



# Welcome ...

With this issue we want to welcome our 200+ home-based businesses to the mailing list. Along with our 600+ brick-and-mortar businesses, these home-based businesses provide goods and services to

our 40,000 residents, and beyond. This issue provides a variety of information which we hope you find helpful to the success of your business interests.

The City of Wentzville Economic Development Department is prepared to assist you however possible. Feel free to

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

We look forward to your continuing success. Thank you for being a business in our community.

# ... Thank You!

## Strategic Plan

In September of 2015, the City's Mayor and Board of Aldermen adopted its Economic Development Strategic Plan (EDSP). 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. 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 [bit.ly/WentzvilleEDSP](http://bit.ly/WentzvilleEDSP).

### GOAL 6: CONCENTRATE ON EFFORTS TO ENHANCE THE LOCAL WORKFORCE

#### ACTION STEPS TO ACHIEVE GOAL 6:

1. Continue to support the STEM program in cooperation with the Economic Development Center of St. Charles County and Wentzville School District.
2. Work with local educational institutions such as Lindenwood University, Midwest University, Ranken Technical College and the St. Charles Community College to train and educate prospective employees.
3. Continue to support efforts to train and educate the local workforce.
4. The Economic Development Strategic Plan can be viewed in its entirety at: [www.wentzvillemo.org](http://www.wentzvillemo.org) under the Economic Development Department tab.

**Big Tex Trailers**  
2450 E. Pitman Ave.

**Sproutfitters Children's Resale**  
3 Tiffany Lynn Ct.

**Missouri Truck Repair**  
14 Silvercote Dr.

**Head 2 Toes Salon**  
1417 Wentzville Pkwy.

**St. Louis Storage**  
1030 S. Point Prairie Rd.

★ ★ ★  
**WELCOME**  
★ **NEW BUSINESSES** ★

**Hampton Inn**  
150 Wentzville Bluffs Dr.

**Capitol Cars**  
12646 Veterans Memorial Pkwy.

**Susie Q Quilting**  
119 W. Pearce Blvd.

**Aldi Food Market**  
150 Crossroads South Dr.

## International Council of Shopping Centers (ICSC)

According to a survey conducted by the ICSC, nearly three-quarters of U.S. adults have used a mobile device to order products that they then picked up in stores. Categorized by age, 26 percent of Millennials (those 18 to 36) say they frequently buy their merchandise this way, versus nine percent of GenX-ers (age 37 to 52) and two percent of boomers (53 to 71). Nearly three out of four U.S. adults have a retailer app on their mobile device and one-third of consumers have shopping center apps on their smartphones.

## Heartland Real Estate Business

Based upon information contained in the Heartland Real Estate Business magazine, the prospects for the industrial real estate sector appear to be highly favorable on the short-term, helping to boost investor interest. It was reported that industrial was rated the best opportunity for investment and development in 2017 among the major commercial real estate property types. The City of Wentzville maintains a strong industrial market, especially with the presence of the Wentzville Logistics Center. Wentzville's central location in the country, combined with its placement at the intersection of two major highways, I-70 and U.S. Highway 61, strongly positions Wentzville to continue as a major industrial center in our region.

## Business Retention and Expansion International (BREI)

This international organization is the leading professional association for business retention and expansion, a fundamental strategy for economic sustainability and growth. The organization represents professionals in the economic development field in order to educate, train, and promote best practices for increasing economic activity and growth. The BREI Annual Conference will be held in Edmonton, Alberta, Canada, June 19-23, 2017.

## Missouri Technology Corporation (MTC)

Missouri Technology Corporation (MTC) is a public-private partnership that was created by the Missouri General Assembly to promote entrepreneurship and foster the growth of new and emerging high-tech companies. Housed within the Missouri Department of Economic Development, the organization is focused on 21st Century innovative industries, including those that build on Missouri's rich history in agriculture and technology. Through strategic co-investments that help entrepreneurs create and grow technology-based businesses, MTC works to transform the state's economic outlook using the power of entrepreneurship as a catalyst for innovation and sustainable growth.

MTC's main areas of investment focus include animal health, applied engineering, biomedical science, defense and homeland security, and plant science.

