

City of Wildwood List of Events

Program	Event Description	General Cost	Current Revenue	Net Costs	Revenue Source	Attendance	Current Fee to Attendees	Proposed Fee to Attendees	<<< Recommended Change >>>	Proposed Revenue	Proposed Net Costs
Frozen Feet Half Marathon <i>Possibly some revenue in RecDesk</i>	Competitive run held on City's trail system. Starts and ends at La Salle Springs Middle School.	\$22,456.40	\$6,150.00	\$16,306.40	Participant Fee & General Fund	300	\$45	\$60	Increase the fee to \$50.00, which will generate an estimated \$1,500.00 to reduce the gap that exists between revenues and expenditures.	\$18,000.00	\$4,456.40
Cabin Fever Hike	Do-it-yourself hike along the Al Foster Memorial Trail and adjacent trail system. Starts and ends at Al Foster Memorial Trailhead.	\$3,956.68	\$0.00	\$3,956.68	General Fund	200	\$0	\$10	A free event that provides a giveaway. Add a fee of \$10.00 for participants. Such a fee will offset the expenditures for the event by approximately \$2,000.00	\$2,000.00	\$1,956.68
Spring Egg Hunt	Family event, including egg hunt, bounce houses, games, etc.	\$2,713.03	\$0.00	\$2,713.03	General Fund	1,000	\$0	\$0	Very popular event that has no charge. No change recommended.	\$0.00	\$2,713.03
Plein Air Art Event	Day-long event for artists of all mediums to complete their work outside at a specific location in Wildwood.	\$5,348.97	\$0.00	\$5,348.97	General Fund	50	\$10 Pre-Register; \$25 Day of	\$40 Pre-Register; \$50 Day of	No change, given limited role of the City, but brings maximum exposure of the assets that Wildwood special in the region, i.e. its unique venues and wonderful public spaces.	\$2,000.00	\$3,348.97
Music on Main	Concert Series.	\$43,583.13	\$0.00	\$43,583.13	General Fund	1,000+	\$0	\$0	Music on Main is the City's longest standing event and most popular as well. No change recommended	\$0.00	\$43,583.13
Green Rock Trail Challenge	6 mile hike along the Green Rock Trail. Held on National Trails Day.	\$3,571.02	\$0.00	\$3,571.02	General Fund	150	\$20	\$20	This event is the City's most popular hike and occurs on National Trails Day. No fee and includes a giveaway. Assess charge of \$20.00 to offset some of the costs.	\$3,000.00	\$571.02
New Resident Picnic Event <i>is in the Clerk's Budget</i>	Meet and greet, with appetizers, in Community Park for new residents.	\$0.00	\$0.00	\$0.00	General Fund	75	\$0	\$0	New event, with most of the food and snacks donated by area businesses. No change recommended.	\$0.00	\$0.00
Back to School Party	Family event celebrating the end of summer.	\$25,740.28	\$0.00	\$25,740.28	General Fund	1,000+	\$0	\$0	One (1) of the more expensive events hosted by the City. However, an event that is very well attended and would be difficult to assess a fee. No change is recommended.	\$0.00	\$25,740.28
Celebrate Wildwood	Annual event celebrating all things Wildwood.	\$114,560.67	\$11,550.00	\$103,010.67	General Fund	5,000+	\$0 entry; items for sale	fee to for-profit vendors; no fee to attendees, but items for sale	Annual event and most expensive the City offers each year. Fee structure is varied, depending on the organization. Sponsorships are accepted from businesses and others which also offsets costs. Development of new fee structure needs to be presented and discussed with the Wildwood Celebration Commission.	\$11,200.00	\$103,360.67
