



# Welcome ...

Welcome to the inaugural issue of *The Biz* newsletter. This Wentzville business newsletter is designed to provide a better connection to our 600+ business community, which provides sales and services to the 38,000 residents of Wentzville and beyond. It is our intention to provide

you – our businesses – with a variety of information to help you achieve business success.

The City of Wentzville’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.

We look forward to your continuing success. Thank you for being such an integral part of Wentzville’s business community!

*... Thank You!*

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 Economic Development Strategic Plan can be viewed in its entirety at: [www.wentzvillemo.org](http://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 1: ESTABLISH A BUSINESS RETENTION AND EXPANSION PROGRAM**

1. Recognize a “Business of the Month” as a means to promote exposure and marketability of local business interests.
2. Create and distribute a Business Survey Directory yearly.
3. Evaluate the development of an incentive program to assist local business growth.
4. Develop an online business newsletter to be sent quarterly to businesses licensed in the City of Wentzville.
5. Work closely with the Western St. Charles County Chamber of Commerce to enhance the existing business community.
6. Maintain membership in the Business Retention and Expansion International organization to expand resource opportunities for businesses.

★ ★ ★  
**WELCOME**  
 ★ *New Businesses* ★

Gypsy Moon Boutique  
 6 W. Main St.

Irish Eyes Photography  
 24 W. Main St.

John Burns CPA  
 14 E. Main St., Suite 106-107

Welcome Station Salon  
 14 E. Main St., Suite 108

Jammer Joint Tattoo  
 1840B W. Pearce Blvd.

Blue Wave Martial Arts & Fitness  
 100 Mall Pkwy., Suite 204

Angel Nails  
 11 Wentzville Bluffs, Suite 105

Premier Dental  
 11 Wentzville Bluffs, Suite 101

# International Council of Shopping Centers (ICSC)

The ICSC reports that retail sales in the United States grew about 3.3 percent from Halloween through Jan. 4, 2016. According to First Data Corporation, which compiled the information, this was about the same growth rate as the previous holiday season. This is especially noteworthy given a slow start due to the warm weather and more online shopping.

## Business Retention and Expansion International (BREI)

The City of Wentzville recently became a member of 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. Future issues of this newsletter will feature articles and information from this organization to help our business community achieve even more success.

## Small Business Saturday

According to the Small Business Saturday Consumer Insights Survey, more shoppers reported visiting local independent businesses on Small Business Saturday than ever before. The number of visits was up by 8 percent over 2014. Dan Danner, President and CEO of The National Federation of Independent Business said that, "Americans are returning to Main Street for the things they need and ultimately that's a very healthy economic trend." Small Business Saturday was Nov. 28, 2015. The day encourages people to shop at small businesses on the Saturday after Thanksgiving. In 2016 the date will be Nov. 26.



## SCORE

SCORE is the nation's largest network of free, expert business advisors. The program is administered by the U.S. Small Business Administration. SCORE has been serving the business community for 50 years. There are more than 60 business mentors in the St. Louis area. The program provides confidential business mentoring, online resources, local workshops and business scans.

A business scan is a team-based, in-depth analysis of an existing business to identify opportunities and make recommendations for improving top and bottom-line performance.

Counseling locations include the Robert A. Young Federal Building in downtown St. Louis, in midtown St. Louis, Kirkwood and at the Economic Development Center (EDC) at 5988 Mid Rivers Mall Dr. in St. Charles County. Counseling at this location is offered by appointment only. SCORE members can be reached at the downtown St. Louis location at (314) 539-6602 or their website at [www.stlouis.score.org](http://www.stlouis.score.org).

## Business Exports

The Missouri Department of Economic Development administers a program known as the Missouri State Trade and Export Promotion = Unlimited Possibilities or MO STEP=UP for short. The program is in its third year and is designed for new-to-market and new-to-export companies. The purpose of the program is to encourage the export of goods to any country outside of the United States including both Mexico and Canada.

Eligible participants will have the opportunity to apply for funding related to participation in marketing opportunities and targeted assistance. This targeted assistance can include anything from an export "coach" to development of an export plan. Marketing opportunities include trade shows, trade missions, foreign market sales trips, international marketing media, website translation, export and trade finance training and subscription services of the U.S. Department of Commerce.

To qualify for this program you must be a Missouri small business with fewer than 500 employees and have been in business for at least 12 months.

