



Welcome ...

We welcome you to the fall issue of *The Biz* newsletter. As we approach the holiday season, you are encouraged to extend the holiday spirit to your

workers and customers. We want people to think of the City of Wentzville as a friendly, welcoming place to work and shop.

The City of Wentzville's Economic Development Department is prepared to assist you. Do not hesitate to contact

us at (636) 327-5102 or visit us in person at our office at 200 E. Fourth St.

... Thank You!

Strategic Plan

In September of 2015, the City's Mayor and Board of Aldermen adopted its Economic Development Strategic Plan (EDSP). The EDSP was written to develop a targeted approach to economic development efforts in the City of Wentzville. This targeted approach is designed to attract and retain specific businesses and industries and promote strategies to optimize economic development opportunities that will benefit the citizens of the community.

One of the hallmarks of the adopted EDSP was an Implementation Strategy, which includes both short- and long-range goals and various action steps to help achieve those goals. The EDSP can be viewed in its entirety at: www.wentzvillemo.org. Three short-range goals (1-2 years) and five long-range goals (3-5 years) have been identified. Each issue of *The Biz* will focus on one of these goals and what steps will be taken to achieve each goal. The Economic Development Strategic Plan can be viewed in its entirety at <http://bit.ly/WentzvilleEDSP>.

GOAL 4: PRO-ACTIVELY PURSUE ADDITIONAL GROWTH OPPORTUNITIES

ACTION STEPS TO ACHIEVE GOAL 4:

1. Pursue the annexation of tracts located within the City's growth area.
2. Develop properties along the Wentzville Parkway consistent with the City's Future Land Use Plan.
3. Promote retail diversification along Wentzville Parkway.
4. Continue with efforts to support the General Motors Wentzville Assembly Center.
5. Market to non-General Motors related businesses/industries to locate along the Highway A Corridor.
6. Investigate the establishment of another Business Park in the City of Wentzville.

Ellbee's General Store
6 W. Main St.

Smokin' Aces Disc Golf
402 S. Church St.

★ ★ ★
WELCOME
 ★ NEW BUSINESSES ★

Crossroads Automotive Group
12594 Veterans Memorial Pkwy.

Comfort Keepers
100 Midland Park Dr., #215

Heartland Real Estate Business

According to Heartland Real Estate Business magazine, the U.S. economy is expected to add 26 million nonfarm payroll jobs during 2016 in addition to the 5.7 million jobs that were added during 2014 and 2015. Consumer spending is projected to continue to accelerate to its strongest pace in more than a decade after raising 3.1 percent in 2015.

What is equally encouraging is that the U.S. shopping center vacancy rate, which stood at 7.9 percent early in 2016, has remained steady or declined over 16 consecutive quarters. Following this trend, the City of Wentzville also continues to see a low vacancy rate here in our community.

Business Retention and Expansion International (BREI)

The City of Wentzville Director of Economic Development, Dan Lang recently received certification as a Business Retention and Expansion Coordinator from Business Retention and Expansion International. The organization is devoted to assist business retention and expansion efforts across the United States and throughout North America. Attaining this certification provides Lang with an understanding of the BR&E model of community economic development. As many as 80 percent of new jobs in a community come from existing business.

Missouri Works Program

Missouri Works Training is the state's premier company training program, launched in 2013 in conjunction with the Missouri Works Program. Missouri Works is an incentive program that consolidated four business development benefit programs into a single, business-friendly program with a uniform set of definitions and streamlined application process to cut through red tape. Similarly, the Missouri Works Training Program also consolidated the state's workforce programs into a single, business-friendly program designed to more efficiently target workforce development resources and funding.

Through Missouri Works Training, businesses can access next-generation training for their workforce and get the competitive edge necessary in today's global economy. To accomplish this, Missouri Works Training provides funding assistance to companies that need to upgrade worker skills due to new products or processes, technologies, competition-driving quality or productivity improvement, relocation or expansion.

Missouri Works Training lets the company decide who will deliver the training, whether that be a skilled provider from the department's Training Team, a company expert, or a private vendor. The program can also customize employee recruitment, screening and training for eligible new or expanding companies at no cost.

In order to be eligible for Missouri Works Training, a company must be in an eligible industry or national/international headquarters, be creating new jobs or capital investment in Missouri, be a manufacturer OR engaged in interstate commerce for more than 51 percent of its business, and employ permanent, full-time employees working an average of at least 35 hours per week.

To learn more about Missouri Works Training, please visit business.mo.gov/training.

