



## **Consent Item**

**RE:** Wildwood Swim Passes

**Department/Program:** Parks and Recreation

**Recommendation:**

For the 2021 season, allow the sale of North Pointe Family Swim Passes to Wildwood residents at the Ballwin resident rate with the City of Wildwood to reimburse Ballwin \$125 per pass sold

**Explanation:**

Beginning in 2008 Ballwin has had a cooperative agreement with the City of Wildwood to offer this benefit to their residents. \$7,500 in revenue is budgeted in 2021 for the sale of Wildwood passes. In FY2019 33 passes were sold resulting in revenue of \$9,255. The sale of the pool passes would enhance the facility's revenue while having minimal impact on the facility's operations.

**Submitted By:** Chris Conway, CPRP, Director of Parks and Recreation

**Date:** January 25, 2021

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