

CONSENT ITEM

RE: WILDWOOD SWIM PASSES

DEPARTMENT: PARKS AND RECREATION

PROGRAM: NORTH POINTE

RECOMMENDATION: For the 2016 season, allow the sale of up to 50 North Pointe Family Swim Passes to Wildwood residents at the Ballwin resident rate with the City of Wildwood to reimburse Ballwin \$80 per pass sold.

EXPLANATION: For the past several years Ballwin has had this cooperative agreement with the City of Wildwood to offer this service to their residents. \$6,600 in revenue was budgeted in the 2016 budget for the sale of Wildwood passes. In 2015, 22 memberships were sold resulting in revenue of \$6,023. The sale of up to 50 passes would certainly enhance the facility's revenue with little impact on the facility's operation.

SUBMITTED BY: LINDA BRUER, CPRP
DIRECTOR OF PARKS AND RECREATION

DATE: March 8, 2016