



WILDWOOD

WILDWOOD CELEBRATION COMMISSION

March 3, 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 the Commission Members are aware, advertising the event is a major objective for the upcoming 2022 version of it. To this end, the Commission sought to have this topic on each of its agendas, starting at the beginning of this year to the event date in September. This approach is intended to ensure the topic is regularly discussed and, when approaches agreed upon by the Members, they are implemented in timely fashions. Accordingly, this item is on tonight's agenda for discussion.

ADVERTISING AND MEDIA OUTLETS >>> At the January 2022 meeting of the Commission, the following list of options in regard to promoting the event were provided to the Members. This list provided options that are available both in-house and outside to advertise this event more effectively. These options included the following:

IN-HOUSE OPTIONS – CITY OF WILDWOOD:

1. Website – www.cityofwildwood.com
2. Facebook – Main Page (7,450+ Followers)
3. Facebook – Business Page (940+ Followers)
4. Twitter (1,960+ Followers)
5. Instagram (2,120+ Followers)
6. E-Newsletter (1,910+ Subscribers - posted to Facebook – both pages, and Twitter)

7. Bi-Annual Gazette (13,675 Households)
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 (encourage event vendors/participants to share information via their communication channels, i.e., Facebook, Twitter, Instagram, etc.)

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 an on-going opportunity for the Commission’s discussion on this matter.

DIRECTION >>> The lists 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. At tonight’s meeting, any thoughts from Commission Members on this central message (or theme) are encouraged and requested.

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.