



WILDWOOD

June 3, 2020

MEMORANDUM

To: Wildwood Celebration Commission Members

From: Joe Vujnich, Director of Planning and Parks
Kathy Arnett, Assistant Director of Planning and Parks
Gary Crews, Superintendent of Parks and Recreation

Re: **Celebrate Wildwood/Wildwood Art Festival Deposit Requirements/Commitments**

As requested at the last meeting of the Wildwood Celebration Commission Meeting on May 6, 2020, information was organized concerning costs/deposits of some of the larger financial commitments that are required for the 2020 Celebrate Wildwood Event and Wildwood Art Festival scheduled for the weekend of October 10 and 11, 2020. It should be noted that, while gathering the information, it was discovered the City of Wildwood was/is extremely fortunate to have a valuable working rapport with most vendors, demonstrated by the fact that deposits were rarely requested, coupled with a reputation for paying for services in a timely fashion. Unfortunately, with the current state of the world concerning the Coronavirus, all businesses are experiencing serious financial hurdles, which makes planning events for the rest of the year a considerable challenge for all. The result is going to change the approach of some of the vendors the City works with, resulting in more stringent business practices. The mystery of what is going to happen in the future must be a serious consideration with event planning, both health-wise and financially. Regarding the Celebrate Wildwood/Art Festival Event for 2020, the following is submitted for your consideration:

Deposits currently committed and likely unrecoverable	\$7,350.00
Estimated deposit commitment likely necessary with continued planning efforts	\$12,357.50

It goes without saying, the estimated cost for future deposits that will be required could be more, or less, depending on the costs of desired services. At present, the vendors considered necessary resources for the Celebrate Wildwood/Art Festival Event are suffering extreme financial challenges and their inventory of equipment is available for reservation. For most of the businesses the City utilizes for event organization, the months of September and October are their busiest and best months of each year for reservations/profit. The questions without a clear answer at present are: how comfortable will the public

be coming to the Celebrate Wildwood/Art Festival Event in October and will the businesses the City uses rebound by September and October to the point their equipment will not be available.

The following reflects some of the basic needs for the Celebrate Wildwood/Art Festival Event:

Green2Go Cost in 2019: Celebrate Wildwood \$15,380.00 Art Festival \$8,450.00
Event Date is on Green2Go Schedule

Green2Go supplies all the electrical needs for the event. This service includes power to each booth, lighting in the evening, cooling fans, etc. and provides a technician on-site for the entire event to address the numerous electrical issues that occur. Electrical costs for the event can only be estimated, as the need for electricity is always fluid with each event. **Green2Go is still able to provide services without a deposit.**

Event Partners Cost in 2019: Celebrate Wildwood \$6,219.00 Art Festival \$2,512.00
No arrangement/commitment currently for 2020.

Event Partners supplies *specific* event tents usually the larger ones. This service includes advanced set-up and tear-down after the event. Arrangements have not been made with Event Partners for 2020. **A non-refundable 50% deposit will be required.** It should be noted that Event Partners will work with the City on when the deposit will be due in 2020, but a commitment will be required by the end of August at the latest. However, it should be noted October is normally a huge month for Event Partners, and if event planning recovers, tent availability may become an issue.

The Aries Company Cost in 2019: Celebrate Wildwood \$4,249.00 Art Festival \$2,400.00
No arrangement/commitment currently for 2020

The Aries Company supplies tables, chairs, and table covers. Equipment is dropped off for City Staff to set-up, but on pick-up, the Aries Company performs the majority of tear-down. **A non-refundable 50% deposit will be required.** In 2020, should an event have to be cancelled, the Aries Company will try to accommodate a postponement or rescheduled date. At present, the Aries Company has plenty of available inventory for future bookings. However, if event planning recovers, its inventory may not be available in October.

Finch Audio LLC Cost in 2019: Celebrate Wildwood \$3,500.00 Art Festival: \$2,613.59
Event is scheduled with Finch Audio

Finch Audio supplies the power needs and lighting for the musical performances at the events. He will also be responsible, in conjunction with Klance Staging, for attending to the needs of Deaf, Inc. A revised contract has been signed with Finch Audio for its services during the remainder of 2020. **Finch Audio has never asked for a deposit and, at this writing, as not requested one for the services in 2020.**

Klance Staging Cost in 2019: Celebrate Wildwood \$3,125.00 Art Festival: \$1,400.00
Event is scheduled with Klance Staging

Klance Staging provides all the staging equipment that is needed for our musical events. This service includes the large main stages, platform stage for the Art Festival, Pinewood Derby track for Celebrate Wildwood,

and stage for Deaf, Inc. **A non-refundable 50% deposit will now be required**, but, as of this writing, no financial commitment has been made.

