



WILDWOOD

May 21, 2019

MEMORANDUM

To: Planning and Parks Committee Members

From: Department of Planning and Parks

Re: **Wildwood BBQ Bash – Funding Update (Wards – All)**

Cc: The Honorable James R. Bowlin, Mayor
Administration and Public Works Committee Members
Economic Development Committee Members
Steve Cross, Co-Interim City Administrator
John A. Young, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Kathy Arnett, Assistant Director of Planning and Parks
Gary Crews, Superintendent of Parks and Recreation

This year's BBQ Bash will be its eleventh in the City of Wildwood, after relocating from the City of Ballwin to Town Center. The bash has always been the centerpiece of the City's recreation event schedule for the fall of each year. Over this span of time, the event has grown in many ways, including in number of days, amount of vendors, and greater costs. As the event has matured, more and more people are finding family friendly fun, entertainment, and excellent food for their pleasure during the three (3) day event.

The Department has always worked closely with the organizer of this event, along with the police and fire departments. This collective effort has led to a safe and functional event from all perspectives, but, as crowds have grown and locations (venues) changed, the City's needs to continue to provide for this safe and functional environment have also evolved and altered. These changes have allowed for new opportunities, but also caused for decisions to have to be made by all parties on what are the best steps to minimize issues associated with its growth. Many of the changes relate to security, access, and public health, which have always been the purview of the City in its partnership with St. Louis Home Fires BBQ Bash, L.L.C.

Each year, the Department presents its operating budget to the Committee, which includes the allocation of funds for the BBQ Bash. These allocations have always focused on five (5) major areas, which include transportation (shuttle buses), restrooms and wash stations, event site management, waste removal (Meridian Waste Services), and police. Two (2) of these five (5) areas are provided, as part of the overall annual contracts with the service provider and are the St. Louis County Police Department and Meridian Waste Services. The remaining three (3) areas are the portion of the Department's budget that is presented to the Committee for consideration and action, which, again, include transportation, restrooms and wash stations, and event site management.

A breakdown of these costs is provided below:

Service	2018	2019
Event Management – Gaele Contracting	\$15,000.00	\$15,000.00
Portable Water Closet (PWC)	\$9,000.00	\$9,000.00
First Student (Shuttle Buses)	\$16,000.00	\$16,000.00
Total	\$40,000.00	\$40,000.00

One (1) of the major factors in these costs has been the relocation of the event from Town Center Area to the St. Louis Community College – Wildwood Campus. This location is much larger in overall area, has less access into and out of the site from a traffic management and policing standpoint, and not lighted as well as the Town Center Area for visibility purposes. All of these factors, and others, to a lesser degree, have led to the slow, but deliberate climb in allocations for this event, again, to ensure it is safe, functional, and, equally important, fun.

To this end, the Department is presenting tonight to the Committee a request for additional funding, knowing certain aspects of the event will probably necessitate such in 2019. These aspects of the event can be summarized as follows:

1. On-going lighting needs that have been addressed in the past few years, but, instead of waiting until the event, allocate toward those items now, so as better planning can occur.
2. Expanding electrical needs associated with the site’s size and the distribution of events and attendees through the area.
3. Increasing space needs associated with the use of the college campus for police and emergency management considerations and allowances associated with set-up and take down by the City’s event site management coordinator.
4. Rising gasoline costs, which effect the shuttle services to and from the off-site parking lots to the event grounds and back.

Collectively, these additional and anticipated items would add costs to the event this year and the Department is seeking an additional allocation of eleven thousand dollars (\$11,000.00) for 2019. This amount, if needed, would be set aside as part of the 2019 Mid-Budget Adjustment Process the City undertakes in August of each year, but will allow the Department, and its partners, to plan better for this September event. Funding for this increase in this line item can be offset by certain reductions that are anticipated in contractual and consultant costs. The Department understands the need to ensure all expenditures are closely monitored and considered, but would prefer to address this situation now, rather than later in the budget year.

If any of the Committee Members should have questions or comments in this regard, or need additional information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. A presentation is planned at tonight’s meeting on this matter. Thank you for your consideration of this information and direction on the same.