



City of WEBSTER GROVES

4 E. LOCKWOOD AVE. | WEBSTER GROVES | MISSOURI | 63119

314-963-5300 | WEBSTERGROVES.ORG

# MEETING AGENDA

## BUSINESS DEVELOPMENT COMMISSION

### BDC Marketing Sub-Committee Meeting Agenda

**Wednesday, April 22, 2026; 9:00 AM**  
**The Annex Coffee and Food**  
**8122 Big Bend Blvd**

- A. Business Surveys
  - a. Communicating Economic Impact Survey Q3-25 Results
    - i. Relevance
    - ii. Current Data Needs
  - b. New Survey for Q4-25 Winter Marketing Results
    - i. Survey or Anecdotal
    - ii. Greatest Impact
    - iii. Collaboration Moving Forward
- B. Social Media
  - a. Dropbox Link; Posting on Explore Webster Groves
  - b. Logistics to Amplify Reach
  - c. Simplify Review Process
- C. Marketing Spends
  - a. Assessing 2025 Marketing Spend Numbers
    - i. Highest Impact
    - ii. Potential Spending Allocation Adjustments
  - b. City 2026 Promotional Budget Availability
  - c. 2026 Individual Businesses; Create Added Value/Savings
  - d. 2027 City Marketing Contracts Budget
- D. Exploring 2026 Enhanced Marketing Opportunities
  - a. Explore STL
  - b. Greater St. Louis Inc/MadeSTL/Love Local
  - c. WashU in St. Louis for St. Louis
- E. Webster In Bloom – May Collaboration Initiatives
  - a. Communication and Collaboration
  - b. BDC Newsletter and Word-of-Mouth
- F. Arts Commission Future Collaboration
- G. Set Next Meeting Date