



## MEMORANDUM

To: Economic Development Committee Members

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

Date: February 26, 2019

Re: Results of Business Brainstorming Meeting

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Following the success of the City's first ever Wildwood Snowman Search, the City hosted a special business brainstorming meeting at City Hall on February 12 to discuss our next special event. We had twelve (12) business owners in attendance at this meeting and held a successful discussion. Co-Interim City Administrator Steve Cross was also in attendance to assist in hosting this meeting.

At the meeting, the business owners recommended that our next special event should be a new **“Wildwood Passport”** program, whereby residents can pick up a “Passport” book and obtain stamps/stickers from participating businesses to place in their book. Businesses pay a registration fee to participate, and residents can be entered into a randomized drawing for cash prizes by collecting a certain number of stamps/stickers. Businesses will be able to offer discounts or coupons to residents participating in the contest. The group believed that this event could run from May 17 – June 21, bookended by the City's “Music on Main” concert series. It was recommended that the “Passport” book be broken down by the 11 historic communities of Wildwood. The “Passport” can be offered as both a hard-copy book and a mobile app with the same functionality. Registration fees collected from the businesses would be used to pay for preparation of the “Passport” books, window/yard signage, printing/advertising costs and funding of the cash prizes.

The group assigned the administration of this event to a small Planning Committee to take the lead, and handle event specifics leading up to kickoff. This Committee includes business owners from Stonecrest of Wildwood, Goskie Agency: Farmers Insurance, Three French Hens, Wildwood Family YMCA, Big Chief Roadhouse, and La Salle Retreat Center. This Planning Committee is meeting for the first time on February 25 and more information will be released following this meeting.

I will be available for any comments or questions at the February 26, 2019 Meeting of the Economic Development Committee.

JMDJ