

# THE VISION



## ECONOMIC DEVELOPMENT

PG. 4



### Protect Our Pets

Protect your furry friends from the heat this summer with these important safety tips.

### What's Coming Soon?

Learn all about the Economic Development Activity Map and new businesses coming to the City.

### Contact the Board

Find contact information to connect with the Mayor or aldermen for your ward.



# COMMUNITY UPDATES

*Stay informed with important tips and reminders, and details about upcoming events.*

## Protect Our Pets

As temperatures continue to rise, it's important to remember that the heat affects our pets the same way it can affect us. Protect your furry friends from the heat by following these important guidelines for summer pet care.

- Never leave your pet in a parked car.
- Always have a bowl of water out for your pet.
- Limit exercise on especially hot days.
- Keep an eye on the humidity level.
- Watch for signs of heat stroke.
- Don't rely on a fan to cool off your pet.
- When in doubt, bring your pet indoors to rest in a cool, shaded space.



## Voluntary Split Irrigation Continues Until Sept. 30

To help maintain a sustainable water supply during the summer, residents and businesses are encouraged to follow a split watering schedule through Sept. 30. This includes a suggested three-day-per-week plan based on address numbers, plus tips for watering outside peak hours to improve efficiency and water pressure.

View the recommended watering schedule, find home lawn watering tips and get updates on conservation efforts at [www.wentzvillemo.gov/LawnManagement](http://www.wentzvillemo.gov/LawnManagement) or call (636) 639-2121. Your efforts help keep our community beautiful and our resources strong — thank you for doing your part!

## Upcoming Events

Learn more at [www.wentzvillemo.gov/Calendar](http://www.wentzvillemo.gov/Calendar).

### America 250 Concert Series | Now-September

Celebrate 250 years of America with a summer full of live music featuring regional bands, kids' entertainment and food trucks! Learn more on pg. 7.

### St. Charles County Fair | July 28-Aug. 1

Held at Rotary Park, this beloved county fair features carnival rides, livestock shows, live entertainment, food vendors and more. It's a week packed with activities for all ages!

### End-of-Summer Splash | Aug. 1

Celebrate the end of summer break with a fun-filled evening at Splash Station. This event includes games, music and one last splash before school starts.

### Rod Run | Aug. 7

Cruise into August with this classic Wentzville tradition. Historic Downtown comes alive with vintage cars and community pride during this free-to-attend family event.

### Citywide Yard Sale | Sept. 18-19

Hunt for hidden treasures or clear out your closets. Participating sales will be included on our digital map, so shoppers can easily find the best deals around town.

### Electronics Recycling + Document Shredding | Oct. 24

Start gathering your old electronics and sensitive documents now! This free event at Peruque Valley Park offers a convenient and secure way to dispose of these items safely.

## Welcome to our New Businesses!

*Note: These businesses have all applied for a business license, but may not be open to the public yet.*

**It Takes a Village**  
119 W. Pearce Blvd.

**Word Merchandising**  
12 W. Main St., Unit 3

**Premier CPA Services**  
111 W. Allen St., Ste. 109

**PK Lounge**  
120 Creekside Office Dr., Ste. 7

**Spill the Tea**  
120 Creekside Office Dr., Ste. 10

**Recharge Wentzville**  
15372 Veterans Memorial Pkwy.

**Faith Sign Company**  
100 Mall Pkwy., Ste. 200

**Happy's Outlet**  
971 Wilmer Rd.

**Ragan & Molinet Electrical Contracting**  
407 E. Pearce Blvd., Ste. C

**Crossroads Wine & Spirits**  
715 W. Pearce Blvd.





Mayor Nick Guccione

# MESSAGE FROM THE MAYOR: *Why Economic Development Matters*

**Wentzville has long been a community of opportunity, innovation and exceptional quality of life. As one of Missouri's fastest-growing cities, we remain committed to planning for the future while preserving the qualities that make Wentzville a place people are proud to call home.**

When people hear the term "economic development," they might think of new businesses, construction projects or ribbon cuttings. Those are certainly important parts of the equation, but economic development is much more than that. In Wentzville, it is about creating opportunities, supporting local businesses, investing in infrastructure and ensuring residents have access to the amenities, services and experiences that enhance their quality of life.

