

# **CONSENT ITEM**

**RE:** Wildwood Pool Pass Sales

**DEPARTMENT:** Parks and Recreation

**PROGRAM:** North Pointe

**RECOMMENDATION:** Staff recommends the continuation of the program allowing up to 50 Wildwood families to purchase a membership to the North Pointe Aquatic Center at a discounted rate with a reimbursement by the City of Wildwood to the City of Ballwin of \$80 per membership.

**EXPLANATION:** For the past 10 years Ballwin has partnered with Wildwood to provide summer swimming opportunities for their residents. In the past, up to 50 Wildwood families could pay the Ballwin family rate for a membership or \$210. With Wildwood supplementing \$80 per membership sold, the total realized per Wildwood membership is \$290. The regular rate for a non-resident membership is \$320. 2017 we sold 26 memberships to Wildwood families that generated \$7,267 in revenue for the facility.

**SUBMITTED BY:** Linda Bruer, CPRP  
Director of Parks and Recreation

**DATE:** January 2, 2018