



WILDWOOD

July 11, 2022

The Honorable City Council
City of Wildwood, Missouri
16860 Main Street
Wildwood, Missouri 63040

Re: Update on the 2022 Celebrate Wildwood Event (Wards – All)

Council Members:

The Wildwood Celebration Commission held its monthly meeting on July 6, 2022 to discuss this year's event and all of its components. The meeting had several major topics that were to be discussed that would establish many of the key and needed parameters for the organization and promotion of it. The Commission used this meeting to discuss a number of items and make several decisions regarding the event.

The major items and decisions that were agreed upon by the Commission Members at this aforementioned meeting on July 6, 2022 included the following:

1. The venue for the 2022 event will return to the field area that is located to the east of the theatre, and nearby Main Street
2. The parade route will be changed from the location used in 2021 to Schnucks Wildwood Crossing Center, the course that was used for many years.
3. The Commission is seeking the identification of a Grand Marshal or Marshals for the parade and have several approaches it is exploring. Further discussion is planned on this topic at the Commission's upcoming August 2022 meeting.
4. The Commission continues to plan/implement a robust advertising campaign for the event.

The Members agreed each event can be improved and such is their intent for 2022. To this end, please see the attached update that identifies all components of the event and their respective statuses.

If the City Council Members should have any questions or comments in this regard, please feel free to contact the Department of Planning at (636) 458-0440. This item is on tonight's Work Session agenda as "For Information," which can be discussed therein, if any City Council Member should request such. Thank you for your review of this information and any comments you might have in this regard.

Respectfully submitted,

CITY OF WILDWOOD

Joe Garritano and Libby Wilson, Co-Chairs

Wildwood Celebration Commission*

Cc: The Honorable James R. Bowlin, Mayor
Wildwood Celebration Commission Members
Steve Cross, City Administrator
John A. Young, City Attorney
Melanie Rippetoe, Assistant Director of Planning and Parks
Kristin Naeger, Recreation Specialist

* The Department of Planning and Parks developed this report in conjunction with the Wildwood Celebration Commission. Content reflects the Commission's consideration of the subject and not necessarily an individual's position or opinion.