we maintain the peaceful, semi-rural, and friendly small town feel of this area. We need not develop everything for development's sake. Not every acre of land needs a house, business, or parking lot on it. My wife and I moved here to escape bland, crowded, busybody-infested suburbia in order to find some peace and quiet, enjoy more freedom to do with our property as we please, and to get closer to the natural world. Whatever we endeavor to do to improve Wildwood, it should be done with care to preserve the character of this town.

#217

Would like to see empty businesses such as the old Jack in the Box and credit union occupied.

#213

Better businesses in WTC. More restaurants.

#210

More retail (i.e. small business, locally owned) ok. More retail (e.g. target, Walmart, etc.), NOT ok.

#209

The Town Center has so much potential. Would love to see more eating establishments and fun shops.

#202

Wildwood is lacking in small businesses. Store fronts are empty. Town square looks unkemp and dirty at times. Too many ice cream shops and not enough of other options. Store options are not well rounded and balanced. Irregularity in businesses being open and able to service local residents (always help wanted - city needs to look at creating an employment program where everyone work together to find staffing) Stop building neighborhoods and bringing all these people in without infrastructure. I go to other local cities to eat and shop. More and better selections. We are not a destination or a town that provides an "experience" in what we offer. Ban of feeding deer absolutely ridiculous! No science based decision making. Don't see the mayor at city functions. Too many overreaching business regulations (ie signage etc). Celebrate Wildwood was great and encouraging to see and feel sense of community. Love the Summer concert series. If you are going to ask for feedback, please be prepared and ready to act on it.

#201

#1 WE NEED MORE RESTAURANTS " FAMILY " not bar related eateries. Wildwood has enough trails we need RESTAURANT....so tired of driving to Ellisville and Ballwin. #2 St.louis County police need to do a much better job at controlling SPEEDERS ... stop sitting in church parking lot ... God protects the church. #3 This online ,zoom meeting of City Council meeting and Planning and Zoning need to be IN PERSON AGAIN covid is not a risk... stop hiding behind it . If I call a city official they owe it to me to return call . STOP BUILDING FREAKING HOUSES 🏠 OMG ENOUGH IS ENOUGH. The City of Wildwood is a mess why is the Jack in the Box still vacant? This is a Embarrassment to Wildwood and is exactly what I'm talking about . Our economic development advisor needs to do there job . I personally have reached out to many different successful businesses and they said they liked the city ... but official are to hard to work with ? Wildwood could have had a Culver's but no Wildwood ruined that oppportunity.... we use to have Lions Choice they left....wanted a stand alone DRIVE THOUGH OMG can't have a drive though in Wildwood unless it's Bread Company , or Walgreens. I dare you to drive through any other city and look what they offer . Any place can have a trail. VERY DISAPPOINTED IN THE DIRECTION OF THE CITY !!!!

#200

Wildwood needs to encourage more businesses to fill the empty store fronts. The City Council needs to repeal to Deer feeding ban

#192

A stronger and enthusiastic focus on economic development is essential. Wildwood continually avoids at all costs a robust economic development plan. The truth is this avoidance is costing the city immeasurably.

#190

Our restaurants with the exception of Parkside Grille are subpar.

#180

Why is Wildwood selling every piece of land in town? How are the builders addressing climate change with their construction material and in the way the design housing developments? Are they responsible for replacing the hundreds if not thousands of trees they are destroying? Are they even aware of the devastating impact they are creating for the future of our beautiful town? How about the displacement of animals, especially deer, as builders destroy the natural habitats for their economic gain? Is anyone looking at solar panel installation? How about flood prevention, and plastic pollution? What materials are being used for our playground surfaces? Why are we seeing more trucks traveling in our narrow roads at high speeds as they get to Hwy 44 by Eureka? Are we developing into a sustainable city or are we just focused on "economic" development? Thank you.

#174

Love the concerts, activities at the WW TOWN CENTER, but really sad about that land not being available for that use in the future

#169

Selfishly, more gluten free dining options for celiacs!

#164

2. Town Center seems to have a ton of boutique-like shops but seems to be missing bigger, name-brand anchors that would have lasting presence and wouldn't come and go as easily as the smaller businesses. A mini-Target would be amazing. So would an urgent care or PT facility.

