



Welcome ...

Welcome to the spring issue of *The Biz*. As the weather improves, the Economic Development Department continues to work with both new and existing business interests to

improve the economic vitality of our community. Among other items of interest, this issue provides information on financial assistance, the City's new Façade Improvement Grant Program and why Missouri is a state that offers strategic advantages,

The City's Economic Development Department is prepared to assist you. Do not hesitate to contact us, by phone at (636) 327-5102 or in person at our offices at 200 E. Fourth St.

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.

GOAL 2: PROMOTE DOWNTOWN WENTZVILLE AS A KEY ECONOMIC DEVELOPMENT RESOURCE

ACTION STEPS TO ACHIEVE GOAL 2:

1. Pursue designation as a Certified Local Government (CLG).
2. Work on attracting targeted businesses to downtown as identified at the March 2015 Public Meeting/Open House/Charette.
3. Support efforts, by an eligible 501(c)(3) tax-exempt organization, to participate in the Missouri Main Street Program.
4. Encourage implementation of the Downtown Strategies for Growth identified in this EDSP.
5. Utilize the adopted Downtown Revitalization Study as a guide for downtown improvement.

★ ★ ★

WELCOME

★ NEW BUSINESSES ★

Olive Tree Marketplace
513 W. Pearce Blvd.

Lava Hookah Lounge
107 S. Linn Ave.

MOD Pizza
1982 Wentzville Pkwy.

Show Me Credit Solutions
14 E. Main St.

Total Access Urgent Care
1890 Wentzville Pkwy.

Kirkland's Store
1259 W. Pearce Blvd.

Otto Orthodontics
1002 Schroeder Creek Blvd.

Alberto Melendez Designs
1127 Wentzville Pkwy.

Elite Printing & Packaging
100 Mall Pkwy., #200

Blue Frog Plumbing
210 S. Linn Ave.

Drift Float Spa
120 W. Pearce Blvd.

International Council of Shopping Centers (ICSC)

According to information provided by the ICSC, a number of merchants are making special efforts to market to millennial moms. Nearly one-half of women aged 18-34 years now have children. More than 70% are moms who work outside the home. This group spends 17 hours per week on social media and 90% share information about their purchases. Our local businesses may want to consider strategies to attract this growing market segment of shoppers.

Business Retention and Expansion International (BREI)

In a recent publication, BREI stated that small businesses are the driving force in today's economy, especially in downtown areas. According to the Small Business Administration (SBA), small business owners provide 55% of all jobs and 66% of net new jobs since the 1970s.

Wentzville's recently adopted EDSP contains a specific goal to establish a Business Retention and Expansion Program. The City is actively working toward its support of small businesses. The City recognizes the value that small businesses offer in increasing the number of local jobs, preserving or increasing the local tax base, and diversifying the local economy.

The BREI Annual Conference is scheduled for May 23-27 in San Marcos, Texas. The 2016 conference will include three continuing education courses and multiple sessions to learn best practices, hands-on approaches, and opportunities for group networking. More information can be found at www.brei.org.

Missouri Economic Development

The founders of the San Francisco-based credit card processing company, Square, recently opened an office in St. Louis. The company has pledged to create more than 200 jobs locally over the next five years.

Denmark-based, Hartmann, is one of the world's leading providers of egg cartons made from recycled paper products. Its North American headquarters is based in Ontario, Canada. The company has decided to construct a 334,000-square-foot facility in the Rolla area, which is 100 miles southwest of St. Louis.

Both Square and Hartmann emphasized the central location of the "Show-Me State" as one of the key factors in deciding to locate here. This centralized location means that top talent can be attracted and they can maximize logistics to reach the consumer.

According to the Missouri Partnership, a nonprofit corporation sponsored by the Missouri Department of Economic Development, Missouri is within a two-day trucking drive (1,200) miles of the majority of the country.

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 chamber's 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 or by calling (636) 327-6914.

Facade Improvement Grant Program

The City of Wentzville's Board of Aldermen recently approved a resolution establishing a Façade Improvement Grant Program. The program applies to business and mixed-use buildings, which are more than 50 years old and located in the VC-1 zoning district. This zoning designation applies to the core Downtown Wentzville area. There are a total of 41 eligible properties.

The Façade Improvement Grant Program was established to permit and encourage the preservation of historic structures and avoid neighborhood deterioration through renovation and restoration of commercial and mixed-use buildings. The emphasis of the program will be to enhance the exterior facades of these structures. The City established the program recognizing that the requirements for the restoration of older structures are generally more expensive than more modern buildings.

The program will encourage reinvestment in the Downtown Wentzville area through a matching 50-50 grant for an amount not-to-exceed a \$10,000 grant for an eligible project. To support this effort, a total of \$40,000 was set-aside in the fiscal 2016 budget.

