



# WILDWOOD

## MEMORANDUM

To: Economic Development Committee Members

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

Date: January 28, 2020

Re: Council Member Jordan: Potential Equestrian Events in 2020

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### Background

At its meeting on November 26, Council Member Jordan invited three representatives from the Wildwood equestrian community to attend our meeting, including:

- Equine-Assisted Therapy (LuLu Bogolin, Executive Director);
- Fox Creek Veterinary Hospital (Dr. Stuart Robson, Owner); and,
- Missie Nicholls and Council Member Jon Bopp.

The Committee discussed the City's past and present relationship with its equine-based businesses and the City's equestrian community. As a result of that discussion, the Committee agreed to use its social media and E-Newsletter communication platforms to help promote upcoming events and activities at its equine-based businesses (such as the "Boots in the Barn" Open House at Equine-Assisted Therapy) and partner with local business organizations such as the Wildwood Business Association and West St. Louis County Chamber of Commerce. The Committee also expressed sincere interest to re-engage this community with potential new equestrian events in Wildwood.

Based on input provided by Dr. Robson and Ms. Nicholls, two events were proposed:

1. A "**Tack Swap**" in April 2020, potentially on the upper level of the City's parking garage, offering an opportunity for people in the equestrian community to buy and sell their used equestrian items; and,
2. A "**Fun Ride**" in Fall 2020, offering a guided horse tour and/or obstacle course at Greensfelder County Park or Dr. Edmund A. Babler Memorial State Park.

**Next Steps**

Council Member Jordan, Council Member Dodwell, City Administrator Sam Anselm and I had a discussion on January 24 to review next steps towards hosting these events. An update regarding this new programming will be presented at the January Committee meeting, with a request for the Committee's endorsement for the same.

I will be available for any comments or questions at the January 28, 2020 Meeting of the Economic Development Committee.

JMDJ