



WILDWOOD®

January 4, 2023

MEMORANDUM

To: Celebrate Wildwood Commission Members

From: Department of Planning and Parks

Re: Wildwood Celebration Commission – Revenue Options for 2023 Event (**Wards – All**)

Cc: The Honorable James R. Bowlin, Mayor
Steve Cross, City Administrator
John A. Young, City Attorney
Rick Brown, P.E. and P.T.O.E., Director of Public Works
Melanie Rippetoe, Assistant Director of Planning and Parks
Kris Naeger, Superintendent of Parks and Recreation
Stacy Chanski, Recreation Specialist

2nd OVERVIEW OF EVENT REVENUES >>> The Wildwood Celebration Event has always had a level of success in terms of raising certain revenues through its complement of charges. These charges include booth, vendor, and exhibitor fees, sponsorships, and rentals. The amount has varied, but generally never less than ten thousand dollars (\$10,000.00), nor more than approximately twenty thousand dollars (\$20,000.00). These revenues have often helped to offset expenditures that have occurred beyond the overall budgeted amount for the event that is set each year by City Council. Regardless of the level of revenues, the amount has never approached the actual cost of the event.

2023 REQUEST ON REVENUES >>> In 2023, however, the request has been made to the Commission and Department to increase revenues to address a two (2) fold set of needs. The first of the needs is to offset the reduction in the budgeted amount set aside for the event by City Council for 2023, which was approximately ten thousand dollars (\$10,000.00). The second need is to spend less taxpayer monies on the event as well. Therefore, the City Council is expecting the event to raise at least thirty thousand dollars (\$30,000.00) in 2023. This amount represents a one hundred percent (100%) increase in revenues for this event and will need to be accomplished in a number of ways.

2023 BUDGET STEPS >>> In discussing this matter with the Superintendent of Parks and Recreation and the Recreation Specialist, along with the Assistant Director of the Department, a number of options were developed that included the following items:

1. Increase all vendor, organization, and food/beverage purveyor fees.
2. Increase the cost of tent rentals, which include a table and two (2) chairs.
3. Adjust sponsorship levels from current amounts.
4. Allow the sale of sponsorship banners to non-Wildwood businesses.
5. Hold auctions on different baskets of items, services, products from area businesses.
6. Solicit donations from Wildwood contactors and consultants' community.
7. Require certain beer and wine vendors, along with other appropriate participants, to provide a percentage of sales to the City.
8. Offer naming rights to the event.
9. Charge a one-time fee for access to children's play area.
10. Add carnival rides and require a percentage of ticket sales to be provided to the City.

These options were discussed at the Commission's November 2022 meeting. At this meeting, the Commission Members considered a number of these options and discussed a few of them in very specific detail. Before making final decisions on these options, the Commission agreed to review them in more detail and then offer members' comments before the next meeting in January 2023 for consideration.

MEMBERS' COMMENTS >>> Several Commission Members did provide comments in this regard and their input is now attached to this Memorandum. These comments, and any others developed thereafter, will be the subject of this item's discussion at tonight's meeting. The Department will again provide an overview of the options as well and its input on the same.

CONTACT INFORMATION >>> If you should need any additional information or have questions regarding this matter, please do not hesitate to contact the Department of Planning and Parks at (636) 458-0440. Thank you again for your consideration of this request and input on the same.

Kristin Naeger

From: Sharon Hutson <shutson@bhhsall.com>
Sent: Thursday, December 15, 2022 3:33 PM
To: Kristin Naeger
Subject: Event Revenues

Follow Up Flag: Follow up
Flag Status: Flagged

Ok so let me make sure I know what you want.

The city says we need to cut \$10,000 off the cost of the event,Celebrate Wildwood

So u gave us the list of options we talked about at the last meeting, right?

I think u can increase vendor , organization, and food/ beverage fees. Increase cost of tent rentals, really I am ok with all of them. I do think that we will lose some companies and people, especially smaller businesses and spindle artist...

Sharon

Sharon Hutson, GRI,CRS
Broker-Sales Person
BHHSAlliance, Realtors
17050 Baxter Rd., Ste 200
Chesterfield, MO 63005
636-227-3456 office
314-614-4575 cell

Kristin Naeger

From: Charles Siebert <crssaswildwood@gmail.com>
Sent: Friday, December 16, 2022 4:07 PM
To: Kristin Naeger
Subject: Re: Wildwood Celebration Commission - Revenue Options for 2023

Kristin,

I read the "2023 Budget Steps" - as a means to increase event revenue.

Yet me start with the item that I recommend that we don't do - Increase all vendor, organization, food/beverage purveyor fees.

Celebrate Wildwood is attracting <fewer & fewer> vendors / crafters / etc <for a variety of reasons>
If the fees are increased - it is my view - even fewer vendors / crafters will participate.
As the Celebrate Wildwood would become less interesting - a drop in attendance would naturally follow.

What I would recommend - Recommend certain beer and wine vendors to provide a percentage of sales to the City.

As I understand it - the Pond Athletic Association runs the beer concession - and retains all profits.

I believe that it would be a reasonable "request" for a sharing of the beer concession profits.

That concession is a gift to the Pond Athletic Association - sharing a part of that gift with the City is a reasonable request.

I will leave it to others to comment on the remaining items.

Best regards,

Charlie Siebert
Ward 8

On Thu, Dec 15, 2022 at 3:05 PM Kristin Naeger <Kristin@cityofwildwood.com> wrote:

Good Afternoon, Commission Members –

As discussed at our November meeting, Commission Members were taking some time to think about the potential revenue options for the 2023 Celebrate Wildwood Event.

The Memorandum is attached. Please let us know your thoughts on these options, as well as those discussed at the November meeting, or any additional ideas that you may have for generating additional revenue for the event.

As we approach the new year and our upcoming January 4th meeting, please let us know your thoughts at your earliest convenience.