A strong local economy benefits everyone. When businesses invest in Wentzville, they create jobs, expand our local options and contribute to the community's long-term success. At the same time, existing businesses play an important role in our economy, and supporting their growth remains just as important as attracting new investments.

Economic development is also closely connected to many of the things residents value most. The roads we drive, the infrastructure upgrades, the restaurants and retail destinations we enjoy, and even the parks and recreational amenities that enhance our daily lives all play a role in shaping a community where people want to live, work and explore.

This issue of *The Vision* explores several aspects of Wentzville's economic development story. You'll learn more about what economic development means for residents, how the City plans for future growth and how local support helps strengthen our business community. You'll also find information about programs designed to encourage investment and revitalization, particularly in Historic Downtown Wentzville. Read more on pg. 4 and pg. 5.

Economic development does not happen overnight. It is the result of thoughtful planning, strategic investments and strong partnerships between the City, businesses and the community. The Board of Aldermen and I work alongside City staff to identify priorities, evaluate opportunities and ensure that future growth aligns with Wentzville's long-term vision and goals.

As you read through this issue, I encourage you to think about economic development not simply as attracting businesses, but as creating a community where residents have more opportunities close to home. Whether that means a new restaurant, a local service provider, an expanding employer, improved infrastructure or enhanced recreational amenities, these investments all contribute to Wentzville's future. That connection is especially evident in this month's article recognizing National Parks and Recreation Month. Our parks, trails, pools, programs and recreational facilities are important community assets that improve the quality of life for residents while also helping attract families, visitors and businesses to Wentzville. These amenities are an important part of what makes our community a desirable place to live and invest. I encourage you to learn more about this in the Board article on pg. 7.

**Thank you for your continued support of our local businesses, community organizations and City initiatives. Together, we are building on Wentzville's strengths and creating a City that is well-positioned for future success.**

## What's Coming (Soon) to Wentzville?

Want to know what's coming to Wentzville? Explore the City's Economic Development Activity Map to view approved business developments across the community. The map includes project locations and status updates, making it easy to see which projects are in pre-construction, under construction or complete. To view the map, please visit [www.wentzvillemo.gov/DevelopmentMap](http://www.wentzvillemo.gov/DevelopmentMap).



# Economic Development in Action

## *Balancing Opportunity and Community Priorities*

When a new business opens in Wentzville, it is often the result of years of planning, investment and collaboration. Economic development is not simply about attracting as many businesses as possible. It is about creating opportunities that support residents, strengthen the local economy and contribute to Wentzville's long-term success.



### Planning for the Future

As Wentzville continues to grow, City leaders work to ensure growth is intentional and aligned with the community's long-term vision. Through strategic planning efforts, infrastructure investments and economic development initiatives, the City focuses on creating a balanced community with opportunities to live, work, shop and have fun close to home. The Mayor and Board of Aldermen play an important role in establishing priorities and setting the policy direction to guide future development. City staff works to implement those priorities through planning, development review, business outreach and infrastructure improvements.

### The Role of Planning and Zoning

Not every business can be built in every location. Planning and zoning regulations help ensure development occurs in appropriate areas and is compatible with surrounding properties. The City's zoning guidelines establish where residential, commercial, industrial and mixed-use development may occur. These regulations help support orderly growth, protect established neighborhoods and create opportunities for future investment. In addition, the City's Comprehensive Plan serves as a long-term roadmap for growth, helping guide decisions related to land use, transportation, infrastructure and economic development. Find more on the back cover.

### Creating More Opportunities

Economic development includes attracting new businesses, supporting existing employers, encouraging reinvestment and creating an environment where businesses can succeed. City leaders regularly evaluate opportunities based on a variety of factors, including infrastructure capacity, market demand, economic impact, community goals and long-term development plans. Input from residents, business owners and stakeholders also helps inform discussions about future growth and community needs.

