



# WILDWOOD

"Planning Tomorrow Today"

July 6, 2022

## MEMORANDUM

To: Wildwood Celebration Commission Members

From: Department of Planning and Parks

Re: Promotion and Advertising of 2022 Event (**Wards – All**)

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

**BACKGROUND >>>** The Department continues with the preparation/implementation of the advertising components of the 2022 Celebrate Wildwood Event. As the Commission Members are aware, the promotion and advertising of this event remains one (1) of the principal areas of focus for 2022 and intended to encourage high attendance at it. The return of the event to its past location will make the advertising and promotion of it less challenging, while creating the perfect setting for the event.

**ADVERTISING COMPONENT >>>** The Commission Members have been clear in their direction that every effort needs to be considered to promote and advertise this event, where practical. To date, the Department has undertaken the following steps in this regard:

1. The Department has contacted all former vendors, organizations, not-for-profits, and others about the event, its format, and new location. **These contacts have produced a number of commitments in this regard.**
2. The Department has met with the primary contacts of West Newsmagazine and it will again be a major sponsor of the event and provide a special section in the September edition of it. This year's offering will also include a pre-ad about the event, which is intended to be placed about one (1) month before its date (Save the Date approach). **The first of the advertisements will be the end of next month.**
3. The Department has engaged Silver Tablet Marketing for its assistance in the social media end of the promotion. **The social media program will begin at the end of August.**
4. The Department will post all parks and other locations with information regarding the event. **These postings will be completed, once the artwork and promotional materials have been finalized.**
5. The City's website will be the hub for information for all parties, whether a participant or attendee. **Information is being added, when appropriate.**
6. The City will use the Fall Edition of the Wildwood Gazette to promote the event. **Articles are in preparation.**

7. The Commission will have access to yard signs for promotional purposes. **These signs are already available and can be obtained from the Department of Planning and Parks at a later date.**
8. The Commission will be provided postcards and posters to distribute around town and place in businesses with their permission. **These items will be prepared and available for the August meeting.**
9. The City will continue to explore all options in this regard, particularly now, with the addition of a new Economic Development/Communications Manager for the City, who has extensive experience in social media as well.

**SCAVENGER HUNT >>>** The Commission has also endorsed the implementation of a scavenger hunt to highlight the event. The scavenger hunt would be set for the later part of August, approximately one (1) month before the event itself. The details will include locations within the City's parks, where posters of the event will be placed. All components of the scavenger hunt will focus on the event and its many diverse components associated with it.

**GEOCACHING >>>** Along with the scavenger hunt, the Commission has also endorsed the development of a geocaching effort to again bring attention to the event. The geocaching will again be developed and implemented for later in the Summer to ensure the carryover to the end of September event. Details are being developed in this regard and will be provided the Commission for review and endorsement.

**SUMMARY AND CONTACT INFORMATION >>>** If any of the Commission Members should have comments or questions regarding this information, please do not hesitate 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.