Starfire Corporation Cost in 2020: Celebrate Wildwood/Art Festival \$6,000.00
Event is under contract for 2020

Starfire Corporation has provided the fireworks display for the last couple of years. **Starfire does require a non-refundable 50% deposit** for its services. As of this writing, no financial commitment has been made.

The Clowns Cost in 2020: Celebrate Wildwood/Art Festival \$3,200.00
Event is under contract for 2020

This company has worked with the City for many years. They provide clowns, face painters, and balloon artists.

The City does have a contract in place for this year's Celebrate Wildwood/Art Festival Event. Normally, The Clowns ask for full payment seven (7) days before the event; however, **a 50% non-refundable deposit is now being requested**. As of this writing, no financial commitment has been made.

Jolly Jumps of St. Louis Cost in 2019: Celebrate Wildwood \$10,637.00
Event is scheduled with Jolly Jumps of St. Louis

Jolly Jumps of St. Louis has provided entertainment for Wildwood Events for many years. **It has not required a deposit of any kind**. However, in discussion with the business owner, she advised it would not be possible for the business to handle the Celebrate Wildwood/Art Festival Event. Effective sanitation efforts would be an impossible task. As of this writing, no financial commitment has been made, nor will these services be available.

Weather Insurance Cost in 2019: Celebrate Wildwood: \$6,266.50 Art Festival: \$7,730.00
No arrangements/commitment for 2020

Weather Insurance has been a recent consideration, with any regularity for our more costly events. The consideration is always a difficult decision. If the insurance is in place, and the weather washes out an event during the specified times and at the prescribed accumulation, organizers are considered great planners. If the weather does not influence the event in any way during the specified times and at the prescribed accumulation, the insurance is considered a huge waste of funding. **Weather Insurance must be paid in full at least seven (7) days prior to the event**. The department is not supporting this expenditure in 2020.

Deaf, Inc. Cost in 2019: Celebrate Wildwood: \$2,094.75
Contract is in place for Deaf, Inc

Deaf, Inc. was used for the first time at the 2019 Celebrate Wildwood Event to sign for the main concert event. The cost was considerable, but it is felt the last-minute arrangement for the services contributed to it. In 2020, the City has a contract in place for the services of Deaf, Inc. for several events, including the Celebrate Wildwood/Art Festival Event. The contract is not to exceed five thousand (\$5,000.00) dollars for its services. **No deposit has been required, as of this writing**, and Deaf, Inc. only requires a twenty-four (24) hour notice for the cancelation of an event. Please note, Deaf, Inc. will be needed for five (5) musical events

during the Celebrate Wildwood/Art Festival Event. As of this writing, no financial commitment has been made.

Chris Cakes Cost in 2020: Wildwood Art Festival: \$2,602.22
Contract/reservation in place

Chris Cakes provides the *Artist Breakfast* for all the participating artists, staff, and Commission Members involved with the Art Festival Event. It has proven to be an extremely popular part of the Art Festival experience. **No deposit has ever been required.** The Chris Cake organization requires a seven (7) day notice of cancellation. As of this writing, no financial commitment has been made.

Musical Entertainment Cost in 2020: Celebrate Wildwood/Art Festival: \$11,250.00
Contracts/Agreements in Place Non-recoverable deposit in place of \$4,700.00

All dates and time slots are booked with agreements or contracts. Currently, only \$4,700.00 is committed to a non-refundable deposit. Another check is to be tendered but has not been committed (sent) to the band. The other three (3) bands have not requested a deposit at this time.

Day 3 Productions (Juggling Jeff) Cost in 2020: Celebrate Wildwood: \$1,500.00
Contract in Place Non-recoverable deposit in place of \$750.00

Juggling Jeff participates in the parade and, afterwards, performs for small crowd gatherings over the entire event site. **Day 3 Productions requires a 50% non-refundable deposit.**

Exclusive Events Cost in 2019: Wildwood Art Festival: \$1,922.00
No arrangement/commitment in place for 2020

Exclusive Events has provided tower heaters and portable fireplaces for the last two years. The tower heaters have been placed in/around the dining tent/concert area. The fireplaces have been placed on the grounds outside of the large dining tent. **Exclusive Events requires a 50% non-refundable deposit.** The department is not supporting this expenditure in 2020.

Upper Limits Rock Gym Cost in 2020: Celebrate Wildwood: \$1,700.00
Contract/Agreement in Place Non-refundable deposit in place of \$800.00

The Upper Limits Rock Gym provides the Climbing Wall for the Celebrate Wildwood Event. This piece of equipment has been a regular at several City events. **The Upper Limits Rock Gym does require a 50% non-refundable deposit.** Before the Coronavirus situation, the Upper Limits Rock Gym was sympathetic to weather situations/unforeseen circumstances and worked with the City on refunds or rescheduling.