#155

Very disgusted by the Wildwood Council regarding development. Seems that certain standards don't apply to all builders and shoving homes on a small amount of property is all they care about. Seems to me the Mayor has financial interests in some of these developers since they are not held to the standards other builders need to comply with. Why is Wildwood building on every spare piece of land what happened to the greenspace? In addition the roads are a mess whoever approved that engineering nightmare of roundabouts at 109 and 100 should be fired. Simple things would make a difference, such as why were the two left hand turning lanes removed at Taylor road onto 100 westbound? About 4 cars get through that light and with all the increased development at that intersection one left hand turn lane does not support the increased amount of traffic going through the intersection.

#154

Stop encouraging people to move out here.

#151

Don't over build this beautiful city. Getting too many dense subdivisions. Don't want big box stores. Keep city as rural as possible. Wonderful trail system!

#140

I would like to see the city invest in a community recreational center for the kids.

#138

I would like green space in the town center that includes an amphitheater, trail, etc. similar to Chesterfield.

#137

Would like to see the Town Center look more finished... especially the field that's east of the the movie theatre.

#136

Not a fan of another new large subdivision going in west of 109. Wildwood is constantly loosing its charm.

#131

Mayor Bowlin has done a fantastic job of minimizing the proliferation of max density home development and retaining the trees and natural beauty of our town.

#130

Pressure commercial property owners to secure tenants or remove vacant eyesore structures i.e. Jack-in-the-Box

#113

We need a water park

#105

You give all of your construction contracts to the same company "Gershenson"(seems shady). You charge way too much in taxes to business, causing owners of the retail space and businesses renting to sell, terminate leases, or not come here at all. You need to learn from areas like chesterfield and ladue- they manage to grow and still keep a beautiful aesthetic.

#101

Continue focus on keeping green space when able. Enjoy having the local BB Theater and the summer market and concerts.

#98

Second we need some shops/ restaurants - we need to pull people to wildwood and get some businesses in vacant store fronts.

#97

I would love to see an Amphitheater in the Town Center.

#92

Would love to see a gas station somewhere on the north side, such as near Strecker/ Clayton or off 109.

#82

Wildwood is becoming crowded. Manchester Road and bypass needs to be widened/renovated. No more businesses and residences if at all possible. Stop encroachments on thr Reservation. Thanks.

#78

We need more restaurants and shopping. We have to leave wildwood to eat and shop. More sit down and breakfast options. We need a box store to get everyday items.

#77

No more houses on smaller plots!

#70

There are too many houses being built. HWY 100/Manchester Road cannot handle all the traffic. Businesses seem crowded and rushed.

#62

Thank you for asking for feedback. One frustrating thing for us as residents is the perceived double-standard when it comes to residential/neighborhood building guidelines. There are a few homes and neighborhoods that are in disrepair and don't align with the Wildwood "brand" of architecture and aesthetics. I'm referring to some of the homes in Ward 8 on Eatherton Road, Lindy Lane, Center Ave (old homes). It seems new developments are held to a different standard than existing homes/neighborhoods. While I understand older homes are naturally harder to maintain, there's no excuse for the condition of some homes in our community. Also, I'm hopeful that with the focus on improving Old Manchester (Route 66), something can be done to address the tired, neglected buildings along the street. For example, the old Imogene's and the pink daycare facility aren't reflective of the Wildwood look and feel. Thanks again for doing this survey.

#59

Need some upscale restaurants

#55

Need water features at parks, community pool/ aquatics center/ water park, splash pad

#54

Seems like too many people stopping progress of anything

#53

No more ice cream shoppes. The best is now in town.

#48

Wildwood needs to discourage high density subdivisions. The increase in traffic, road wear, stress on the wildlife, litter, increase in crime or disrespectful joy riders is adversely affecting our area big time. Very sad to see.

#47

Need driving ranges (golf), less subdivisions, Lions Choice!

#41

It would be nice to have more activities for senior citizens other than exercise classes.

#35

More restaurants, wine place, outside dining...put something fun in behind the theater instead of the older adult community...bring back the BBQ bash

#27

We need to make it easy for businesses to function here. It's a fight to work with Wildwood on permits and licenses and inspections. Some hear of the nightmare and start looking elsewhere.

#23

Love Wildwood but do not like strip centers (Schnuck's , Dierbergs) are half empty and vacant buildings in Town Center ... need more moderately priced restaurants that aren't bars

#21

I would like to spend more of the little bit of disposable income I have in the community I live in but your retail options are not appealing to me. We need a Target type store.