For more detailed information on the program, you can access the website at [www.exportmissouri.mo.gov](http://www.exportmissouri.mo.gov) or contact the Missouri International Trade and Investment Office in Jefferson City at (573) 751-4855 or by email at [mostep.up@ded.mo.gov](mailto:mostep.up@ded.mo.gov). The general website for the State of Missouri Department of Economic Development is [www.ded.mo.gov](http://www.ded.mo.gov).

SMART  
QUOTE:

“ Competition is not only the basis of protection to the consumer but is an incentive to progress. ”

*Herbert Hoover, 31st U.S. President*



# Wentzville Downtown Committee

One of the important business areas in the City of Wentzville is its downtown. Recognizing this importance, the Board of Aldermen established the Downtown Committee. The Downtown Committee consists of eight members, each with an interest in the overall betterment of Downtown Wentzville. The purpose of the Committee includes the following:

A. To advise and make recommendations to the Board of Aldermen as to transforming the Wentzville Downtown District into a community destination point while striving to protect, enhance and revitalize the City's historical heritage.

B. To provide continuity regarding the focus of economic development and historic preservation of the Wentzville Downtown District when transitions occur in the leadership of City of Wentzville staff and on the Wentzville Board of Aldermen.

C. To provide a forum for public discussion and decision-making about downtown economic and preservation issues and to carry out duties as may be assigned to it by the Wentzville Board of Aldermen.

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 504 Loan

This loan program was just reauthorized by the U.S. Congress. The program is administered locally by the Economic Development Center of St. Charles County (EDC). The loan program offers most types of small businesses affordable financing for real estate, machinery and equipment purchases and potential refinancing of existing debt. The principal advantages to the use of SBA 504 Loans are:

- Low Down Payment
- Long-term Financing
- Fixed, Below-Market Interest Rates

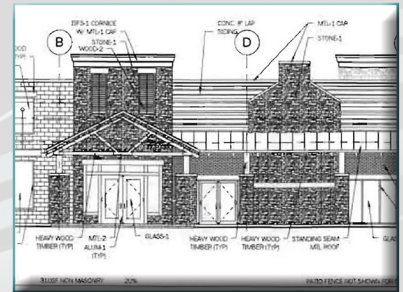
Find more details at: [bit.ly/edcsc\\_504brochure](http://bit.ly/edcsc_504brochure).

# Coming Soon!

These new businesses are making Wentzville their home.

## Wentzville Bluffs

- Hampton Inn
- Stone Summit Steak and Seafood Restaurant



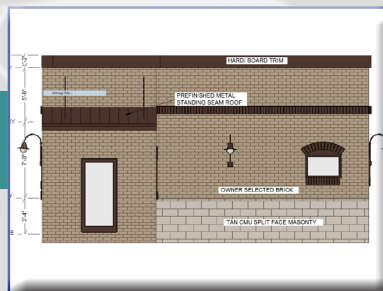
## Wentzville Parkway

- Total Access Urgent Care
- MOD (Made on Demand) Pizza



## Downtown Wentzville

- Fridley Chiropractic





Economic Development Department  
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



**Row 1 (left to right):** Yo Salsa!, Gypsy Moon Boutique and Irish Eyes Photography in Downtown Wentzville. Pezzimenti's Cafe on Corporate Parkway.



**Row 2 (left to right):** Planet Fitness, B & B Theatre and Premier Dental at the Wentzville Bluffs; Camping World at Interstate 70/Hwy A.

## Construction Underway



**Above:** 100,000 square foot expansion at etrailer, located at 1507 E. Highway A.

### Business-to-Business *Spotlight*



- **Business:** Niskas Insurance Agency, 15366 Veteran's Memorial Pkwy.
- **Owner:** Justin Niskas
- **What year did you open?** 2012
- **What influenced you to locate your business in Wentzville?** I live in the community.
- **What do you feel you bring to Wentzville by having your business here?** Excellent customer service and an advisor on coverage options.
- **What products/services does your business offer?** Cyber liability, worker's compensation and business owner policy coverage.
- **What's your favorite thing about Wentzville?** Its friendly people and small-town feel.
- **What do you hope Wentzville will evolve into five years from now?** I hope it develops to be a unique community.
- **Is there any other news that you would like to share?** We now offer financial services.

Comments or questions about The Biz? Please email [ecodev@wentzvillemo.org](mailto:ecodev@wentzvillemo.org). Thank you!