Tour de Wildwood	Road cycling event offering two (2) courses throughout the City. Entry fee paid by participants goes to MO Bicycle Federation.	\$4,116.86	\$240.00	\$3,876.86	General Fund	300	Paid to Missouri Bike Federation	\$50	Reconfigure the event and no longer partner with the Missouri Bike Federation. Assess fee to participants of \$30.00 to offset expenditures. Department is also supporting reducing the size of the event as well.	\$15,000.00	\$10,883.14
Board and Commission Appreciation Event	Dinner celebrating the City's volunteers.	\$7,000.58	\$0.00	\$7,000.58	General Fund	100	\$0	\$0	A thank you to all the volunteers that make Wildwood work. No change recommended.	\$0.00	\$7,000.58
Shivering Shadows 7K <i>Estimation from 2021</i>	Nighttime 7K Run/Walk along Rock Hollow (Zombie Road) Trail. Starts and ends at La Salle Springs Middle School.	\$6,376.69	\$3,316.00	\$3,060.69	Participant Fee & General Fund	125	30-40	\$40	Last major event of the year and held on Zombie Road at night. Just a great night of fun. Increase the fee by \$10.00 to offset expenditures to a certain degree.	\$5,000.00	\$1,376.69
Winter Fest and Tree Lighting <i>Estimation from 2021</i>	WBA Event featuring tree lighting, Santa Claus, carolers, and a gingerbread house competition.	\$9,331.46	\$0.00	\$9,331.46	General Fund	500+	\$0	\$0	First held in 2019, but cancelled in 2020 due to COVID-19. 2019 event was very successful and is another partnership with the Wildwood Business Association (WBA). No change recommended, given the limited funding needed to present a holiday event for the whole community.	\$0.00	\$9,331.46
Zoom Bingo	Online bingo game	\$25.00	\$0.00	\$25.00	General Fund	50-75	\$0	\$0	New event due to COVID-19. No change is recommended.	\$0.00	\$25.00
Zoom Trivia	Online trivia competition	\$200.00	\$0.00	\$200.00	General Fund	50-55	\$0	\$0	New event due to COVID-19. No change is recommended.	\$0.00	\$200.00
Senior Aerobics	Fitness class for those 60+ years of age. (class held 1 time per week. Costs shown are annual total)	\$5,200.00	\$5,200.00	\$0.00	CDBG Grant	65	\$0 Resident; \$5 Non-Resident	\$0 Resident; \$5 Non-Resident	No change recommended.	\$0.00	\$0.00
Senior Water Fitness	Water fitness class for those 60+ years of age. (class held 1 time per week. Costs shown are annual total)	\$5,200.00	\$5,200.00	\$0.00	CDBG Grant	20	\$0 Resident; \$5 Non-Resident	\$0 Resident; \$5 Non-Resident	No change recommended.	\$0.00	\$0.00
Senior Yoga	Yoga class for those 60+ years of age (class held 2 times per week. Costs shown are annual total)	\$9,360.00	\$9,360.00	\$0.00	CDBG Grant	20	\$0 Resident; \$5 Non-Resident	\$0 Resident; \$5 Non-Resident	No change recommended.	\$0.00	\$0.00
Early Childhood Recreation Program	Program for 2-5 year old's. (each program event varies, this is the total of all program events for 2019)	\$4,413.26	\$0.00	\$4,413.26	General Fund	700	\$5	\$5	Assess a \$5 fee per child.	\$3,500.00	\$913.26
Pop Up Events	Varies, and based upon time of year	\$3,898.78	\$0.00	\$3,898.78	General Fund	varies	\$0	\$0	No change recommended.	\$0.00	\$3,898.78
Babysitting 101	Class to prepare attendees for babysitting care	\$494.50	\$0.00	\$494.50		25	Paid to Children's Hospital	Paid to Children's Hospital	Half day class that includes lunch for participants . No change recommended.	\$0.00	\$494.50
Home Alone Safety	Class to prepare children to stay home alone	\$0.00	\$0.00	\$0.00		25	Paid to Children's Hospital	Paid to Children's Hospital	No change recommended.	\$0.00	\$0.00
CPR/AED	CPR/AED training class	\$0.00	\$0.00	\$0.00		15	Paid to Instructor	Paid to Instructor	No change recommended.	\$0.00	\$0.00
Total Annual Expenditures		\$277,547.31	\$41,016.00	\$236,531.31						Projected Net Cost	\$198,087.31