



Welcome ...

With this issue you will find information on the City's Economic Development Strategic Plan; our new businesses which we welcome to our business community; our Historic Downtown Wentzville

activities; plus much more.

We especially want to have you take note of our Manufacturing Day event being held at Ranken Wentzville scheduled for Friday, October 6, from 8 a.m. to 2 p.m.

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.

... 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.

GOAL 7: UPGRADE AND ENHANCE INFRASTRUCTURE TO CREATE GROWTH OPPORTUNITIES FOR THE CITY

ACTION STEPS TO ACHIEVE GOAL 7:

1. Continue to pursue an extension of Wentzville Parkway South to connect with Interstate Drive.
2. Continue to make a strong commitment to public investment in infrastructure.
3. Seek grant funding, where practical, to improve and enhance the City's infrastructure to position the City for future growth opportunities.
4. Continue to work toward implementation of the adopted Thoroughfare Plan.
5. Utilize various funding approaches to implement the Thoroughfare Plan.

Earthwise Pet
1955 Wentzville Pkwy.

A Better Life Healthcare Network
508 W. Pearce Blvd. #B

Megan Chapman Counseling
24 W. Main St. #315

Not Jaded Boutique & Tea Room
2 W. Main St.

Lion Storm Crossfit
141 Hamilton Industrial Ct.

Las Lajas Mexican Store
1126 W. Pearce Blvd. #14

★ ★ ★
WELCOME
★ **NEW BUSINESSES** ★

Harbor Freight Tools
15362 Veterans Memorial Pkwy. #105

Lifetime Canine
1232 Continental Dr.

One Nation Nutrition
1127 Wentzville Pkwy.

Beer Outside
131 Freymuth Rd. Unit B

Alfano's Pizza
1437 Wentzville Pkwy.

Auctions by Hart
900 Corporate Pkwy.

International Council of Shopping Centers (ICSC)

According to an ICSC survey, Americans depend heavily on local stores. The survey revealed several key findings:

- 43% of American adults shop at a local store one or more times a week
- 96% of Americans whose main shopping center boasts a local retailer patronize that retailer
- Nine out of 10 Millennials and Gen-Xers patronize such shops and 87% of Boomers do as well
- Shoppers spend, on average, \$280 each per month at small businesses
- Food-and-beverage small businesses are the most visited type, followed by grocery and specialty food stores

Heartland Real Estate Business

As stated in a recent issue of the Heartland Real Estate Business news magazine, an important question is whether or not commercial real estate is at a cyclical peak. The current economic expansion, which began in June 2009, is already the third longest in U.S. history based upon 33 business cycles dating back to 1854, according to Goldman Sachs.

Deal volume appears overall to have softened somewhat. However, the St. Charles County market and especially the City of Wentzville remains very strong. There are no less than 15 active projects within the City itself. These active projects include industrial projects like Max Air Technology in Builder's Resource Park; commercial projects like Texas Roadhouse and PetroMart; and governmental projects like the new City Hall, two new elementary schools and Fire Station #1 on Luetkenhaus Boulevard.

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. More information can be obtained at www.brei.org.

Manufacturing Day at Ranken Wentzville

The Manufacturing Day at Ranken Wentzville event is scheduled for Friday, Oct. 6 from 8 a.m. to 2 p.m. The purpose of Manufacturing Day, which is a nation-wide event, is to expose young people to careers in manufacturing. The three Wentzville High Schools — Holt, Timberland and Liberty, along with Fort Zumwalt and Francis Howell high schools, are invited to attend the event. Approximately 240 area students attended the 2016 event. Activities last year included a hands-on activity in the Advanced Manufacturing shop, a Manufacturing Fair with manufacturing company and vendor representatives, and tours at area manufacturing companies. For additional information contact Jeremy Sutton, Site Director at Ranken Wentzville, at (314) 286-3671 or via email at jwsutton@ranken.edu.



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.westernstcharlescountychamber.com or by calling (636) 327-6914.

Missouri's International Economy

According to information recently reported in the St. Louis Business Journal, exports from the state of Missouri totaled \$13.95 billion in 2016, which is a 2.4 percent increase over 2015, according to the Missouri Department of Economic Development (Missouri DED).

Missouri is the 27th largest exporter in the U.S., according to the U.S. Census Bureau. Texas leads the nation with \$232.6 billion in exports in 2016, and Hawaii has the lowest amount of exports, with only \$1.23 million in 2016.

With \$4.17 billion in total exports, transportation equipment was by far the largest export industry in the state of Missouri, accounting for 29.9 percent of all exports.

Most of these exports are remaining in North America, as Canada and Mexico are the two biggest buyers of Missouri's goods. St. Louis is the largest area for exports from the state, according to the Missouri DED, as the St. Louis region exported \$8.9 billion in 2015, which is the most recent region-specific data available. Missouri and St. Louis have increased exports dramatically over the past decade, seeing increases of 9.4 percent and 24 percent, respectively.

