



Welcome ...

to the fall issue of The Biz newsletter, although it's feeling more like winter lately. This newsletter is intended to make a connection from the City of Wentzville to its business community. This newsletter offers

useful information on the happenings around the City. It also contains data that we hope will help your business to become more successful. We appreciate you being a vital part of the City's growth and development.

The City of Wentzville Economic Development Department is prepared to

assist you however possible. Feel free to contact us by phone at (636) 327-5101 or in person at our office in City Hall at 1001 Schroeder Creek Blvd.

... Thank You!

Shop Local!

The November/December 2018 issue of *The Vision* newsletter encouraged residents in the community to Shop Local. Shopping local provides several advantages to our residents including:

1. Keeping tax dollars working at home. The City sales tax funds improvements to parks, roads and City services.
2. Encouraging job growth. When Wentzville businesses grow, they can create more jobs right here.
3. Impacting friends and neighbors who own local businesses.
4. Saving money and gasoline!
5. Having fun! Residents can spend less time driving on highways and more time doing things they enjoy.

Of course shopping locally offers advantages to our business community, as well. For your part, we encourage you to be nice and gracious to these first-time guests — motivating them to become lifelong customers.



★ ★ ★
WELCOME
 ★ NEW BUSINESSES ★

Thank you for being a part of our community.

Northstar Insurance Advisors
 100 Mall Pkwy #100

The Morgan School
 100 Perry Cate Blvd.

A Loving Heart Home Care
 407B E. Pearce Blvd.

The Source Pharmacy
 1420 W. Meyer

Hear Well StL
 14 E. Main St., Ste. 108

Six + Cypress
 205 E. Allen St.

Tracy Ratcliff Agency
 Allstate Insurance
 1808 W. Pearce Blvd.

International Council of Shopping Centers (ICSC)

A study of millennial consumers found that they are likely to shop “brick-and-mortar” retailers as a way to try out possible purchases in what has been termed, “product playgrounds.” Research from Euclid showed that more than 20 percent of millennials end up making a purchase online after seeing a product in-store, thus creating an opportunity for experiences that bring customers to your store.

Heartland Real Estate Business

Heartland Real Estate Business publications are produced by France Media, Inc. France Media publishes 11 free e-newsletters. These newsletters cover commercial real estate by region or with a focus on specific property types, including retail, student housing and senior housing. For more information on these available FREE newsletters and to subscribe, please email newsletters@francenewsletters.com.

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.

BREI, in direct partnership with Eric Canada, recently worked to define Business Retention and Expansion (BR&E). The organization has now defined BR&E as the following: “In economic development, business retention and expansion is a program designed to strengthen the connection between companies and the community, while encouraging each business to continue to grow in the community.” Through direct interactions, events and research, the program seeks to gain insight into business practices, planned future actions, as well as the challenges of targeted companies. Then, to turn this “business intelligence” into value-added services, programs and/or products that address individual and shared company opportunities and problems.

Western St. Charles County Chamber of Commerce

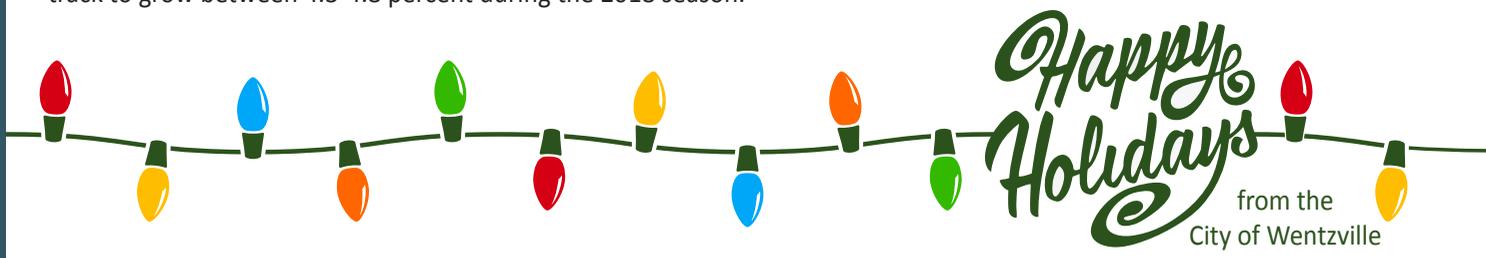
The monthly Membership Meetings are held the second Thursday of every month from 11:15 a.m. to 1 p.m. The Chamber also hosts monthly business-after-hours networking opportunities and issues a bi-weekly email newsletter, *The Chamber Voice*. More information on the local Chamber can be found on its website at www.westernstcharlescountychamber.com or by calling (636) 327-6914.

