



July 6, 2023

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

Re: **Promotion And Advertising For 2023 Event (Wards – All)**

Council Members:

**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 efforts that have been undertaken or will be implemented include the following steps in this regard:

1. The Commission, via 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 Commission.**
2. The Commission, via 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 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 Commission has directed the Department to 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 Commission Members' input 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 has 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 has been 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 Commission Members will continue to explore all viable options in this regard, and seek the City Council 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 reviewed by 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 the Commission's July 6, 2023 meeting, the Members reviewed the status of these opportunities, along requesting the City Council to offer any considerations in this regard for implementation as well.

**CONTACT INFORMATION >>>** If any of the City Council Members should have any questions or comments regarding this information before tonight's meeting, please feel free to contact the Department of Planning at (636) 458-0440. No presentation is planned on this item at tonight's Work Session, given it is under 'For Information.' However, if any City Council Member would have a question or comment, the matter can be brought forward and discussed at that time. Thank you for your review of this matter.

Respectfully submitted,

**CITY OF WILDWOOD**

Joe Garritano and Ashley Slauter, Co-Chairs\*

Wildwood Celebration Commission

Cc: The Honorable James R. Bowlin, Mayor  
Thomas Lee, Interim City Administrator  
John A. Young, City Attorney  
Rick Brown, P.E. and P.T.O.E., Director of Public Works  
Dan Rahn, Assistant Engineer, Department of Public Works  
Melanie Rippetoe, Assistant Director of Planning and Parks  
Travis Newberry, Senior Planner  
Kristin Naeger, Superintendent of Parks and Recreation  
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\* The Department of Planning and Parks developed this report, in conjunction with the Planning and Parks Committee. Content reflects the Committee's consideration of this subject and not necessarily an individual's position or opinion.