



WILDWOOD

"Planning Tomorrow Today"

July 6, 2023

MEMORANDUM

To: Wildwood Celebration Commission Members

From: Department of Planning and Parks

Re: **Promotion And Advertising For 2023 Event (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 has always urged a full complement of options for the promotion of this major, annual event. These options have included the City's website, all of its social media outlets, and print advertising. As part of this effort, the City has engaged a consultant to assist in this regard who has unique expertise in Facebook and Instagram platforms and how best to use them to develop interest in this event and all of its respective components.

ADVERTISING COMPONENTS >>> The Commission Members have been clear in their direction that every effort needs to be considered to promote and advertise this event, where practical. To date, the Department has undertaken or will implement the following steps in this regard:

1. The Department has contacted all former vendors, organizations, not-for-profits, and others about the event, its format, and new location. **These contacts have already produced a number of commitments in this regard, while others are still being sought by the Department.**
2. The Department has met with the primary contacts of West Newsmagazine and it will once again be a major sponsor of the event and provide a special section in the September edition of it. Like last year, the advertising package will include a pre-ad placement about the event, which will be appear about one (1) month before its date ("*Save the Date*" approach). **Underway.**
3. The Commission has authorized the Department to engage Silver Tablet Marketing for its assistance in the social media end of the promotion. **See above description of this consultant's role in this process.**

4. The Department will post at all parks and other locations with information regarding the event. **Underway.**
5. The City's website will be the hub for information for all parties, whether a participant or attendee. **Underway and will be under continual updating during the months leading up to the event.**
6. The City will use the Fall Edition of the Wildwood Gazette to promote the event. **See last month's minutes on the Gazette considerations and the Department's request of Commission Members in this regard.**
7. The placement of postcards and other reminders at all of the City's Summer events about Celebrate Wildwood. **Underway.**
8. The Commission will have access to yard signs for promotional purposes. **These signs are already available and can be obtained from the Department of Planning and Parks.**
9. The Commission will be provided postcards and posters to distribute around town and place in businesses with their permission. **These items will be prepared and available at the August meeting.**
10. The City will continue to explore all viable options in this regard, and seeks the Commission Members input as well. **See 'Next Steps' below.**

SCAVENGER HUNT >>> The Commission has once again endorsed the implementation of a scavenger hunt to highlight the event. The scavenger hunt, now in a Bingo format, would be set for the later part of August, approximately one (1) month before the event itself. The details of this Scavenger Hunt, Bingo Style, were provided to the Commission Members at the last meeting. All components of this fun challenge will focus on the event and the many diverse components associated with it.

NEXT STEPS >>> At tonight's meeting, these opportunities can be discussed, along with any others brought to the floor by the Commission Members, for consideration and implementation.

CONTACT INFORMATION >>> If any of the Commission Members should have comments or questions regarding this information, please do not hesitate to the contact 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.