### More Than New Businesses

Successful economic development is about more than new buildings and ribbon cuttings. It is about creating jobs, expanding local options, supporting infrastructure improvements and ensuring Wentzville remains a vibrant community for current and future residents. By taking a thoughtful and strategic approach to growth, Wentzville is working to create more opportunities while preserving the qualities that make the community a great place to call home.

## Support Local

Every time you choose to shop, dine or do business in Wentzville, you are investing in the community you call home. Local businesses provide jobs, support local organizations and help make Wentzville a great place to live, work and visit. The City launched its "Worth the Trip, Wentzville" campaign to encourage the support of businesses during ongoing transportation and infrastructure improvements. While construction may create temporary challenges, local businesses remain open and ready to serve. Whether it's dining out, shopping or choosing a local service provider, every purchase helps local businesses succeed. Learn more at [www.wentzvillemo.gov/WorthTheTrip](http://www.wentzvillemo.gov/WorthTheTrip).

## Stay Connected with News from the Economic Development Office

Want to stay informed about business news, development projects and opportunities in Wentzville?

- Subscribe to *The Buzz*, the City's economic development eNewsletter, which features: business news and announcements, development updates, workforce resources, business grant opportunities, upcoming business events, and more. Sign up at [www.wentzvillemo.gov/TheBuzz](http://www.wentzvillemo.gov/TheBuzz).
- Follow the City on LinkedIn at [www.Linkedin.com/Company/CityOfWentzville](http://www.Linkedin.com/Company/CityOfWentzville) to learn about business openings and expansions, economic development initiatives, workforce and industry news, community partnerships, and regional opportunities.

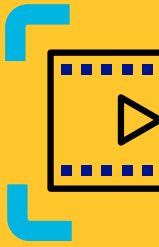


**Did You Know?** The City also offers resources, including business retention visits, business incentives, a business one-stop shop and assistance for companies interested in locating or expanding in Wentzville. Learn more at [www.wentzvillemo.gov/ED](http://www.wentzvillemo.gov/ED).

# Supporting Downtown Success

Historic Downtown Wentzville is home to many of the businesses, buildings and destinations that help define our community's character. To support continued investment in the area, the City offers grant programs designed to assist business and property owners with improvements that strengthen both individual businesses and the overall downtown district. These programs are part of the City's ongoing commitment to preserving and enhancing Historic Downtown while supporting economic growth and business success.

Learn more about many of the businesses in Wentzville by watching our *Connecting at the Crossroads and Business Buzz Reels* video series at [www.wentzvillemo.gov/YouTube](http://www.wentzvillemo.gov/YouTube).



## Facade Improvement Grants

First impressions matter. The Facade Improvement Grant Program helps eligible property owners improve the appearance and functionality of commercial buildings in Historic Downtown Wentzville. The program provides a 50-50 matching grant of up to \$10,000 per project for eligible exterior improvements. Projects may include building restoration, storefront enhancements, exterior repairs and other improvements that help maintain the character and appeal of downtown properties.

## Business Development Grants

Starting or expanding a business often requires significant investment. The Business Development Grant Program helps offset some of those costs for qualifying businesses located within Historic Downtown zoning districts. The grant is available to new businesses and businesses undertaking significant expansion projects. Funds can be used for eligible interior improvements such as flooring, paint, finish carpentry, countertops and other improvements that help businesses establish or grow their operations.

## Investing in Local Businesses

Since these programs began in 2016, the City has approved more than \$144,000 in grant funding to help local businesses invest in their properties and operations. These improvements contribute to a more vibrant downtown experience for residents, visitors and business owners alike. To learn more about available grant opportunities, eligibility requirements and application deadlines, visit [www.wentzvillemo.gov/EDGrants](http://www.wentzvillemo.gov/EDGrants) or contact the Economic Development Office by email at [EcoDev@wentzvillemo.gov](mailto:EcoDev@wentzvillemo.gov).