**SMART
QUOTE:**

“ Few things can help an individual more than to place responsibility on him, and to let him know that you trust him. ”

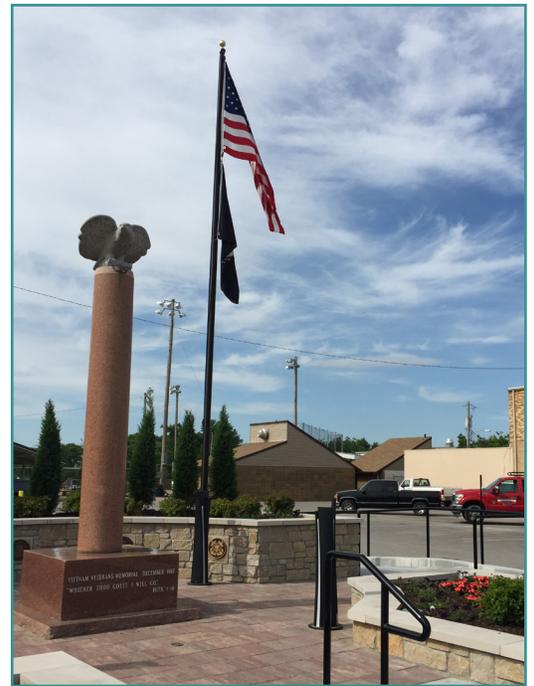
Booker T. Washington, Educator, Writer & Orator



Historic Downtown Wentzville

Over the spring and summer, Historic Downtown Wentzville has been abuzz with activity. These improvements have included renovation of the Vietnam War Memorial; placement of Historic Downtown banners; purchase of a new monument sign to be placed at the intersection of Pearce Boulevard/Linn Avenue; renovation of the building at Main Street/Linn Avenue for the Old Town Smokehouse; the soon-to-be-completed Duke's BBQ; and the recent announcement by the United States Postal Service that Wentzville will be getting a new Post Office to be located along Luetkenhaus Boulevard.

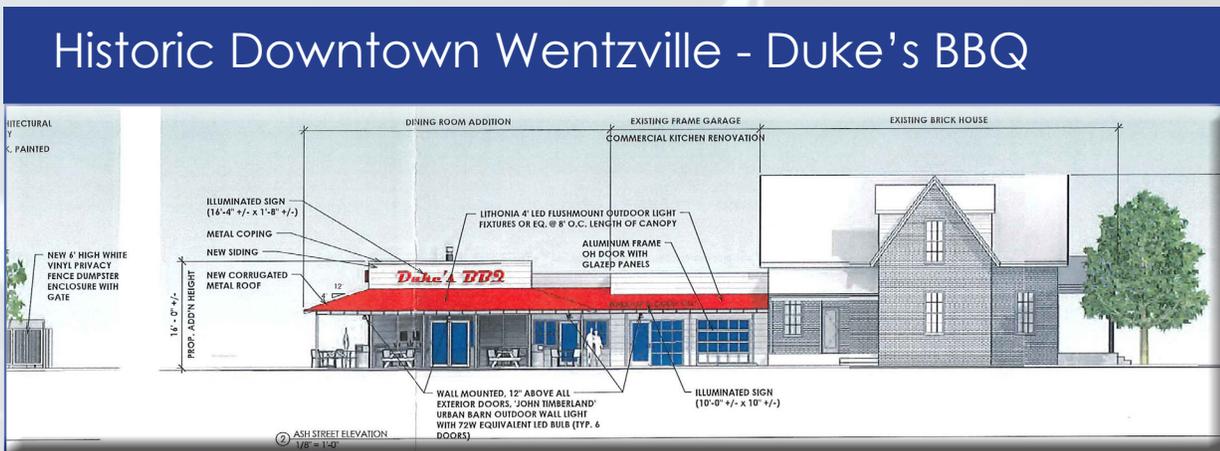
The Downtown Committee meets on the fourth Tuesday of each month beginning at 6 p.m. at City Hall. You are invited to attend these meetings.



Renovations at the Vietnam War Memorial on Pearce Boulevard.

Coming Soon!

These new businesses are making Wentzville their home.





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:

- **Tri State Trolling Motors**
1799 Mall Pkwy.
- **One Nation Nutrition**
1127 Wentzville Pkwy.
- **Earthwise Pet**
1955 Wentzville Pkwy.
- **Not Jaded Boutique and Tea Room**
2 W. Main St.

Construction Underway



Above: PetroMart, 40 Wentzville Pkwy.

Business-to-Business *Spotlight*



- **Business Name:** Bank of Old Monroe
- **Business Address:** 1093 Wentzville Pkwy.
- **Business Owner:** A community bank with shareholders.
- **What year did you open?** The bank started in 1906. The Wentzville branch opened in 2005.
- **What influenced you to locate your business in Wentzville?** It was an up-and-coming area.
- **What do you feel you bring to Wentzville by having your business here?** We add value by offering products in a local, community-banking environment where we get to know our customers.
- **What products/services does your business offer?** Commercial lending; investment banking; and business banking services with excellent customer service.
- **What's your favorite thing about Wentzville?** Small-town feel with many local amenities.
- **What's next for your business?** Growing our community partnerships.
- **What do you hope Wentzville will evolve into five years from now?** We hope that the small-town feel remains, even as the community continues its growth.
- **Any comments, advice or news you would like to share?** The longevity of our board with a vision for the future makes us a unique hometown bank ready to assist your business.

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