



June 14, 2023

MEMORANDUM

To: Wildwood Celebration Commission Members

From: Department of Planning and Parks

Re: Promotion and Advertising for 2023 Event - Pre-Event Scavenger Hunt, Bingo, and Grid Ideas
(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 >>> During the discussion of advertising and promotion efforts for this year's event, the Commission Members agreed the scavenger hunt and other similar activities added to the enjoyment of the overall event, while creating interest in it from groups that might not be inclined to attend. Last year's scavenger hunt was very successful and had a diverse group of participants, of all ages. Consistently, as participants came to the City's tent to accept their rewards, they noted the hunt was fun and appreciated it being included as part of Celebrate Wildwood.

NEXT STEPS >>> At tonight's meeting, the Department will introduce the format for the upcoming scavenger hunt, but identifying that a different approach that was suggested by the Commission Members at the May meeting, i.e., a bingo card. The card contains the locations for the scavenger hunt, how to verify a visit to the locations, and then adds a bingo option for an extra prize of successful. It is important to note that different locations are being used this year, photographs now provide the clues to locations, and are balanced between parks, trails, Town Center, and unusual landmarks of this community. This card, in draft form, is provided as an attachment to this Memorandum for review and comment by the members during the discussion of this agenda item.

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.