MTC supports Missouri startups through two programs: MOBEC (Missouri Building Entrepreneurial Capacity) and IDEA Funds (Innovation, Development and Entrepreneurship Advancement). Through MOBEC, MTC provides funding to organizations that expand the support system for entrepreneurs, such as incubators, accelerators, and research centers located throughout the state. Through the IDEA Funds, and its four specific funds that each correlate to a different stage in the start-up life cycle, MTC invests directly in firms with the goal of accelerating private capital to fuel their growth.

Help ensure that the next big idea happens right here in Wentzville! To learn more about how MTC works, please visit [www.missouritechnology.com](http://www.missouritechnology.com).

## 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 its website at [www.westernstcharlescountychamber.com](http://www.westernstcharlescountychamber.com) or by calling (636) 327-6914.

## Supplier Symposium on May 25

The City of Wentzville Procurement Department will host a Supplier Symposium on May 25 from 2-3 p.m. at Wentzville City Hall (310 W. Pearce Blvd.). The Supplier Symposium is open to any company the City currently does business with, as well as those interested in doing business with the City in the future. The symposium will review best practices when conducting business with the City's Procurement Department, and explain how to use the Department's new e-Bidding system.

The new e-Bidding Sourcing and Contract Management platform was recently launched. Ion Wave Technologies will provide the software as a service application. Now the City's Procurement Department will transact and receive electronic bids and request for proposals, manage contracts and accept online registrations from suppliers desiring to compete for the City's business. This new system will streamline the creation and issuance of bid requests, supplier registration and automate the tasks associated with managing supplier agreements.

SMART  
QUOTE:

“ Often the difference between a successful person and a failure is not that one has better abilities or ideas, but the courage that one has to bet on one's ideas, to take a calculated risk and to act. ”

Author Unknown



# Historic Downtown Wentzville

There are several public works improvements that you will notice in Historic Downtown Wentzville. These improvements will include new pavement, sidewalks and landscaping along Linn Avenue from Main to Fourth Street, additional Historic Downtown banners along Main Street, and ornamental fencing along the south side of the railroad tracks.



New mural on the MFA building.

Recent improvements already completed include a new waterline along Linn Avenue, the purchase of the Commerce Bank lot for public parking and the placement of a second mural.

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.

# Wentzville Night at the Ballpark

On July 22, the City of Wentzville will have a "Wentzville Night at the Ballpark" during the River City Rascals game in O'Fallon. Wentzville businesses can rent a table on the concourse for \$300 (normal cost is \$500). Tables are six-feet wide with two chairs and a tablecloth. Box seats for Wentzville residents will also be discounted. For more information, please email Megan at [morkvnas@rivercityrascals.com](mailto:morkvnas@rivercityrascals.com).



# Coming Soon!

These new businesses are making Wentzville their home.

## Wentzville Bluffs - Burger King



## Wentzville Parkway - PetroMart





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:

- **Big Tex Trailers**  
2450 E. Pitman Ave.
- **Aldi Food Market**  
150 Crossroads South Dr.
- **Hampton Inn**  
150 Wentzville Bluffs Dr.

## Construction Underway



**Above:** Harbor Freight Tools  
15360 Veterans Memorial Pkwy.

Comments or questions about The Biz? Please email [ecodev@wentzvillemo.org](mailto:ecodev@wentzvillemo.org). Thank you!

## Business-to-Business *Spotlight*



- **Business Name:** Blastco Inc.
- **Business Address:** 131 Freymuth Rd.
- **Business Owner:** Marta and Charles Townes
- **What year did you open?** 1989
- **What influenced you to locate your business in Wentzville?** We opened in O'Fallon in 1989 and moved into an expanded space in Wentzville in 1991 with a rezoning to accommodate the use.
- **What do you feel you bring to Wentzville by having your business here?** We add value to the products we service. We bring good-paying jobs to the community. We offer a quick turnaround.
- **What products/services does your business offer?** Abrasive blasting and surface preparation; industrial and commercial coatings; forklift capability
- **What's your favorite thing about Wentzville?** We like how you can be so close to so much.
- **What's next for your business?** Powder coating.
- **What do you hope Wentzville will evolve into five years from now?** Continue to improve upon the community feel and its unique identity.
- **Any comments, advice or news you would like to share?** We'd like to discuss your needs and come-up with a satisfactory solution.