Interested property owners are encouraged to submit an application for a grant. The forms will be accepted until April 30. Applications can be obtained from the Community Development Department at 200 E. Fourth St.

SMART
QUOTE:

“ The best way to predict your future is to create it. ”

Abraham Lincoln, 16th U.S. President



Wentzville Downtown Committee

The Wentzville Downtown Committee worked closely with the Board of Aldermen to establish two new programs affecting the downtown area. These programs are for historic landmarks/districts and murals.

The Historic Landmarks/Districts Ordinance establishes a procedure to designate local landmarks and districts in the Wentzville community. Passage of this Ordinance is the first major step toward becoming a Certified Local Government (CLG). A CLG is a state of Missouri administered program to assist communities in identifying, designating and improving historic elements.

The Board of Aldermen, upon a positive recommendation from the Downtown Committee, passed a Resolution that will allow murals to be placed within the Village Center zoning districts. The murals size, design and placement must be approved by the Board of Aldermen upon recommendation of the Downtown Committee and the Planning and Zoning Commission. Expect to see murals downtown in the near future!

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.

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 of the programs linked to the Small Business Administration.

SBA 7(a)

This loan program is administered directly by the U.S. Small Business Administration (SBA). Monies from the program can be used to establish a new business or to assist in the acquisition, operation or expansion of an existing business. This program is the most common loan program administered by the SBA.

Loan proceeds can be used for a variety of purposes including both short- and long-term working capital; to purchase real estate, equipment, machinery, furniture, fixtures, supplies and materials; to construct or renovate an existing building; to establish a new business; or to refinance existing business debt.

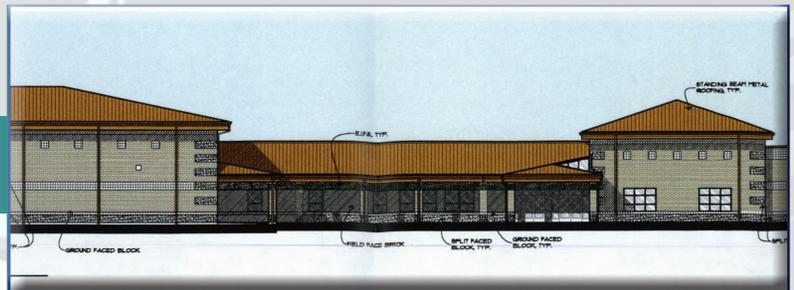
Additional details can be found at:
www.sba.gov/7a-loan-program

Coming Soon!

These new businesses are making Wentzville their home.

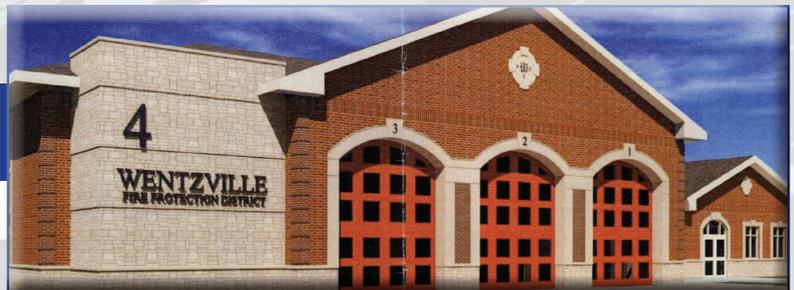
Schools

- Route Z/Perry Cate Boulevard
- West Meyer Road/Golden Gate Parkway



Fire Stations

- Route Z/Whisper Creek Drive
- Peine Road



City Hall

- Wentzville Parkway/
Schroeder Creek Boulevard





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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



Clockwise:
Glass Guru, Olive Tree
Marketplace, Lava
Hookah Lounge and
the SSM Health
Outpatient Center



Construction Underway



Above: Stone Summit Steak and Seafood Restaurant at Wentzville Bluffs.

Business-to-Business Spotlight



- **Business Name:** En-Gravs
- **Business Address:** 1201 Wentzville Pkwy., Suite 105
- **Business Owner:** Rob Schultz
- **What year did you open?** 2013
- **What influenced you to locate your business in Wentzville?** I live in the community and it's a rapidly growing area.
- **What do you feel you bring to Wentzville by having your business here?** The only local sign and engraving shop under one roof.
- **What products/services does your business offer?** Business signage, design services, engraving, industrial markings, corporate awards, plaques and on-site installation.
- **What's your favorite thing about Wentzville?** The overall feel of the community.
- **What do you hope Wentzville will be or evolve into five years from now?** Would like to see the community continue to grow and expand.
- **Is there any other news you would like to share?** We hope to expand into fabrication.

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