



WILDWOOD

"Planning Tomorrow Today"

June 14, 2023

MEMORANDUM

To: Wildwood Celebration Commission Members

From: Department of Planning and Parks

Re: Selection of Subthemes for "This is My Wildwood" (**Wards – All**)

Cc: The Honorable James R. Bowlin, Mayor
Thomas Lee, Interim City Administrator
Melanie Rippetoe, Assistant Director of Planning and Parks
Travis Newberry, Senior Planner
Kristin Naeger, Superintendent of Parks and Recreation
Stacy Chanski, Recreation Specialist

BACKGROUND >>> The Commission Members held a discussion at its last meeting on the overall theme for this year's Celebrate Wildwood Event and chose "This is My Wildwood," which allows any group, organization, individual, or other entity participating in it, or the parade, to define the special meaning of this community to them. The selection of this theme was endorsed by all members and intended to be applied to all components of the event, as noted above. However, the members did note that a subtheme or subthemes might be valuable for certain more individualized components of the event, specifically the parade, Opening Ceremonies, and/or the evening concert. Accordingly, discussion of these components and associated subthemes was recommended for tonight's meeting.

Overall Theme	Components	Possible Subthemes
<i>This is My Wildwood</i>	Parade	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

Overall Theme	Components	Possible Subthemes
		i. Galloping Good Time In Wildwood. j. Hometown Heroes
	Opening Ceremonies	Hometown Heroes
	Main Concert	Date Night Under the Stars
	Firework Display	Special Music for now 12-13 minute planned display length
	Other	To Be Determined

CONCLUSION >>> At tonight’s meeting, these suggested subthemes can be discussed, along with any others brought to the floor by the Commission Members, for consideration. After the discussion has concluded, the Department will be seeking action on those subthemes for this year’s event. As directed by the Commission, the subthemes will appear on all appropriate advertising and publications in association with the selected venues to be offered at the 2023 event.

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.