

Sharing In Success

Issue 3, October 23, 2006



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City of Union and Others Pledge Contribution for Retail Study

Monday night, October 16th, at East Central College, Matthew Bell, Business Manager of the CommunityID Division of the Buxton Company made a presentation explaining their retail identification and marketing program designed to match

communities with retailers. He explained how the company would:

1. Define the **Trade Area** by measuring distance from a given site by drive time, not mileage.
2. **Identify Customers** in that trade area by determining lifestyles and buying habits of consumers, using "psychographics" not simply "demographics".
3. **Match Retailers** and Restaurants to the trade area.
4. **Target Retailer Marketing Packages** are created to enable us to market our community to 10 retailers that match our community.

Following the Buxton Company presentation, Joseph Graves, Director of Economic Development for the City of Union, explained **WHY** we need the study, **HOW** to pay for it and **WHAT** happens with the information once the study is complete.

All eight of the Board of Alderman, as well as Mayor Van Leer and City Administrator Russell Rost, were in attendance at the Buxton presentation. The City of Union Board of Alderman reconvened at city hall following the Buxton meeting Monday night and approved a contribution of up to \$25,000 to complete the Buxton CommunityID study. City officials expressed their confidence in Buxton, and see this as an opportunity to be proactive in bringing new retail business and increased sales tax revenue to the City of Union.

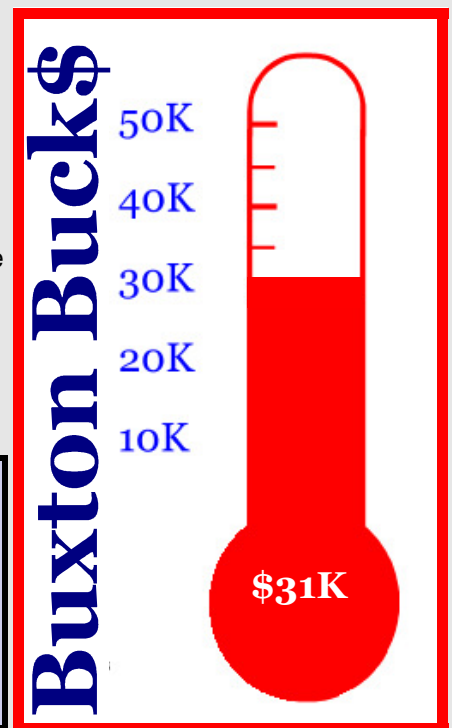
The full cost for the study is \$50,000. We are seeking contributions of \$2,000 from each investor. You may invest less, however, a minimum contribution of \$2,000 is required to receive a copy of the Buxton report. We would like to have all pledges by November 3, 2006. If you have not received a pledge form and would like to contribute, contact Joseph Graves at 636-583-3600 or email development@ci.union.mo.us.

THANK YOU!

City of Union
"up to \$25,000"

United Bank of Union—\$2,000
SCI Engineering—\$2,000
CPS Development—\$2,000

*Written pledges received to-date.



If your company or business has an event, has won an award or would like to be featured in this bi-monthly newsflash, "Sharing in Success," contact Joseph Graves or Wanda Parsons at development@ci.union.mo.us or call us at 636-583-3600.

RideFinders Offers Reliable, Cost-Saving Transportation Option

With gas prices remaining above \$2-per-gallon and public transportation not available, now is the perfect time for Franklin County employers to offer their employees another reliable, cost-saving transportation option – **RideFinders**. Created in 1994 as the St. Louis regional rideshare program, RideFinders improves the quality of life and work in the region by helping employees carpool or vanpool to and from work. RideFinders fulfills this mission by working with nearly 900 participating employers to promote its free ride-matching service to thousands of employees at work. By voluntarily participating in this free program, these employers also enable RideFinders to offer additional incentives to encourage and reward employees for ridesharing such as a free taxi ride home in an

emergency and \$10 in free gas. In return for helping their employees find a more reliable, cost-saving transportation option, RideFinders participating employers improve their employee productivity, retention and recruitment.

Franklin County employers interested in participating in this program can contact RideFinders at (800) VIP-RIDE (800-847-7433) or ridefinders@mct.org. For more information, visit www.ridefinders.org.



"Union, MO... The Possibilities Are Endless"

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