Welcome to our second year issuing The Biz newsletter. This publication is sent to our 600+ business community, which provides goods and services to our almost 40,000 residents, and beyond. It is our sincere hope that this newsletter will continue to provide you with information to help you achieve even more business success.

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. We look forward to your continuing success. Thank you for being a business in our community.

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 http://bit.ly/WentzvilleEDSP.

GOAL 5: COLLABORATE WITH BUSINESS INTERESTS TO EXPAND GROWTH OPPORTUNITIES THROUGHOUT THE CITY

ACTION STEPS TO ACHIEVE GOAL 5:
1. Work with business community stakeholders to address concerns and facilitate growth and expansion of existing businesses in the City of Wentzville.
2. Maintain close coordination with the St. Charles County Economic Development Center (EDC), Missouri Department of Economic Development (MoDED) and the U.S. Small Business Administration (SBA) to ascertain programs available to assist business expansion/development.
3. Maintain a current list of the economic development assistance programs available from these agencies to support business expansion/development.
4. Place these economic Development assistance programs on the City of Wentzville website at www.wentzvillemo.org.
5. Review economic development financial assistance programs and “match” programs to projects, as appropriate.
6. Utilize tax incentives in a manner which maximizes the rate-of-return for the community.
7. Continue to work with the Community Development and Public Works departments to streamline processes in support of local business enhancement.
8. Continue to work with the Western St. Charles County Chamber of Commerce, St. Charles County Economic Development Center (EDC) and other resource organizations to promote the community.

Rikerly’s Place
403 Luetkenhaus Blvd.

Vintage Amore Events
600A E. Pearce Blvd.

Core Real Estate Group LLC
506 W. Pearce Blvd.

MERS Goodwill Career Center
1126 W. Pearce Blvd., Ste. 102

Health Conscious Guru Diet Store
100 Hamilton Ct.

Tri-State Trolling Motor
1799 Mall Pkwy.
Welcome New Businesses!

The City of Wentzville welcomed more than 30 new businesses into our community in 2016. The City’s Director of Economic Development and Mayor Nick Guccione visited each of these new businesses and presented them with a certificate welcoming them to the City. The new businesses in 2016 included the following:

- AEGIS HOME WARRANTY GROUP
- ELLBEE’S GENERAL STORE
- OLIVE TREE MARKET PLACE
- AMY’S ART STUDIO & GALLERY
- FRIENDSHIP BREWING COMPANY
- PC PLAN-IT COMPUTER COMPANY
- B STREET PRODUCTIONS
- THE GLASS GURU
- RHINO HYBRID, LLC
- BENEFITS BISTRO
- INVESTORS TITLE COMPANY
- SHOWME CREDIT SOLUTIONS LLC
- BLUE FROG PLUMBING & DRAIN
- JB LINDE LLC
- SMOKIN ACES DISC GOLF
- BLUE SOUL STUDIO
- JP3 INC LLC
- STONE SUMMIT STEAK&SEAFOOD
- BU BOUTIQUE & SALON
- KIRKLANDS
- TOTAL ACCESS URGENT CARE
- CARDINAL BODY ART
- KNAPEHIDE TRUCK EQUIP. CO.
- VALKYRIE EXPRESS LLC
- COMFORT KEEPERS
- LEGACY REALTY GROUP
- WENTZVILLE COUNSEL SERVICES
- CROSSROADS AUTOMOTIVE
- MATTRESS DIRECT
- WOLF HOMES INVESTMENTS
- DRIFT FLOAT SPA
- MIKALOR CLAMPS LLC
- ELITE PRINTING & PACKAGING
- MOD SUPERFAST PIZZA

Heartland Real Estate Business

According to Heartland Real Estate Business magazine, the firm of Cushman & Wakefield released a white paper which laid-out a compelling case as to why retail real estate stands to benefit in the short run.

