



Welcome ...

Welcome to the summer issue of *The Biz* newsletter. With the construction season in full-swing, the Economic Development Department continues to work on bringing new development to

our community and working with you — our existing businesses — to achieve mutual success.

This issue highlights information on financial assistance, on-going business development and expansion, and other items which might be of interest to you.

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 3: ACTIVELY SEEK AND PROMOTE BOTH NEW AND EXPANDING BUSINESS DEVELOPMENT OPPORTUNITIES

ACTION STEPS TO ACHIEVE GOAL 3:

1. Announce new and expanding business development through the issuance of Press Releases and other media formats.
2. Conduct a personal visit with each business in the community on at least a yearly basis to discuss the issues related to future growth for their business enterprise.
3. Place all available buildings and development sites in the Location One system.
4. Maintain an up-to-date inventory of the businesses located in the City of Wentzville (i.e. NAICS classification, business type, number of employees, type of taxes paid, key contacts).
5. Undertake a yearly survey of the needs and interests of existing businesses in their growth and expansion.
6. Follow the guidance provided in the City's adopted Comprehensive Plan 2013.

★ ★ ★
WELCOME
 ★ NEW BUSINESSES ★

Stone Summit Steak & Seafood Restaurant
 17 Cliff View Dr.

Naturale Nails & Spa
 1201 Wentzville Pkwy.

Investor's Title Company
 1810 Wentzville Pkwy.

Legacy Realty Group
 510 W. Pearce Blvd.

BU Boutique & Salon
 11 Wentzville Bluffs Dr.,
 Ste. 107

Amy's Art Studio & Gallery
 2 E. Main St.

Peak Nutrition
 1968 Wentzville Pkwy.

B Street Productions
 102 E. Pearce Blvd.

Consignment Gallery
 606 E. Pearce Blvd. #A

International Council of Shopping Centers (ICSC)

According to a survey from ICSC Research, almost 90 percent of Americans shopping for summer apparel are doing so in physical stores this year. Even more substantial are the survey results which indicated that 97 percent of shoppers will either visit physical stores or online sites, which are operated by retailers that have such stores. On average, shoppers will spend almost \$200 each on apparel.

Business Retention and Expansion International (BREI)

The following information appeared in an e-News bulletin from BREI: "Surveys show that existing businesses create as many as 80 percent of all new jobs in a community. When established businesses stagnate, fail, downsize or relocate elsewhere, communities may also experience negative ripple effects that include a cascade of other business failures, utility rate hikes, and strains on social services, schools and families. Conversely, research shows that a thriving local economy makes that community attractive to new business ventures considering setting up shop there. It makes sense to pay close attention to keeping those businesses in town and encouraging them to expand locally. That's why Cooperative Extension pioneered what's called the Business Retention and Expansion (BR&E) model of community economic development in the mid-1980s. From its origins at Ohio State Extension in 1986, the BR&E model has spread throughout the U.S. and much of the world."

Missouri Works Program

The Missouri Works Program provides significant benefits for new and existing companies that are creating jobs in Missouri. The Missouri Works program is a comprehensive strategy to support economic growth and create career opportunities for Missourians.

The program is offered to qualified industries that are increasing their workforce, meet a minimum wage threshold and offer health insurance to their employees. The incentives are based on the hiring of new full-time employees. The program is responsive to the state's high-growth industries, such as information technology and advanced manufacturing, while also opening the door for small businesses to access incentives when creating as few as 10 new jobs.

Missouri Works also offers a streamlined workforce training program that efficiently targets workforce development resources and funding. Through this program, businesses can access next-generation training for their workforce and get the competitive edge necessary in this global economy.

Since inception, Missouri Works has been highly successful in encouraging and facilitating investment and job creation in businesses of all sizes across the state. From helping huge multinational corporations to small firms grow their workforce, Missouri Works has proven that it is an economic development asset to the state. Today, hundreds of companies from every corner of the state have used the program to leverage assets to hire key personnel or invest in new space and equipment, ultimately growing Missouri's economy. For more information about these programs, please visit ded.mo.gov/moworks or business.mo.gov/training.

Western St. Charles County Chamber of Commerce

The chamber serves more than 600 area businesses from the Wentzville, Dardenne Prairie and Lake Saint Louis communities. The mission of the chamber is to promote growth and prosperity of its members and actively support civic and cultural activities. The chamber, which is led by President/CEO Tony Mathews, serves more than 600 area businesses and is located in Wentzville at 207 S. Linn Ave.

