Welcome ...

In this issue you’ll find information about the City’s Economic Development Strategic Plan; our new businesses, which we welcome to our community; Historic Downtown Wentzville activities; and more.

We especially want to alert our business community to the new S.H.O.P. Wentzville campaign. The Shop Here On Purpose program encourages residents to spend their dollars locally. We encourage businesses to pass out brochures and display the S.H.O.P. Wentzville window cling.

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 1001 Schroeder Creek Blvd.

... Thank You!

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 8: SUPPORT “VALUE-ADDED” BUSINESSES/DEVELOPMENTS WITHIN THE COMMUNITY

ACTION STEPS TO ACHIEVE GOAL 8:
1. Encourage the application of mixed-use development projects in appropriate locations.
2. Continue to support “brick and mortar” retail construction in the City of Wentzville.
3. Support efforts to keep the local sales tax remaining in the City.

NEW BUSINESSES

<table>
<thead>
<tr>
<th>Club Pilates</th>
<th>1894 Wentzville Pkwy.</th>
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<tbody>
<tr>
<td>Metro PCS</td>
<td>1126 W. Pearce Blvd. #118</td>
</tr>
<tr>
<td>Turning Point (Behavior Analysis Services)</td>
<td>207 Creekside Office Dr.</td>
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<tr>
<td>ServePro of Western O’Fallon/Wentzville</td>
<td>120 Hwy. A</td>
</tr>
<tr>
<td>Stark Bros. Nurseries &amp; Orchards Co.</td>
<td>2 W. Main St. #200</td>
</tr>
<tr>
<td>The Blue House Downtown</td>
<td>302 Whitehead St.</td>
</tr>
<tr>
<td>Burger King</td>
<td>1020 Quartz Canyon Dr.</td>
</tr>
<tr>
<td>Apichat Realty Investment</td>
<td>8 E. Pearce Blvd.</td>
</tr>
<tr>
<td>Lake St. Louis Wigs and Cuts</td>
<td>950 Corporate Pkwy. #101-102</td>
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International Council of Shopping Centers (ICSC)

According to the ICSC, retailers and landlords who want to attract repeat shoppers need to understand what has the greatest impact on loyalty today. According to a recent survey, price, quality and selection are leading reasons consumers remain loyal to particular retail companies. But a host of other factors are involved:

- 92% price/value
- 79% product quality
- 71% variety/selection
- 71% location of stores
- 61% promotions/sales/coupons
- 36% design/style/trendiness
- 29% experience in the store
- 15% corporate responsibility

Heartland Real Estate Business

According to a Heartland Real Estate Business publication, the outlook for the U.S. industrial market remains quite favorable in the near term. Steady job growth is expected to result in the addition of at least two million jobs nationwide and tighten the labor market even stronger. Also, the e-commerce sales market continues to expand generating additional demand for distribution space. Here in Wentzville, the presence of the GM Wentzville Assembly Plant creates opportunities for suppliers and service providers. The community also maintains a healthy mix of industrial tenants not reliant upon General Motors.

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.

Wentzville Logistics Center

The Wentzville Logistics Center, located along Highway A at Logistics Center Drive was one of seven recipients of the first-ever St. Louis Business Journal Building St. Louis Award. The 1.1-million-square-foot building was completed earlier this year and provides parts and supplies for the nearby General Motors Wentzville Assembly Center. The building was developed by NorthPoint Development, based in the Kansas City area. The building is completely occupied by TVS Supply Chain Solutions. This company has created 400 net new jobs at the facility to support its operation.

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.

Shopping Center News

According to the Shopping Center Smart Brief, consumers are expected to continue the trend of spreading out their holiday shopping and generally avoiding stores on Thanksgiving and Black Friday (according to surveys form Market Track and PWC). The number of Thanksgiving weekend shoppers fell to 154 million in 2016 which was a 32% decline from the previous season.

America’s top-10 favorite retailers and restaurants are as follows:

1. Walmart
2. McDonald’s
3. Target
4. Walgreens
5. Dollar Tree
6. Subway
7. CVS
8. Home Depot
9. Taco Bell
10. Burger King

That is good news for Wentzville residents who get to enjoy each of these favorites right here in our community.
Historic Downtown Wentzville

The Downtown Committee is responsible to review and make recommendations to the Board of Aldermen for various issues related to the Historic Downtown. Over the past few months the Committee has been involved in a review of requests for the Façade Improvement Grant program; has participated in a discussion with the Department of Natural Resources about the Certified Local Government program; and took a tour of the 30+ historic resource sites located within the downtown area.

Recently, the Historic Downtown banners have been placed along Luetkenhaus Boulevard, Pearce Boulevard and Allen Street. These banners are in addition to those which had already been placed along Church Street and Main Street to better define the boundaries of Historic Downtown Wentzville.

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

Coming Soon! These new businesses are making Wentzville their home.

Historic Downtown Wentzville - Wentzville Post Office/Retail Center

Highway A Corridor - Playtime Party Center

Renovations at the Vietnam War Memorial on Pearce Boulevard.
New Business Activity

Left to Right:
- Duke’s BBQ
  501 E. Allen St.
- Texas Roadhouse
  1127 Veterans Memorial Pkwy.
- Burger King
  1020 Quartz Canyon Dr.
- Max Air Technology
  114 Resource Dr.
- Petro-Mart
  40 Wentzville Pkwy.

Business-to-Business Spotlight

- **Business Name:** Legal Shield & ID Shield
- **Business Address:** 330 Mitulski Dr.
- **Business Owner:** Russell Keller, an independent associate
- **What year did you open?** March 2014
- **What influenced you to locate your business in Wentzville?** Fell in love with the community and its pro-business environment.
- **What do you feel you bring to Wentzville by having your business here?** Insight into the issue of identity theft with expertise and access to resources including a dedicated law firm to assist.
- **What products/services does your business offer?** Legal and identity theft protection services for individuals, families, small businesses, business owners and employee groups
- **What’s your favorite thing about Wentzville?** The people – who are very friendly.
- **What’s next for your business?** More employee benefits for our small business customers.
- **What do you hope Wentzville will evolve into five years from now?** I hope that Wentzville will continue successfully managing its growth.
- **Any comments, advice or news you would like to share?** Email is Russk1889@live.com or contact me via telephone at (314) 482-4511.

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