“With faster wage growth and lower oil prices, more money is in the pockets of consumers. Coupled with a continuing stability or decline in U.S. shopping center vacancy rate, the market for retail real estate appears to remain strong.”

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. The BREI Annual Conference will be held in Edmonton, Alberta, Canada on June 19-23, 2017.

Small Business Administration InnovateHer 2017

The Small Business Administration (SBA) is looking for innovative products and services that help impact and empower the lives of women and families. The criteria is that it has a measurable impact on the lives of women and families (30%); has the potential for commercialization (40%); and fills a need in the marketplace (30%). A Business Plan Workshop will be provided by the Economic Development Center of St. Charles County (EDC) in early March.

The competition is being coordinated through the OPO Startups located in the City of St. Charles. The winner’s business plan submission is no later than May 12. First place will be $40,000; second place $20,000; and third place $10,000. More information can be obtained by contacting Megan at the OPO at meganm@opostartups.com or (314) 328-4656.

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 its website at www.westernstcharlescountychamber.com or by calling (636) 327-6914.

Update from the City’s Procurement Department

Recently, the City has subscribed to Ion Wave Technologies, Inc., (IWT’s) Software as a Service for Enterprise Sourcing (E-bidding) and Contract Management. Starting later this spring, the City’s Procurement Department will begin handling bids electronically and accepting online registrations from suppliers who want to compete for the City’s business.

IWT’s Enterprise Sourcing is an on-demand, bid-management solution designed to help the City achieve significant process efficiencies over its traditional paper-based bid processes. The upcoming solution will streamline the creation and issue of bid requests, supplier response submissions and awarding of bids.

The City’s Procurement Department will begin using this single platform for managing all sourcing (procurement) activities and information to minimize costs and time delays associated with non-electronic bid document systems. Prospective suppliers are encouraged to learn more on the City’s website at www.wentzvillemo.org.

SMART QUOTE: “Vision without action is a dream. Action without vision is simply passing the time. Action with vision is making a positive difference.”  

Joel Barker, Businessman/Futurist
Wentzville Night at the Ballpark

On July 22, 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 on the concourse for $300 (normal cost is $500). Tables are six-feet wide with two chairs and a tablecloth. Box seats for Wentzville residents will also be discounted. For more information, please email Megan at mnorkvnas@rivercityrascals.com.

Historic Downtown Wentzville

The 2017 Façade Improvement Grant program application period will take place April 1-30. The program was established to encourage reinvestment in Historic Downtown Wentzville. If a project is approved, the City will provide a 50-50 matching grant for an amount not-to-exceed $10,000 for an eligible project. The program pertains only to business and mixed-use buildings located in the HD-1 zoning district, which are more than 50 years old. There are a total of 41 eligible properties. Applications can be obtained at the Public Works facility at 200 E. Fourth St.

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

Historic Downtown Wentzville - Holiday Inn Express
New Business Activity

Left to Right:
• Rickerly’s Place
  403 Luetkenhaus
• Smokin’ Aces Disc Golf
  402 S. Church St.
• Kirkland’s
  1259 W. Pearce Blvd.

Construction Underway

Above: Old Town Smokehouse | 2 E. Main St.

Business-to-Business Spotlight

• Business Name: Edward Jones
• Business Address: 203 Creekside Office Dr.
• Business Owner: Jeff Wilson, Financial Advisor for Edward Jones
• What year did you open? September 1989
• What influenced you to locate your business in Wentzville? It was a growing area and close to my home.
• What do you feel you bring to Wentzville by having your business here? To reduce business taxes and allow employees to save through appropriate investments.
• What products/services does your business offer? Financial planning services.
• What’s your favorite thing about Wentzville? I enjoy working with the great people who live in our area.
• What do you hope Wentzville will evolve into five years from now? We would like to see continued healthy growth for the City and the school district.
• Is there any other news you would like to share? I serve on the Wentzville School District Foundation Board.

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