# Why Businesses Choose Wentzville

Businesses have many options when deciding where to locate, expand or invest. Year after year, companies continue to choose Wentzville because of its strategic location, growing population, strong workforce and commitment to supporting business success.

## Location Matters

Known as the "Crossroads of the Nation," Wentzville sits at the intersection of Interstate 70 and Interstate 64, providing businesses with convenient access to customers, suppliers and markets throughout the region and beyond. For companies that depend on transportation and connectivity, location can be a significant advantage.

## A Growing Community

Wentzville continues to be one of the fastest-growing communities in Missouri. Growth brings opportunity, creating a larger customer base, a growing workforce and increased demand for goods and services. Businesses recognize the value of investing in a community that is planning for the future while maintaining the quality of life residents enjoy today.

## A Strong Workforce

Employers consistently identify workforce availability as one of the most important factors in site selection and expansion decisions. Wentzville benefits from access to a talented regional workforce, educational partnerships and workforce development resources that help businesses recruit and retain employees.

## By the Numbers

Economic development can be measured in many ways. Here's a snapshot of Wentzville's current economy.

- **787 businesses** currently call Wentzville home.
- Nearly **90 new business licenses** were issued in 2025.
- More than **\$60 million was invested** in commercial development in 2025.
- A **2.8% unemployment rate** reflects a strong local workforce and economy.
- More than **790,000 square feet of commercial construction** was approved in 2025 and 2026.

# Who to Call in Wentzville

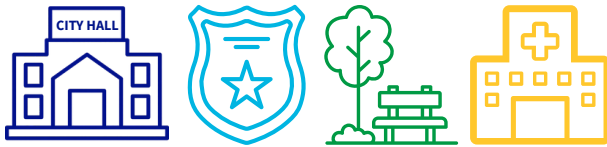
Use these phone numbers to contact the City of Wentzville department or local agency you need to reach. For emergencies, please call 911. To report a concern online, please visit [www.wentzvillemo.gov/ConcernCenter](http://www.wentzvillemo.gov/ConcernCenter).

## Property and Neighborhood Concerns

- Tall Grass or Weeds: (636) 639-2121
- Report a Pothole: (636) 639-2121
- Stormwater Concerns: (636) 639-2121
- Traffic Signal or Sign Concerns: (636) 639-2121
- Street Light Outage: (636) 639-2121
- Stray Animal Concerns: (636) 327-5105

## Utility Services

- Utility Billing (City of Wentzville): (636) 639-2155
- Water/Sewer Service (City of Wentzville): (636) 639-2155
- Trash/Recycling (Meridian Waste): (636) 639-7599
- Electric (Ameren): (800) 552-7583
- Electric (Cuivre River): (636) 695-4700
- Gas (Ameren): (800) 552-7583
- Gas (Spire): (800) 887-4173



## Emergencies and Public Safety

- Emergency (Police/Fire): 911
- Police (Non-Emergency): (636) 327-5105
- Submit a Crime Tip: (636) 639-2180
- Submit a Traffic Concern: (636) 639-7575

## City Services

- City Hall: (636) 327-5101
- Building Permits: (636) 327-5101
- Business Licenses: (636) 327-5101
- Parks and Recreation: (636) 332-9236
- Municipal Court: (636) 639-2193
- Economic Development: (636) 639-2015

## Community Resources

- Wentzville School District: (636) 327-3800
- Library: (636) 332-8280
- Senior Center (Aging Ahead): (636) 327-8720
- Post Office: (636) 327-3550
- License Bureau: (636) 445-5053
- Chamber of Commerce: (636) 327-6914
- St. Charles County Recycle Center: (636) 949-7900
- St. Charles County Assessor's Office: (636) 949-7425

# Meet the Board

Please use the information below to connect with the Mayor or the aldermen for your ward. Unsure which ward you live in? Visit [www.wentzvillemo.gov/WardMap](http://www.wentzvillemo.gov/WardMap). The Board typically meets on the second and fourth Wednesday of each month at 6 p.m. at City Hall. To learn more, please visit [www.wentzvillemo.gov/BOA](http://www.wentzvillemo.gov/BOA).