Western St. Charles County Chamber of Commerce

The monthly Membership Meetings are held the second Thursday of every month from 11:15 a.m. to 1 p.m. The Chamber also hosts monthly business-after-hours networking opportunities and issues a bi-weekly email newsletter, The Chamber Voice. More information on the local Chamber can be found on their website at www.westernstcharlescounty.com or by calling at (636) 327-6914.

**WANT TO DO
BUSINESS
WITH THE CITY?**

Call the City's
**Procurement
Department**
at (636) 327-5101.

**SMART
QUOTE:**

“Success is the sum of small efforts,
repeated day in and day out.”

Robert Collins, Writer



Downtown Wentzville

Downtown Wentzville continues to see a variety of positive improvements at a pace not seen in many years. Below is a brief summary of many of these improvements.

- Completion of Fridley Chiropractic on North Linn Avenue
- Approval of Duke's BBQ Shack and Old Town Smokehouse
- Opening of Ellbee's General Store
- Repainting of the caboose
- Placement of "History of Wentzville" plaque near the caboose
- Completion of Main Street improvements
- Fire hydrant art scavenger hunt



The Downtown Committee meets on the fourth Tuesday of each month beginning at 6 p.m. at City Hall. You are invited to attend these meetings.

Small Business Saturday

We're gearing up for Small Business Saturday 2016, which takes place this year on Saturday, Nov. 26. This day provides the perfect opportunity to celebrate and support our local small businesses and all they do for the Wentzville community! Please join Wentzville Mayor Nick Guccione in supporting other local small businesses! #SHOPSMALL



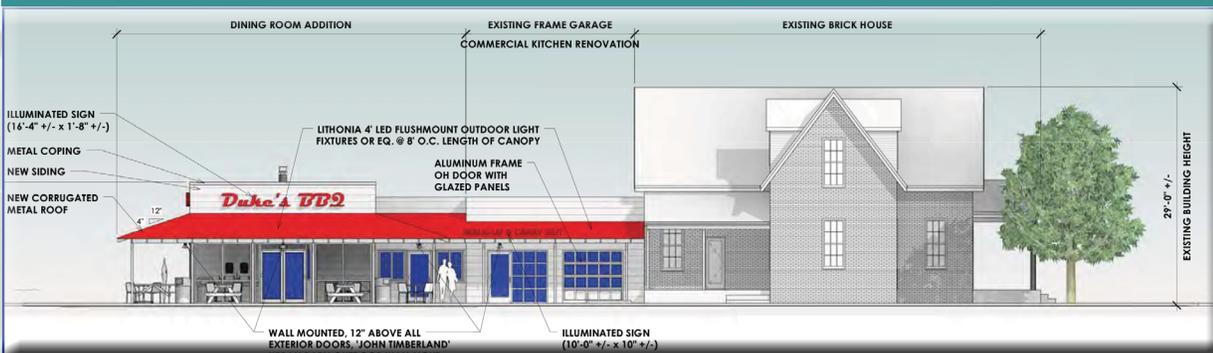
Coming Soon!

These new businesses are making Wentzville their home.

Pitman Avenue - Big Tex Trailers



Allen Street - Duke's BBQ Shack





Economic Development Department
200 E. 4th St., Wentzville, MO 63385

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The Biz newsletter is a publication of the City of Wentzville's Economic Development Department. It is published quarterly and is sent to the 600+ Wentzville businesses, which are the strength of our local economy.

New Business Activity



- Left to Right:**
- Ellbee's General Store
 - Fridley Chiropractic
 - Knapheide Truck Equipment Center

Construction Underway



Above: Wentzville Logistics Center along Highway A — 1.1 million square feet.

Comments or questions about The Biz? Please email ecodev@wentzvillemo.org. Thank you!

Business-to-Business *Spotlight*



- **Business Name:** Cartridge World
- **Business Address:** 504 W. Peace Blvd.
- **Business Owner:** Ken and Doris Jones
- **What year did you open?** November 2007
- **What influenced you to locate your business in Wentzville?** The territory was available and the overall growth here was very positive.
- **What do you feel you bring to Wentzville by having your business here?** A personal touch with delivery services available to local businesses, along with other printer solutions with a cost savings.
- **What products/services does your business offer?** Ink and toner cartridges, printers, managed print services and printer repair.
- **What's your favorite thing about Wentzville?** A hometown feeling in a growing community.
- **Is there any other news you would like to share?** We have a Cartridge World brand product, which is a new cartridge, manufactured to specifications at a cost savings over name-brand cartridges.