Gateway Golf Cars, LTD Cost in 2020: Celebrate Wildwood/Art Festival \$1,155.00
Contract/Agreement in Place

Gateway Golf Cars, LTD, will be providing nineteen (19) golf cars to the City for the Celebrate Wildwood/Art Festival weekend. Payment in full is due before/when they drop the vehicles at Wildwood City Hall. **Gateway Golf Cars, LTD, has not required a deposit, at the time of this writing.** The company would appreciate at least a one (1) week notice, if a cancellation is necessary without penalty.

Artic Ice Cost in 2019: Celebrate Wildwood: \$1,325.00 Art Festival: \$1,125.00
No arrangement/commitment in place for 2020

Artic Ice provides all ice used, ice trailers/coolers, and meat coolers for vendors to store their products. The above costs are estimates and the totals are likely slightly higher. On a busy/warm Celebrate Wildwood Event, Artic Ice might provide two (2) or three (3) ice deliveries in one day. **Artic Ice has never required a deposit of any kind**, but the date/needed equipment must be reserved/scheduled.

Time Sensitive Scheduling Concerns and Miscellaneous Considerations

Moolah Gateway 500 Parade Cars \$500.00
Moolah Motor Patrol Parade Cars \$500.00
YOMO Mini Patrol Parade Cars \$500.00
Moolah Mounted Lancers (horses) \$500.00

All the Moolah parade entities are booked months in advance. Even though the Celebrate Wildwood/Art Festival Event is not until October, the window for obtaining the units for the parade might be closed. All the units operate for *donations*. The five hundred dollars (\$500.00) is a suggested donation, which the City has provided for several years.

Health Sanitation Permits Cost in 2019: Celebrate Wildwood: \$50.00 Art Festival \$50.00

The City, for all large events, must obtain Sanitation Permits for all the portable restrooms and wash Stations. **The cost is not substantial, but is non-refundable**, once secured. The Sanitation Permits must be applied for in advance of the event and is closely monitored by the St. Louis County Department of Public Health.

Food Permits

Each food vendor must secure a Temporary Health Permit from St. Louis County. These permits are not overly expensive, and they are not the responsibility of the City. However, the St. Louis County Department of Public Health monitors these permits closely, and if a vendor does not obtain the necessary permit, they will not be allowed to serve. This component deserves attention/discussion, since some of our vendors may choose not to be inconvenienced getting a permit in a timely fashion, if they feel attendance at the event will be small and their profits will be minimal/affected by the Coronavirus situation.

Zapplication Cost in 2020: Wildwood Art Festival: \$1,100.00
Contract in Place for 2020 Cost of \$1,100.00 already committed

Zapplication handles the artist registration, jury fee, jury information, and booth purchase for the Wildwood Art Festival. The operating cost for the services of Zapplication is \$1,100.00 in 2020, plus a percentage of collected funds. It should be noted artist registration for this year's Wildwood Art Festival has held at twenty-two (22) applications for months. Once again, the mystery of what will be happening during the remainder of the year makes planning difficult. How many more artists will apply for the Wildwood Art Festival? How many of the current applicants will commit? How important to the event is the \$125.00 entry/booth fee? Many of the past artist participants were at an age, where great caution in crowds should be of importance.

Jury and Judging of the Wildwood Art Festival

Cost in 2019: Wildwood Art Festival: \$800.00

No arrangements/commitments in place for 2020

Person or persons need to be secured to jury the submitted art products/artists, before invitations to the Art Festival are mailed and judges need to be secured to assess the actual booths/artwork at the event. The cost is not the concern, but rather finding/securing individuals that are willing and available. Potential judges and jurors need to be contacted as far in advance as possible. One of the first questions that will be asked is how many artists have applied and how many artists/booths will be anticipated at the show.

Hospitality Room Cost in 2019: Wildwood Art Festival: \$5,000.00 (conservative estimate)

No arrangements/commitments in place for 2020

The hospitality room at the Wildwood Art Festival has proven to be a major draw for artists at every Wildwood Art Festival. The cost is not as much of an issue, as the planning and contacts that must be made. Rarely has a deposit been required for any of the components of the hospitality room, and likely, with plenty of advanced notice, should cancellations of the arrangements occur, there will be minimal financial loss.

Police, Safety, Security, Overtime Issues

Police issues are only mentioned in this memorandum, so the topic is not overlooked regarding the planning process of the City/Wildwood Celebration Commission. The cost is relatively significant and needs to be included in decision-making concerns.

There are certainly a multitude of other financial concerns/needs with the 2020 Celebrate Wildwood/Art Festival Event that will add up quickly and contribute to overall cost. The aforementioned items address some of the larger needs that will require deposits or up-front payments.