



WILDWOOD

WILDWOOD CELEBRATION COMMISSION

February 2, 2022

MEMORANDUM

To: Wildwood Celebration Commission Members

From: Department of Planning and Parks

Re: **Advertising and Promotion Avenues** (Wards – All)

Cc: The Honorable James R. Bowlin, Mayor
Steve Cross, City Administrator
Melanie Rippetoe, Assistant Director of Planning and Parks
Gary Crews, Superintendent of Parks and Recreation
Travis Newberry, Senior Planner

BACKGROUND >>> As with any major event, how it is advertised and promoted can mean the difference between success and less success, or its failure. Over the years, the Commission Members have always been concerned about the advertising and promotion of the Celebrate Wildwood Event, which has always led them to consider more options for such efforts. To this end, the Commission Members have stated they would like this component of the event, i.e., its promotion, to be a topic of discussion at all of its meetings in 2022 and ensure everything that can be done to achieve a successful event is considered and done.

ADVERTISING AND MEDIA OUTLETS >>> With tonight's meeting being the second of the new year, the Department thought it be appropriate to prepare a list of options that are available both in-house and outside to advertise this event more effectively. These options include the following:

IN-HOUSE OPTIONS – CITY OF WILDWOOD:

1. Website – www.cityofwildwood.com
2. Facebook – Main Page
3. Facebook – Business Page
4. Twitter
5. Instagram

6. E-Newsletter
7. Bi-Annual Gazette
8. Postings at City Hall
9. Electronic Message boards.
10. Yard Signs
11. Banners on Key City Properties, such as parks, trails, etc.
12. Mailings
13. Consultants, including public relations
14. Other

PUBLIC or PAID OPTIONS:

1. St. Louis Post-Dispatch – GO Magazine!
2. West County NewsMagzaine
3. Eureka Leader
4. Riverfront Times
5. Town and Style Magazine
6. Kirkwood/Webster Times
7. Various Event Websites
8. Subdivision Websites, maintained by the Homeowners Associations
9. Wildwood Business Association's Website
10. West County Chamber of Commerce Publications and Website
11. Radio
12. Television
13. Community Information Boards at local grocery stores and other public venues
14. Others

The list certainly is likely missing some other options, but represents a starting point for the Commission's discussion on this matter. The lists also certainly point to a need to tailor the City's message on the event to the options that are chosen for use and its characteristics, while maintaining a central and clear message in this regard.

DIRECTION >>> The Department is seeking from the Commission Member thoughts on these two (2) lists, including additions or deletions, while also beginning that discussion on the message and how best to form it for the purposes of this event.

CONTACT INFORMATION >>> If any of the Commission Members should have questions or comments before tonight's meeting regarding this information, please feel free to contact the Department of Planning at (636) 458-0440. A presentation is planned on this matter at tonight's meeting. Thank you for your review of this information and input on the same.