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 about the local chamber can be found at www.westernstcharlescountychamber.com or by calling (636) 327-6914.

Planning Your Next Special Event

A Special Event is defined as any temporary, short-term use of land or structures, held outside of a building anywhere in the City, primarily for public entertainment, amusement or fund-raising opportunities such as picnics, festivals, concerts, barbecues, or uses of similar nature. The event shall be no more than four consecutive dates and shall have at least seven days between events. Here's a quick overview of what you'll need to do to meet the City's special event requirements.

- First, you'll want to download a Special Event Application at <http://bit.ly/specialeventapplication>.
- Next, review and complete the application, paying special attention to the checklist provided on pages 4 and 5. Depending on the location and nature of your event, you may need to contact the City Clerk at (636) 327-5101, the Parks Department at (636) 332-9236 or the Police Chief at (636) 327-5105.
- Please note: If the event is taking place on City/public property, a Certificate of Insurance must be submitted and/or the City must be named as an "additional insured" (endorsement) on your insurance policy for a minimum of \$2.8 million. If you are using private property other than your own (for parking, etc.) you must obtain written permission to use their property.
- Once the application is complete, you can submit it to City Hall (310 W. Pearce Blvd.). A \$25 fee is required and the City requests 10-14 days to process the application, as the application is vetted through all City departments.

**SMART
QUOTE:**

“ If you don't know where you are going,
every road will get you nowhere. ”

Henry Kissinger, Diplomat



Downtown Wentzville

- The City of Wentzville Board of Aldermen, through a positive recommendation from the Downtown Committee and Planning and Zoning Commission, has approved the first mural in Downtown Wentzville. Appropriately, the mural was placed on the oldest commercial structure in the City located at the southeast corner of Main Street and Linn Avenue. The mural was sponsored by the Crossroads Arts Council.
- Beginning in August 2016, Main Street between S. Church Street and Linn Avenue will be reconstructed. The reconstruction will consist of new pavement, a new sidewalk on the south side of Main Street and streetscape enhancements to include decorative lighting, patterned crosswalks and planting areas. A similar reconstruction project is expected for 2017 along South Linn Avenue from Main Street to Fifth Street.



Financial Assistance

There are a variety of economic development financial assistance programs and incentives which can be used to entice new development and/or redevelopment efforts in the City of Wentzville. Below is a description of one financial assistance option.

Industrial Revenue Bonds

The Economic Development Center of St. Charles County (EDC) also functions as the Industrial Development Authority (IDA) of St. Charles County. This gives the EDC the ability to offer industrial revenue bonds (tax exempt and non-tax exempt) for eligible manufacturing, multi-family and not-for-profit development projects.

The principal advantages to the use of Industrial Revenue Bonds are:

- Tax-exempt bonds are typically one of the lowest-cost forms of financing.
- Interest rate savings are usually one and a half to two percent compared to conventional financing.
- Financing that fits a variety of project sizes from \$500,000 to \$3 million for the IDA's Mini Bond Program and \$3 to \$10 million for larger Industrial Revenue Bond projects.
- Learn more at: www.edcsc.com/bf_IRB.htm.

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.

Coming Soon!

These new businesses are making Wentzville their home.

Wentzville Parkway - Aldi



Highway/Route A - Wentzville Logistics Center





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



Top Row (left to right):

- Drift Float Spa
- Stone Summit Steak & Seafood Restaurant
- MOD Pizza



Second Row (left to right):

- Peak Nutrition
- Kirkland's
- Friendship Brewery & Benefits Bistro

Construction Underway



Above: Knapheide Truck Equipment Company along Highway/Route A – 59,000 square feet.

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

Business-to-Business Spotlight

- **Business Name:** Minuteman Press Wentzville (formerly Paper Leaf Printing & Design)
- **Business Address:** 512B W. Peace Blvd.
- **Business Owner:** Michael Wolf
- **What year did you open?** 2016 (Paper Leaf opened in 1996)
- **What influenced you to locate your business in Wentzville?** It was the best opportunity that presented itself.
- **What do you feel you bring to Wentzville by having your business here?** Great services to other businesses by providing them with quality products.
- **What products/services does your business offer?** We print everything a business needs to promote themselves and operate internally including direct mail, website development and in-house graphic design.
- **What's your favorite thing about Wentzville?** The small-town feel of the community.
- **What do you hope Wentzville will be or evolve into five years from now?** Hope to maintain the small-town feel even as we grow.
- **Anything else you'd like to share?** We design, print and promote for you.