



# WILDWOOD

"Planning Tomorrow Today"

May 11, 2023

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

Re: Selection of Theme for 2023 Event (**Wards – All**)

Council Members:

**BACKGROUND >>>** The Wildwood Celebration Commission has always selected a theme for each year's event and used it in all types of the advertising and promotion associated with it. During the Commission's April 2023 meeting, the members noted the theme has generally focused on anniversary dates and other major events planned or completed within the City. Other times, the theme has been specific to what the community means to its residents.

At this same April meeting of the Commission, a thorough discussion was held about the theme and a number of ideas were offered for consideration. After the themes had been identified, the Commission Members decided to review the full list of these items from this discussion and then consider them at its May 2023 meeting for a potential winning selection. These theme ideas to be considered included the following:

- a. Keep Wildwood Wild.
- b. Wildwood – City of Parks and Trails
- c. Wi-Fi Wildwood.
- d. Connect to Wildwood.
- e. Wild On-Line.
- f. Wildwood Wonders.
- g. Connect to Nature.
- h. Wildwood Unplugged
- i. Galloping Good Time In Wildwood.
- j. ***This is My Wildwood.***

**SELECTION OF A THEME AND CONCLUSION >>>** The Commission's discussion on the desired theme covered a number of possibilities and included the following items:

- a. Honoring the Hometown Heroes in the parade;

- b. Removing all options that reference the internet project;
- c. Utilizing as theme for 2023 *This is My Wildwood*, since it encompasses a lot, and is not so specific, that many can make it what it is to each individual;
- d. Creating subthemes for *This is My Wildwood* - parks, athletes, equestrian community, and trails;
- e. Fostering this theme will give an opportunity to promote Wildwood and an opportunity for others to learn what this community is all about;
- f. Using the theme in conjunction with the sponsors – what is Wildwood to you;
- g. Linking the scavenger hunt to the theme to direct people to visit places they may not normally include in or on a trip through the City;
- h. Connecting the theme into Bluff View Park;
- i. Marketing an idea using squares with hiking, horses, schools, neighborhoods (pools), etc. (this idea might work well with the scavenger hunt and bingo);
- j. Asking City contractors and consultants what is special about Wildwood to them and use those ideas as part of the scavenger hunt/bingo; and
- k. Coordinating Wildwood History Book launch with *This is my Wildwood*.

At the conclusion of this discussion a motion and seconded to use the theme *This is My Wildwood* for 2023. The vote on the selection of the theme with unanimous for all the identified items above.

**SUMMARY AND CONTACT INFORMATION >>>** 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 Vicki Helfrey, Co-Chairs  
Wildwood Celebration Commission\*

Cc: The Honorable James R. Bowlin, Mayor  
Wildwood Celebration Commission Members  
Thomas Lee, Interim City Administrator  
John A. Young, City Attorney  
Melanie Rippetoe, Assistant Director of Planning and Parks  
Kristin Naeger, Superintendent of Parks and Recreation  
Stacy Chanski, 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.