

CONSENT ITEM

RE: WILDWOOD SWIM PASSES

DEPARTMENT: PARKS AND RECREATION

PROGRAM: NORTH POINTE

RECOMMENDATION: Allow the sale of season passes to the North Pointe Aquatic Center to Wildwood residents at the Ballwin resident rate and receive \$80 from the City of Wildwood for each family pass sold. (limit 50 passes)

EXPLANATION: In an effort to provide recreational swimming for their residents, the City of Wildwood has in the past contracted with Ballwin to offer their residents a season pass to the North Pointe Aquatic Center. In exchange, the City of Wildwood pays Ballwin \$80 per family pass purchased by a Wildwood family. (limit 50 passes)

Current rate for a Ballwin resident family pass is \$210 and the non-resident rate is \$320. In 2016, 17 passes were sold to Wildwood families resulting in revenue of \$4,657. In 2015 the revenue was \$6,625 and in 2014 revenue totaled \$5,325.

SUBMITTED BY: LINDA BRUER, DIRECTOR OF PARKS AND RECREATION

DATE: JANUARY 17, 2017