



WILDWOOD

"Planning Tomorrow Today"

August 2, 2023

MEMORANDUM

To: Wildwood Celebration Commission Members

From: Department of Planning and Parks

Re: Parade Components for 2023 (**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 > At its June meeting, Commission Members memorialized the theme that will be utilized for the entire event in 2023, which is "***This is My Wildwood.***" For the parade, the theme selected for the 2023 version of it was "**Wildwood – the City of Parks and Trails.**" The Department has begun the promotion of these two (2) components of the event, with materials being developed in this regard, several of which are scheduled for review at tonight's meeting.

Determine Components of the Parade > In past years, the parade has generally contained the following components and often reflected its theme. Added to this list, since the Commission's July meeting, are additional bands for the participation.

1. Honor Guards and Flag Carriers, i.e., the Shriners, the Metro West Fire Protection District, and Boy and Girl Scouts.
2. Grand Marshals (Hometown Heroes Banner Program Recipients).
3. Shriners and their mini cars.
4. St. Louis County Police Department, inclusive of Wildwood Precinct personnel.
5. Motorcycle police officers and units from other cities.
6. Elected Officials, including the Mayor and City Council, along with other dignitaries.
7. Wildwood Celebration Commission.

8. Music, which has varied over the years. Now includes bag pipers and Principia School's Drum Corps and cheerleaders.
9. Floats, represent theme that has been chosen for the parade.
10. Local businesses.
11. Local organizations.
12. Local government agencies.
13. Clowns and jugglers, etc.
14. Vintage and Military Vehicles.
15. Dance Clubs and Other Student Organizations
16. Gateway Services (clean-up).

Other additions exist in this regard and can be included onto the list over the remaining two (2) 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:

Component Summaries	Responsible Parties	Next Steps	Commentary
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	Completed	First group of recipients relating to the Hometown Heroes Banners Program (nine (9) in total)
Selection of the Location - Schnucks Wildwood Crossing	Wildwood Celebration Commission	Completed	Permission from owner of site being obtained.
Selection of the Golf Carts	Department of Planning	Completed	Reservations have been completed with the provider of these carts.
Development of Participant Order	Department of Planning	Completed	See list above.
Selection of Special Participants	Wildwood Celebration Commission	Underway	Invitations to be sent to State legislative leaders, County officials, school district superintendent and community college campus president, business leaders, and Wildwood elected officials from past years.

Component Summaries	Responsible Parties	Next Steps	Commentary
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. Principia School's drum corps [(18) members strong], cheerleaders, and campus groups to attend and participate in the parade.
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 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

AUGUST 2023 UPDATE >>> The Department of Planning would note that all components of the parade, except any of the final logistical components, are completed or underway. The major accomplishment in the last month was provided by Officer Steve Degeldher (St. Louis County Police Department – Wildwood Precinct), who was able to obtain the participation of the Principia School's Drum Corps in the parade. This group is eighteen (18) members in total and will bring the school's cheerleaders as well. Also, the Department has completed the arrangements for the bagpipers, a tradition in the Celebrate Wildwood Parade. Now, with all the different components, three (3) musical groups will be participating in the 2023 parade.

Invitations to the group of Grand Marshals have been mailed and the City is awaiting responses. As reflected in the 'Celebrate Wildwood' Update, the parade is also generating a good deal of interest of late, now with over sixteen (16) planned participants. By the September meeting of the Commission, the parade components should be nearly complete.

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.