**Nick Guccione, Mayor**

Nick.Guccione@wentzvillemo.gov  
(636) 639-0354

Wentzville operates under a Council-Administrator form of government. The Board of Aldermen (BOA) includes six members, two from each of the City's three wards. Aldermen serve staggered two-year terms and determine policy, enact ordinances and authorize expenditures. The Mayor is elected at-large for a four-year term, and serves as Wentzville's CEO, presides over BOA meetings, has veto authority over legislation and appoints members to various boards and commissions. Together, they represent our residents and make decisions to support the community's continued growth and success.

Ward 1



**Linda Roth, Alderman**

Linda.Roth@wentzvillemo.gov  
(636) 497-0524

**Chantel Summers, Alderman**

Chantel.Summers@wentzvillemo.gov  
(636) 242-5665



Ward 2



**Robert Hussey, Alderman**

Robert.Hussey@wentzvillemo.gov  
(636) 655-0931

**Frank Martell, Alderman**

Frank.Martell@wentzvillemo.gov  
(636) 497-2852



Ward 3



**Michael Hays**

Michael.Hays@wentzvillemo.gov  
(636) 639-0039

**Michael Lovell**

Michael.Lovell@wentzvillemo.gov  
(636) 856-6948



# WENTZVILLE MISSOURI



**Wentzville Board of Aldermen: Linda Roth (Ward 1), Frank Martell (Ward 2), Michael Lovell (Ward 3), Mayor Nick Guccione, Michael Hays (Ward 3), Robert Hussey (Ward 2) and Chantel Summers (Ward 1). Want to connect? Please visit [www.wentzvillemo.gov/MeetTheBoard](http://www.wentzvillemo.gov/MeetTheBoard) for contact information.**

## Board Update: The Power of Parks and Recreation

July is National Parks and Recreation Month, the 2026 theme “The Power Of,” celebrates the many ways parks and recreation strengthen communities, improve quality of life and create meaningful connections. In Wentzville, we see the power in action every day through our parks, trails, programs, facilities and events that bring people together and make our community a better place.

The Power of Parks and Recreation can be found in friendships formed during youth sports, the families gathered at community events like the new America 250 Concert Series (see more in the sidebar), the health benefits gained through fitness programs and more. From Splash Station and Progress Park Pool (check out hours at [www.wentzvillemo.gov/Aquatics](http://www.wentzvillemo.gov/Aquatics)), to our trail system, playgrounds, and ballfields, these amenities provide opportunities for residents of all ages and abilities to stay active, connect with others and enjoy the outdoors close to home.

Parks and recreation also plays an important role in Wentzville’s continued growth and economic vitality. High-quality parks, recreational opportunities and community events help attract new residents, support local businesses and enhance the quality of life that makes Wentzville the perfect place to invest and call home.

As our community continues to grow, these amenities help ensure Wentzville remains a regional destination where people want to live, visit and build their futures for years to come.

This month, we also recognize “The Power Of” the dedicated Wentzville Parks and Recreation team members, volunteers and partners who make these experiences possible. Their work helps create welcoming spaces where everyone can feel the power of belonging and connection throughout our community.

As we celebrate National Parks and Recreation Month, we invite you to experience the Power of Parks and Recreation for yourself. Attend a program, walk a trail, visit a park or pool, or participate in a community event and experience the power of what brings Wentzville together.



Want to explore the many volunteer opportunities available through Wentzville Parks and Recreation? Visit [www.wentzvillemo.gov/Volunteer](http://www.wentzvillemo.gov/Volunteer) to learn more.

## America 250 Concert Series

Celebrate 250 years of America with a summer full of live music featuring regional bands, kids’ entertainment and food trucks!



The America 250 Concert Series will run through September, bringing exciting concerts to multiple locations throughout our community. Each concert is FREE to attend and will showcase talented musicians delivering high-energy performances across a variety of musical styles and genres. Learn more at [www.wentzvillemo.gov/Concerts](http://www.wentzvillemo.gov/Concerts).