#15

I love living in Wildwood! My only concern is the need for more locally owned businesses. We don't need Starbucks, we need a locally owned coffee shop. Please do all you can to advertise and our small businesses: Micro Meadows, Three French Hens, The Porch, Milk and Honey, to name just a few. Special thanks to Mayor Bowlin for standing up that horrible Sam Page on his fake mask mandate. If Page ever tries that again, please file a lawsuit. Get a change of venue and go to a different county. The majority of Wildwood residents are done with Sam Page. If he gets re-elected, Mayor Bowlin must do everything in his power to keep his edicts out of our beautiful city. If that means we have to join Franklin or St. Charles County, so be it.

#12

The survey could have another selection above satisfied. The website needs work, it's really hard to find things. Most people don't know what's going on but that may be normal in most towns. I think the city does a fine job given their small staff. Have you seen Ellisville's goals recently? Very impressive. I would like to see us consider a more comprehensive sustainability plan, which is likely important to our residents. We already have some great pieces.

#2

I feel like the town center needs a solid restaurant for families (a place like Hawthorne Inn or Pasteria etc) also boutique shops, and gathering spaces. The idea of another retirement home or more small spaced housing doesn't seem needed.

Economic Development Committee
November 22, 2022 Meeting
Live, Work, Play Marketing Campaign

During the Economic Development Committee meeting in September, a “Live, Work, Play,” marketing campaign was discussed. The Committee had decided to postpone any marketing efforts until the City had responses from the 2022 Resident Survey. After receiving input from the community, the Department recommends moving forward with the Live, Work, Play Marketing Campaign. The Department would like to begin interviewing marketing vendors and collecting proposals. Please see below for an overview of the proposed 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. This campaign could be launched as early as February 2023.
- **Resident Survey Impact:** The original marketing plan proposed serving ads to potential office users to encourage them to open businesses in the City of Wildwood. After receiving input from Wildwood residents, the Department found that only 23.55% of respondents believe that Wildwood is missing professional services. These types of businesses would usually be prime candidates to lease office space. Moreover, the majority of respondents answered that they would like to see more retail, dining, and entertainment options in the City of Wildwood. From these findings, the Department recommends utilizing this marketing campaign to recruit retail business owners, restaurant owners, and entertainment-based business owners to Wildwood.
- **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	commercial space for lease
buildings for lease near me	commercial space for rent
business space	commercial space for rent near me
business space for rent	commercial space for sale
business space for rent near me	industrial buildings for sale
buy commercial property	industrial land for sale
commercial broker	office buildings for sale
commercial building for rent	office for lease
commercial buildings for sale	office for rent
commercial buildings for sale near me	office for rent near me
commercial for sale	office space for lease
commercial land	office space for lease near me
commercial land for sale	office space for rent
commercial land for sale near me	office space for rent near me
commercial lease near me	office space for sale
commercial lots for sale	office space near me
commercial office space	office suites for rent
commercial office space for rent	private office space for rent
commercial property	restaurant for lease
commercial property for lease	restaurant space for lease
commercial property for lease near me	retail for lease
commercial property for rent	retail property for rent
commercial property for rent near me	retail property for sale
commercial property for sale	retail space for lease
commercial property for sale near me	retail space for rent
commercial property near me	shared office space near me
commercial property to let	shared workspace near me
commercial real estate	small commercial space for rent
commercial real estate agent	small office space for rent
commercial real estate broker	small office space for rent near me
commercial real estate companies	small restaurant space for rent near me
commercial real estate for lease	small retail space for rent
commercial real estate for rent	small retail space for rent near me
commercial real estate for sale	space for lease
commercial real estate for sale near me	space for lease near me
commercial real estate listings	store for rent
commercial real estate near me	store for rent near me
commercial realtor	store front for lease
commercial realtors near me	workspace near me
commercial rental	zillow commercial property
commercial rentals near me	

- **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 or open a business in Wildwood), 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%

Overall, the Department recommends moving forward with the Live, Work, Play Marketing campaign. Based off resident survey data, the Department recommends adding retail business owners, restaurant owners, and entertainment-based business owners to the marketing campaign's target audience. If approved, the Department will begin interviewing marketing vendors and collecting proposals for Committee review.