



# Welcome ...

With this issue you will find information about 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 alert you to the upcoming Wentzville Community Night at the Rascals ballgame! At the game, on May 17, you'll have the opportunity to highlight your Wentzville business. Please see pg. 2 for more information.

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 in City Hall at 1001 Schroeder Creek Blvd.

## ... 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 section, 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. Below is an overview of each goal. The Economic Development Strategic Plan can be viewed in its entirety at [bit.ly/WentzvilleEDSP](http://bit.ly/WentzvilleEDSP).

- GOAL 1:** ESTABLISH A BUSINESS RETENTION AND EXPANSION PROGRAM.
- GOAL 2:** PROMOTE DOWNTOWN WENTZVILLE AS A KEY ECONOMIC DEVELOPMENT RESOURCE.
- GOAL 3:** ACTIVELY SEEK AND PROMOTE BOTH NEW AND EXPANDING BUSINESS DEVELOPMENT OPPORTUNITIES.
- GOAL 4:** PROACTIVELY PURSUE ADDITIONAL GROWTH OPPORTUNITIES.
- GOAL 5:** COLLABORATE WITH BUSINESS INTERESTS TO EXPAND GROWTH OPPORTUNITIES THROUGHOUT THE CITY.
- GOAL 6:** CONCENTRATE ON EFFORTS TO ENHANCE THE LOCAL WORKFORCE.
- GOAL 7:** UPGRADE AND ENHANCE INFRASTRUCTURE TO CREATE GROWTH OPPORTUNITIES FOR THE CITY.
- GOAL 8:** SUPPORT "VALUE-ADDED" BUSINESSES/DEVELOPMENTS WITHIN THE CITY.

USA Mortgage  
1023 Main Plaza Dr., Lower Level

Yoga at the Crossroads  
1894 Wentzville Pkwy.

Glasswing Massage  
148 E. Pearce Blvd.

Chieftain Contract Services  
625 Parr Rd.

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

*Thank you for being a part of our community.*

Petro-Mart  
40 Wentzville Pkwy.

Old Town Smokehouse  
2 E. Main St.

Duke's BBQ  
100 Ash St

St. Louis Consolidators  
2 E. Main St., 2nd Floor

## International Council of Shopping Centers (ICSC)

According to a recent ICSC study, consumers tend to not stick with one type of retailer when shopping for a particular category of merchandise. That is good news for retailers who might be concerned about other competition. The research showed that shoppers seeking apparel, for example, will buy from five different categories of retailers selling those items.

Millennials (those between the ages of 18 and 36) cross-shop the most among the various age groups. Baby boomers (those between the ages 53-71) tend to cross-shop the least.

For beauty products, shoppers favored discount department stores, followed by pharmacies and mid-price department stores. However, shopping habits vary by product line. Still, we encourage all of our businesses to S.H.O.P. Wentzville. Shop Here On Purpose and we all benefit.

## Heartland Real Estate Business

More than one-half of broker respondents (53 percent) to the seventh annual forecast survey conducted by Heartland Real Estate, expect their firm's total transactional volume by dollar amount to increase in 2018 over what occurred in 2017. Another 31 percent anticipate volume to remain the same and only 16 percent expect it to be lower. That is one of the big takeaways from the survey conducted in November/December 2017.

## 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](http://www.brei.org).

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

## Shopping Center News

According to the Shopping Center Smart Brief, U.S. retail sales rose 0.4% in December, following a 0.9% increase the previous month, marking the biggest year for sales growth since 2014, the Commerce Department reported. Fourth-quarter sales were 5.5% over the same period the year before.

## St. Louis Business Journal

According to the *St. Louis Business Journal*, between 2014 and 2024, 48 percent of Missouri job openings will be middle-skill positions. Middle-skill jobs are those requiring education and training beyond high school but not requiring a four-year degree. Such jobs are critical to the future in the healthcare, manufacturing and transportation industries. Demand exceeds supply of workers in this category.



### Wentzville Night at the Ballpark

On Thursday, May 17, 2018 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 for \$300 where you can hand out information, collect data from the fans or provide pre-approved samples. The Rascals organization will provide a six-foot table along with chairs. For more information, please contact [dschmoll@rivercityrascals.com](mailto:dschmoll@rivercityrascals.com) or call at (636) 240-2287, ext. 242.

SMART  
QUOTE:

“ Courage is not the absence of fear, but rather the judgment that something else is more important than one's fear. ”

Ambrose Hollingworth Redmoor,  
Writer



# Historic Downtown Wentzville

During 2018, there will be a number of changes coming to the downtown area. One of the most notable will be the reconstruction of a portion of Linn Avenue from Main Street to Fourth Street. The reconstruction will be similar to that which occurred on Main Street and Church Street in past years. The Board of Aldermen recently adopted changes to the Façade Improvement Grant Program to expand the eligible areas from HD-1 to also include HD-2 and HD-3 zoned properties. An additional application period was added during August. The first application period is April 1-30.

Also, there are two studies underway in the downtown area. The first is a transportation study and the second is an architectural survey of historic buildings/structures throughout the downtown area.



Façade Grant improvements at Ellbee's General Store.

The **Downtown Committee** meets on the fourth Tuesday of each month beginning at 6 p.m. at City Hall (1001 Schroeder Creek Blvd.). You are invited to attend these meetings.

## Coming Soon!

*These new businesses are making Wentzville their home.*





Economic Development Department  
1001 Schroeder Creek Blvd.,  
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 800+ brick-and-mortar and home-based businesses, which are the strength of Wentzville's local economy.

## Construction Underway



**Left to Right:**

- **Texas Roadhouse**  
1127 Veterans Memorial Pkwy.
- **Max Air Technology**  
114 Resource Dr.
- **Wentzville Bluffs**  
Retail Center

## New Business Activity



**Above:** Duke's BBQ, 100 Ash. St.

## Business-to-Business *Spotlight*



- **Business Name:** PC Plan-it Computer Company
- **Business Address:** 15378 Veterans Memorial Pkwy.
- **Business Owner:** Troy and Lori Frey
- **What year did you open?** 2006; Wentzville location since 2017.
- **What influenced you to locate your business in Wentzville?** This is our hometown and a growing community; it's also a better location.
- **What do you feel you bring to Wentzville by having your business here?** Quality, affordable service for computers and televisions.
- **What products/services does your business offer?** PC & TV repair; free diagnostics; free electronics recycling; data recovery; sales of refurbished computers and televisions.
- **What's your favorite thing about Wentzville?** It's a nice community to live in and we love the convenience of everything.
- **What's next for your business?** More involvement in the community.
- **What do you hope Wentzville will evolve into five years from now?** Continuing roadway improvements.
- **Any comments, advice or news you would like to share?** We are a Veteran-owned business.

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