



WILDWOOD

April 3, 2019

The Honorable City Council
City of Wildwood, Missouri
16860 Main Street
Wildwood, Missouri 63040

Re: **Recommendation on the Location of 2019 Version of the Celebrate Wildwood Event (Wards – All)**

Council Members:

Background ♦♦♦

The annual Celebrate Wildwood Event has been held in the City's Town Center Area for the past 5+ years. The most recent location included the open field to the east of the Wildwood B&B Theatre. Since the approval of The Prime mixed-use development on this field, the search for a new location for the Celebrate Wildwood Event has been underway. Following discussions at both the January and February 2019 meetings of the Wildwood Celebration Commission to analyze a variety of locations, Department staff undertook a number of meetings with other potential venue owners to further investigate their sites.

Assessment ♦♦♦

At the conclusion of these efforts, Department staff is recommending the 2019 Celebrate Wildwood Event again be hosted on Main Street in the Town Center, while also utilizing two (2) vacant parcels of ground near City Hall, and the six (6) acres recently acquired by the City for public space. The Department reached this conclusion, based upon the following factors:

Babler State Park

- Previous location of Wildwood Days;
- Entire event is on grass;
- Concerns with access and remote location; and
- If weather is inclement, or grass is too wet, State Park System can close the facility and/or cancel event.

Lafayette High School

- Conflict on date with football event;
- Only western portion of parking lot available for use;
- Access for setup couldn't be granted until Friday afternoon (setup activities generally begin on Wednesday); and
- Alcohol/Tobacco Free Campus. While alcohol is not a requirement, or even a key component, of this event, without the Beer/Wine Garden, Pond Athletic Association will lose out on a very large fundraising opportunity.

St. Louis Community College – Wildwood Campus

- Parking would be mostly off-site;

- Access for setup could not be granted early enough in the week; and
- No suitable location nearby for parade.

City Hall and Surrounding Area

- Parade location can remain the same;
- Dining tent, food court, craft booths, and stage all within compact area;
- Activities for kids all located on newly acquired property. Will make for easy load-in and clean-up; and
- Retains event within the City's Town Center Area.

Commission Action ♦♦♦

In discussing these options, the Commission Members noted their desire to retain the event within Town Center Area and on property controlled by the City. They discussed concerns of the Boy Scouts relative to the lack of compactness of the event layout and reached consensus to pursue ideas to reduce the impact this location may cause. At the conclusion of the discussion, the Commission Members reached a consensus to recommend the City Council authorize the utilization of the area around City Hall, including the 6-acres recently acquired by the City, which abuts City Hall, for the location of the 2019 Celebrate Wildwood Event.

If any of the City Council Members should have questions or comments before tonight's meeting about this information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. The Department of Planning and Parks will be available at the April 8, 2019 City Council meeting to respond to any questions or comments in this regard. Thank you for your review of this information.

Respectfully submitted,
CITY OF WILDWOOD

Susan Siebert, Chair
Wildwood Celebration Commission

Cc: The Honorable James R. Bowlin, Mayor
Steve Cross, Co-Interim City Administrator
John A. Young, City Attorney
Kathy Arnett, Assistant Director of Planning and Parks
Gary Crews, Superintendent of Parks and Recreation
Wildwood Celebration Commission Members