- Saturday, July 18 at 6:30 p.m.— Breakdown Shakedown at the Wentzville Community Club
- Saturday, Aug. 8 at 6:30 p.m. — Real Rock Revival at Rotary Park
- Saturday, Sept. 12 at 6:30 p.m. — Ben Morgan & Whiskey Tango at Rotary Park



## Rotary Park Master Plan Feedback

The City is currently seeking community feedback on the Draft Master Plan as it continues to evolve. Residents are encouraged to review the proposed plan and complete the new survey to share their thoughts on the Passive, Active and Event areas. Feedback gathered through this survey will help refine the plan and guide the final design for the future of Wentzville’s Rotary Park.

Complete the Draft Master Plan Survey at [www.wentzvillemo.gov/RotaryParkPlan](http://www.wentzvillemo.gov/RotaryParkPlan).

# Capital Improvement Plan: Project Updates

The City of Wentzville's Capital Improvement Plan (CIP) serves as a roadmap for major infrastructure and facility investments over the next five years. Updated annually and adopted by the Board of Aldermen, the CIP helps prioritize projects that improve transportation, maintain and enhance infrastructure, leverage outside funding and support the City's continued growth. This section features a few of the projects scheduled for 2026 and 2027. To view the full CIP and learn about additional projects, please visit [www.wentzvillemo.gov/CIP](http://www.wentzvillemo.gov/CIP).

## Route Z Widening

The Route Z Widening Project will improve traffic flow and safety between Interstate Drive and Perry Cate Boulevard. Improvements include widening the roadway to four lanes, adding turn lanes at key intersections, widening the bridge over Peruque Creek and installing a new traffic signal at Peruque Hill Parkway/Peruque Ridge Boulevard. Once complete, the project will reduce congestion, improve travel times and increase capacity along one of Wentzville's busiest corridors. Construction is expected to conclude later this year.

## Interstate 70/Mar-Le Drive Extension

The Mar Le Drive Extension will connect Lodora Drive to West Pearce Boulevard, creating an additional route around Historic Downtown Wentzville while also providing a new pedestrian crossing beneath the railroad overpass. The project will improve traffic circulation, support future utility needs and advance the community's vision for a more walkable downtown. Construction will be completed in coordination with the State's Improve I-70 Project, creating significant cost and schedule efficiencies for the City.

## David Hoekel Parkway Phase 3

David Hoekel Parkway Phase 3 will extend the roadway north of West Meyer Road to North Point Prairie Drive and east to Highway 61 at Peine Road, creating a continuous connection between Interstate 70 and Highway 61. The project is designed to improve traffic circulation, support future development and provide accessible pedestrian and bicycle connections throughout the area. Construction is anticipated to begin in 2026 with substantial funding support from St. Charles County.

# Comprehensive Plan Update

Thank you to everyone who attended the March Comprehensive Plan Open House and shared feedback on the future scenarios for residential development, commercial development and Downtown Wentzville. Your input helped shape and refine the draft Future Land Use Plan, which was presented to the Planning and Zoning Commission in June and will serve as a key component of the City's updated Comprehensive Plan.

## JOIN US ON AUG. 10

Community engagement remains an important part of this process. Residents are invited to attend an open-house-style event on Monday, Aug. 10, from 4:30-6 p.m. at City Hall (1001 Schroeder Creek Blvd.) to review the draft Comprehensive Plan, learn more about key recommendations and provide feedback before the plan is finalized.

Visit [www.WeAreWentzville.org](http://www.WeAreWentzville.org) to view planning documents, video presentations and project updates. Watch for additional information about the Aug. 10 open house on social media and the draft Comprehensive Plan release later this summer.



# Labor Day Holiday

City offices will be closed on Monday, Sept. 7, for Labor Day. Meridian Waste services will be delayed one day this week. For more information, visit [www.meridianwaste.com/Wentzville](http://www.meridianwaste.com/Wentzville). For Wentzville Parks and Recreation facility hours, please visit [www.wentzvillemo.gov/Facilities](http://www.wentzvillemo.gov/Facilities).

