

# Wheels In Motion Spring Car Show

by Chris Winslow



Several months ago, Earl came to me with an idea. He was worried about the consistent lack of attendance at the Wheels In Motion car show that we participate in each year. We used to have a great turnout when the event was on the front lot of Westport Plaza. Once they turned that front lot into apartments and moved us to the back lot, attendance dropped off significantly. Then, last year, we moved to the Elks Lodge in Ladue. We also had relatively poor attendance there. Even worse, they did not have a large parking lot so we ended up parking what cars did show up on the lawn in front of the Lodge and that lawn was certainly not flat and level. I worried the whole time somebody was going to fall or get their car stuck.

Earl's idea was to move the event to the Church on the Rock. This is a huge church across the street from Earl's house. Earl had been in touch with the church and they were supportive of the idea as long as we could hold the event on a Saturday. The church was an ideal car show venue with a huge parking lot and a central St. Peters location

The Wheels In Motion car show is organized by the First Capital Classics Car Club. So, we reached out to them to see what they thought. They too were worried about continuing to have the event at the Elks Lodge and were interested in the church as a possible new location.

Earl and Terry Schott and I met up with the officers from First Capital Classics and Tommy Prater from the church last fall. At that meeting, the First Capital Classics team was very enthusiastic about this new venue. In fact, they liked the idea so much, it was decided that Wheels In Motion would be expanded to a twice a year event with a show in the spring in addition to the usual show in the fall.

We continued to hold meetings about once a month through the winter and into the spring to make the first spring show at the church a reality. The result was the event that many of us attended on May 17th.

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The show was by far the largest Wheels In Motion Show since we moved off of the front lot at Westport. Brian and Amy O' Sullivan along with Terry Schott and a few others ran the gate to collect money as the show cars entered. Based on the money they took in, we had 130 cars attend the event.

Tommy Prater was a driving force that helped leverage the extensive resources of the church to help pull this show together. He arranged for the church to provide food at the event including food prepared by church members and also some food trucks. Tommy had arranged for advertising of the event with a large sign in front of the church and even set up a car display on the church lot on the two Sundays before the event to generate interest. He also printed up all of our flyers and extensively promoted the event with the congregation. On the day of the event, church volunteers were everywhere to help. This even included running shuttles between the spectator parking lot and the car show lot. (Those drivers later told me that they had shuttled over 300 people to and from the show).

Since we expected a lot of children at this event, I had reached out to Bob Blattel to see if he could do some magic shows for us. Bob was excited to come out for the event. The weather was sunny and cool, but quite windy. The wind was a challenge for Bob, but he tweaked his plan for the shows a bit and went on to perform two excellent shows for the kids. They all really enjoyed it with several watching both shows.

The reason for doing these car shows is to generate money to donate to the National Children's Cancer Society (NCCS). While the final tally for how much money we raised is still in work, based on the two parts that Gateway participated in, collecting money at the Gate and







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running the 50/50 raffle, we raised roughly \$3550 for the NCCS.

I have been in touch with Bill Brecht, the president of First Capital Classics, and his club was also very happy with the results. We are already getting the planning underway for the fall show on September 6th. For that one, Gateway will be running our traditional raffle so please start to gather raffle prizes. If we have attendance like we had for the spring show, we should have around 500 or 600 people at the event between car owners and spectators. That will give us a lot of customers to buy raffle tickets, so we will want to have some good prizes.

I want to thank everyone from Gateway that helped pull this event off and especially to Earl for coming up with the idea and pulling everyone together to make it happen.