International Economic Development Council (IEDC)

The International Economic Development Council is a non-profit membership organization serving economic developers. Dan Lang, the City’s Director of Economic Development, recently undertook a training course in Basic Economic Development as offered by the IEDC. The training course provided useful data and information, which can be applied to assist Wentzville businesses.

Shopping Center News

The Labor Day retail sales grew to \$2.08 billion, which was a 23 percent increase over 2017 sales. Big-ticket items performed very well according to data from Adobe Analytics. Economists are expecting this momentum to continue into the holiday season due to low unemployment, improved consumer confidence and wage growth. The U.S. holiday retail sales are on track to grow between 4.3-4.8 percent during the 2018 season.



SMART QUOTE:

“ Change is the law of life. And those who look only to the past or the present are certain to miss the future. ”

John F. Kennedy, 35th U.S. President



Historic Downtown Wentzville

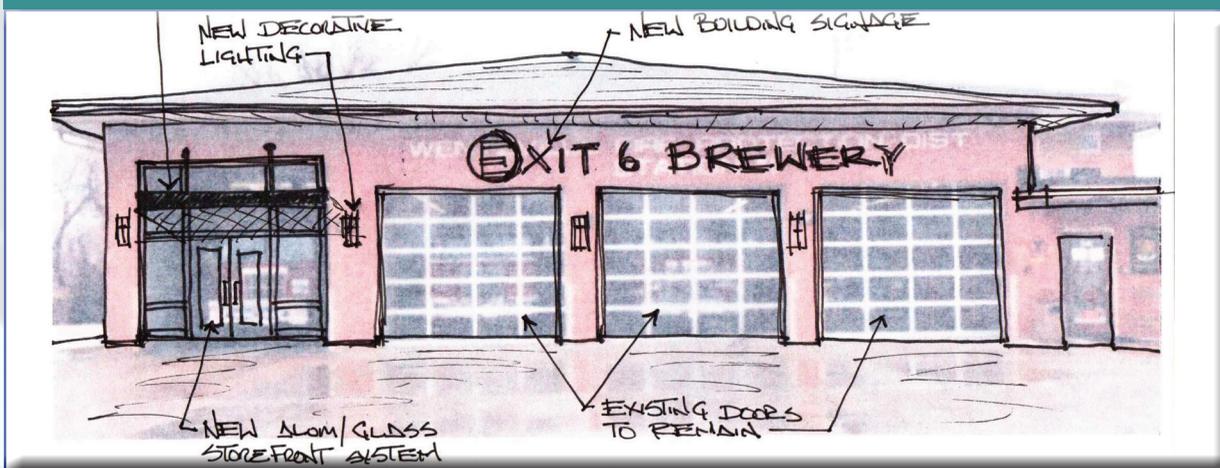
The Final Report for the Reconnaissance Level Survey of Historic Downtown Wentzville has been completed. A consultant was hired by the City of Wentzville, through a matching grant from the Missouri Department of Natural Resources, to study the historical resources of a 135-acre survey area consisting of 214 properties. A copy of the Final Report can be found on the City of Wentzville website (www.wentzvillemo.org) under the Aug. 28, 2018, agenda of the Downtown Committee. A hard-copy of the Final Report is also available at the Corporate Parkway branch of the St. Charles City-County Library.

The Downtown Committee meets on the fourth Tuesday of each month beginning at 6 p.m. at Wentzville City Hall. You are invited to attend!

Coming Soon!

These new businesses are making Wentzville their home.

Exit 6 Brewery | Pearce Boulevard



Circle K | Peine Road/Highway 61 Interchange



PRSR STD
 U.S. POSTAGE
PAID
 Wentzville, MO
 Permit #14

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



1. **Playtime Party Center**, Highway A
2. **Wentzville Post Office**, Luetkenhaus Boulevard
3. **Marble Life of St. Louis**, 510 E. Pearce Blvd.
4. **The Boulevard Senior Living**, Highway Z at Stone Meadows
5. **Holiday Inn Express**, Mar-le Drive
6. **The Morgan School**, 100 Perry Cate Blvd.