



September 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 used 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 Commission has undertaken or implemented the following steps in this regard:

1. The Commission directed the Department of Planning and Parks to contact all former vendors, organizations, not-for-profits, and others about the event, its format, and new location. **These contacts produced a number of commitments in this regard. Event registration for all groups has been closed.**
2. The Commission requested the Department of Planning and Parks meet with the primary contacts of West Newsmagazine and, once again, it will 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). **The 'Save the Date' article has been published, with the main advertising component to follow the week of September 11, 2023 (pull-out section).**
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 overseen the posting at all parks and other locations information regarding the event. **Completed.**

5. The City's website has been the hub for information for all parties, whether a participant or attendee. **Underway and will be under continual updating during the days leading up to the event.**
6. The City is using the Fall Edition of the Wildwood Gazette to promote the event. **The article for Celebrate Wildwood has been completed for the upcoming Wildwood Gazette.**
7. The placement of postcards and other reminders at all of the City's Summer events about Celebrate Wildwood. **Completed.**
8. The Commission has yard signs for promotional purposes and any City Council Member is welcome to one (1) or more them to help advertise the event. **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 have been completed and are available at City Hall. A number of these postcards are to be provided to the Manager of the City's Farmers Market and she will be asked to distribute them to vendors there, so they are available to customers over the next two (2) weeks.**
10. The City will continue to explore all viable options in this regard up to the start of the event.

STREET BANNERS >>> Under the direction of the Wildwood Celebration Commission, the placement of the banners in Town Center Area has been completed. Also, the Wildwood Celebration Commission has prepared, with the direction and assistance from the Historic Preservation Commission, banners on Main Street, Plaza Drive, and Manchester Road for the *Wildwood History Book* sale at the event. The majority of the banners were placed during the week of August 21, 2023.

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, is underway and appears to be very popular from initial feedback the City is receiving from participants as they complete the twenty-four (24) or less bingo squares. All components of this fun challenge focused on the event and the many diverse components associated with it.

CONTACT INFORMATION >>> If the City Council Members should have any questions or comments in this regard, please feel free to contact the Department of Planning at (636) 458-0440. This item is on tonight's Work Session agenda as "For Information," which can be discussed therein, if any City Council Member should request such. Thank you for your review of this information and any comments you might have in this regard.

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.