



August 2, 2023

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

Re: Parade Components for 2023 (**Wards – All**)

Council Members:

PARADE UPDATES:

Selection of the Theme and Subthemes for 2023 > At an earlier meeting in June, the Wildwood Celebration 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 Commission, with assistance from the Department, has begun the promotion of these two (2) components of the event, with materials being developed in this regard, while several of are already available on the City's website and other media.

Determine Components of the Parade > In past years, the parade has generally contained the following components and the majority of them reflect its selected theme in decorations, signs, and other displays. Added to this list, since the Commission's July meeting, are additional bands for the participation, now with at least three (3) music acts that are participating, along with others still being solicited for interest and participation.

1. Honor Guards and Flag Carriers, i.e., the Shriners' Mounted Patrol, the Metro West Fire Protection District (its Color Guard will remain for the City's Opening Ceremonies), 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 Members.
8. Music, which has varied over the years.
 - a. Principia School Drum Corps and Cheerleaders
 - b. Bag Pipers – Contemporary Productions
 - c. Red and Black Brass Band
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 Cars.
15. Dance Clubs and Other Student Organizations
16. Gateway Services (clean-up).

Other additions do occur to the parade lineup, as the event draws closer to its schedule day. In the past, the Celebrate Wildwood Commission has been flexible in allowing these participants to enter into the parade, even at a late date. In 2023, the Commission will continue this practice.

PARADE MILESTONES AND DECISION SUMMARIES >>> With each decision by the Commission Members relative to the components of the parade, the character of it becomes much clearer, while still recognizing that needed arrangements relative to those items that are identified as outstanding remain priorities. 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 Parade Theme for 2023	Wildwood Celebration Commission	Completed	"Wildwood – City of Parks and Trails."
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 Wildwood Celebration Commission would note that all components of the parade, except any of the final logistical items, 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 Commission has completed the arrangements for the bagpipers, a tradition in the Celebrate Wildwood Parade. Now, with all the different components, and as noted, 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 accompanying ‘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 will be nearly complete.

SUMMARY AND CONTACT INFORMATION >>> If any of the City Council 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 not planned on this items at tonight’s Work Session, given it is a “For Information” item, but can be discussed if any City Council Member should request such. Thank you for your review of this information and any input you would like to share on the same.

Respectfully submitted,

CITY OF WILDWOOD

Joe Garritano and Ashley Slauter, Co-Chairs
Wildwood Celebration Commission*

Cc: The Honorable James R. Bowlin, Mayor
Wildwood Celebration Commission Members
Thomas Lee, City Administrator
John A. Young, City Attorney
Melanie Rippetoe, Assistant Director of Planning and Parks
Kristin Naeger, Superintendent of Parks and Recreation
Stacy Chanski, Recreation Specialist

* The Department of Planning and Parks developed this report in conjunction with the Wildwood Celebration Commission. Content reflects the Commission's consideration of the subject and not necessarily an individual's position or opinion.