



WILDWOOD®

MEMORANDUM

To: Economic Development Committee Members

From: Julian M.D. Jacquin, Economic Development Manager

Date: January 29, 2019

Re: Wildwood Snowman Search – Winners

The City's first ever Wildwood Snowman Search concluded on January 2, 2019. This contest ran from Small Business Saturday (November 24) through New Year's Eve (December 31). On January 2, the City hosted a live drawing on Facebook to announce the winners of this contest. Almost 3,000 entries were received, and over \$2,400 in prizes were awarded. The event received very positive feedback and will be hosted again next year.

For use in discussion, I've attached the following items to this memo:

1. Summary page showing winners of cash prizes and 'Most Creative Snowman';
2. Tally of total business visits at each participating business in the contest; and,
3. Article from West Newsmagazine ("*Wildwood Snowman Search lauded as success*").

I will be available for any comments or questions at the January 29, 2019 Meeting of the Economic Development Committee.

JMDJ

1,937 Total unique uploads
121 Different people uploaded photos
18 People uploaded all 54 snowmen

2,909 Total entries, including 972 bonus entries (18 * 54)

Business with the most photo entries uploaded: **Benedetto's on Main (50)**

3rd Place (\$250) **Stephanie Newcomb**

2nd Place (\$500) **Alexander Zibits**

1st Place (\$1,000) **Avery Hoog**

Most Creative Snowman: **THE PORCH BY NETTIE WHITE INTERIORS**

*To receive \$100 Free Entry in next year's WSS &
Free \$500 Sponsorship in 2019 Celebrate WW*

Honorable Mentions: PURE BY JEN
HEEL'S BOUTIQUE
FAHR GREENHOUSE
STONECREST OF WILDWOOD

As determined by the Editor of West Newsmagazine, partner in WSS 2018.

	A	B
1	Business Name	Total Visits
2	Benedetto's On Main	50
3	Cherry Hills Veterinary Hospital	46
4	Milk and Honey	45
5	Cherry Hills Family Eye Care	44
6	El Maguey	44
7	Three French Hens	44
8	Wildwood Family YMCA	44
9	9Round Wildwood	43
10	Papa Murphy's Pizza	43
11	FirstBank	42
12	Letty Lou's Café	41
13	The Wildwood Hotel	41
14	Wildwood Yoga and Wellness	41
15	Cherry Hills Dental Group	40
16	Dierbergs Wildwood	40
17	Rockwood Bank	40
18	Elle Salon Wildwood	39
19	The Miller Haus	39
20	St Louis Community College: WW	39
21	Big Chief Roadhouse	38
22	Thai Bistro	38
23	Wildwood City Hall	37
24	Pure by Jen	37
25	Quest Church	37
26	Stonecrest Wildwood	37
27	Wildwood Pub & Grill	37
28	All State Insurance: Leslie North	36
29	Goskie Agency: Farmer's Insurance	36
30	Heels Boutique/The Color Bar	36
31	American Family: Sedlak & Assoc.	35
32	Higher Focus Photography	35
33	La Salle Retreat Center	35
34	Edward Jones:Jason Huntley	34
35	AdvantaClean of West County	33
36	Ageis Therapies	33
37	Apple Hill Preschool	33
38	Parkside Grille	33
39	Century Orthodontist	32
40	Crossfit Wildwood	32
41	Elegant Child/Turnberry Designs	32
42	Schnucks Wildwood	32
43	The Porch by Nettie White	32
44	Table Three	31
45	Fahr Greenhouse	30

	A	B
1	Business Name	Total Visits
46	Zick's Great Outdoors	30
47	The Initial Design	29
48	Reliance Bank	28
49	St. Alban Roe Catholic School	28
50	Central Bank of St. Louis	27
51	Fick Supply Service Inc.	27
52	Fox Creek Veterinary Hospital	27
53	Hope Montessori Academy	26
54	Electro Savings Credit Union	25
55	Wildwood Vision Specialists	25

Wildwood Snowmen Search lauded as success

westnewsmagazine.com/2019/01/04/104663/wildwood-snowmen-search-lauded-as-success



Visiting The Porch by Nettie White Interiors

The first-ever “Wildwood Snowman Search” is being lauded as a success by organizers.

Julian Jacquin, Wildwood economic development manager, said Jan. 4 that organizers had hoped for about 20 businesses to participate. They ended up with 54 businesses.

Commenting on its success, Jacquin said, “I think I would get in trouble if I didn’t do it next year.”

He said the special event accomplished what it hoped to do – inspire residents and visitors to the city to shop small and local during the holiday season. Business owners said the event brought more customers to their shops.

The idea emerged from an August 2018 meeting with Wildwood business owners. The “search” called for participating businesses to display a uniquely decorated snowman from Nov. 24 through Dec. 31. Residents and city visitors were encouraged to take selfies with the snowmen and upload their photos to wildwoodsnowmansearch.com for a chance to win a cash prize of up to \$1,000. Jacquin said if all 54 participating businesses were visited, the shopper received an additional 54 contest entries into the drawing, doubling their chances of winning a prize.

The event was presented in partnership with the city of Wildwood, the Wildwood Business Association [WBA] and *West Newsmagazine*. Publisher Emeritus Sharon Huber served as judge of the best business entry. The Porch by Nettie White Interiors was chosen as winner of Most Creative Snowman. Honorable mentions were given to Pure by Jen, Heel's Boutique/The Color Bar, Fahr Greenhouse and Stonecrest of Wildwood.

Selfie winners were drawn by the organizing committee on Jan. 2 at Wildwood City Hall and the winners were:

- Avery Hoog, who was one of the participants who visited all the businesses; Hoog won the \$1,000 first-place prize
- Alexander Zibits, who won the \$500 second-place prize
- Stephanie Newcomb, who won the \$250 third-place prize

The business with the most photo entries was Benedetto's on Main, which received 1.937 unique uploads, 121 photos uploaded by different people and 18 people, who uploaded all 54 snowmen. Overall, 2,909 entries were received, including 972 bonus entries for the 18 who visited all 54 snowmen.

Jacquin said he heard from people participating "about just how much fun they had and how they discovered so many new businesses that they hadn't known previously." He said Hoog's father said "they discovered all these new businesses and went and spent money in a lot of those new businesses – so it really helped them find these new places."

"The business owners told me yesterday [Jan. 2] that they loved the event and the loved all the foot traffic it generated," Jacquin said.



Stephanie Newcomb, winner of the Wildwood Snowmen Search \$250 cash prize, visiting Parkside Grille.



Fahr Greenhouse

Pure by Jen

