



# WILDWOOD

"Planning Tomorrow Today"

June 14, 2023

## MEMORANDUM

To: Wildwood Celebration Commission Members

From: Department of Planning and Parks

Re: Parade Components for 2023 - Selection of Grand Marshal **(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

### **PARADE UPDATES:**

**Selection of the Theme and Subthemes for 2023 >** From the April meeting, the Commission Members determined to utilize a single theme for the entire event, including the parade. Following that decision, the Commission then agreed on the overall theme for the 2023 Celebrate Wildwood Event, which is "*This is My Wildwood.*" At tonight's meeting, the Commission Members will be discussing the subthemes for the event, which, if desired, can be assigned to different major components of the event.

**Determine Components of the Parade >** In past years, the parade has generally contained the following components and often reflected its theme:

1. Honor Guards and Flag Carriers, i.e., the Shriners, the Metro West Fire Protection District, and Boy and Girl Scouts.
2. Shriners and their mini cars.
3. St. Louis County Police Department, inclusive of Wildwood Precinct personnel.
4. Motorcycle police officers and units from other cities.
5. Elected Officials, including the Mayor and City Council, along with other dignitaries.
6. **Wildwood Celebration Commission.**
7. Music, which has varied over the years.
8. Floats, represent theme that has been chosen for the parade.
9. Local businesses.
10. Local organizations.

11. Local government agencies.
12. Clowns and jugglers, etc.
13. Vintage and Military Vehicles.
14. Dance Clubs and Other Student Organizations
15. Gateway Services (clean-up).

Other additions exist in this regard and can be included onto the list over the next several months by the Commission, if so desired.

**PARADE MILESTONES AND DECISION SUMMARIES >>>** With each decision by the Commission Members relative to the components of the parade, the Department continues to update them and identifies the needed arrangements relative to those items that remain outstanding. These component summaries are as follows:

<b>Component Summaries</b>	<b>Responsible Parties</b>	<b>Next Steps</b>	<b>Commentary</b>
Determine Components of the Parade	Wildwood Celebration Commission	Completed	Parade components represent the different participants, organizations, entertainment options, and others participating in the parade.
Selection of the Theme for 2023	Wildwood Celebration Commission	Completed	"This is My Wildwood".
Selection of the Grand Marshal	Wildwood Celebration Commission	To Be Determined	Main focus of tonight's discussion of the parade.
Selection of the Location - Schnucks Wildwood Crossing	Wildwood Celebration Commission	Underway	Underway; permission from owner of site being obtained.
Selection of Special Participants	Wildwood Celebration Commission	To Be Determined	To Be Added
Selection of Music and Other Parade Features	Wildwood Celebration Commission and Department of Planning and Parks	Underway	One (1) band is under contract to march in the parade – Red and Black Brass Band.
Selection of the Golf Carts	Department of Planning	Completed	Reservations have been completed with the provider of these carts.

Component Summaries	Responsible Parties	Next Steps	Commentary
Development of Security Plan	Wildwood Celebration Commission and St. Louis County Police Department – Wildwood Precinct	Underway	St. Louis County Police Department – Wildwood Precinct is providing this needed support.
Development of Participant Order	Department of Planning	To Be Determined	To Be Added
Development of Organizational Chart	Department of Planning	To Be Determined	To Be Added
Other Items to be Added	To Be Determined	To Be Determined	To Be Determined

**SELECTION OF GRAND MARSHAL >>>** The selection of the Grand Marshal for the parade has been more a recent trend relative to the City’s efforts over the years. Most recently, in 2022, the selected Grand Marshal for the parade was Virgil Schmidt, a longtime resident of the Grover Area and a good friend of Wildwood over the past twenty-five plus (25+) years. In 2021, the Grand Marshal was a gentleman that was a resident of the assisted care center that is located in Town Center, was over 100 years old, and a veteran as well. Obviously, the selection is meant as a recognition of a special individual to this community.

The selection of the Grand Marshal for this year has not been discussed at length, which is the intent of this agenda item on tonight’s meeting. The individual or individuals chosen to lead the parade is at the discretion of the Commission Members. A thought of the Department is to have multiple Grand Marshals this year, inviting and honoring all the members of the inaugural group of veterans that are participating in the Hometown Heroes Banner Program and displayed on Manchester Road. All of these honorees in this inaugural group of veterans may not be able to be present, but certainly family members, like in the case of last year with Mr. Schmidt’s passing, could fill this role and appreciate the sentiment of the Commission in this regard. This suggestion and others offered for discussion at tonight’s meeting can then be considered and acted upon by the Commission Members for implementation by the Department.

**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.