



## WILDWOOD

June 21, 2016

The Honorable City Council  
City of Wildwood, Missouri  
16860 Main Street  
Wildwood, Missouri 63040

Re: **Reservation and Registration Update – Parks and Recreation**

Council Members:

### **Monthly Accounting for Parks & Recreation ♦♦♦**

At the direction of the City Council from its 2015 Strategic Planning session, the Planning/Economic Development/Parks Committee has been providing the costs associated with the maintenance and upkeep of the City's parks and trails facilities since the beginning of this year. This information has been provided in the form of an annual accounting from the year 2006 through 2015, and, again, beginning in 2016, a monthly accounting on a per park basis has been provided. In conjunction with this maintenance report, the Committee is now providing an accounting of the fees collected from pavilion rentals and program registrations.

### **Current Registration/Reservation Status ♦♦♦**

The Committee, has calculated three (3) main categories of information. These categories include the following:

- ✓ Number of Completed Registrations
  - This number includes Dog Park membership registrations of both households and the number of dogs, as well as event registrations
- ✓ Number of Reservations for pavilion rentals in three (3) parks
  - Community Park
  - Anniversary Park
  - Old Pond School Park
- ✓ Fees Collected
  - Membership registrations
  - Event registration
  - Pavilion rentals

The Committee has waited until Spring 2016 to provide an accurate count of the dog park area, which now includes the overall number of households registered, as well as how many dogs were enrolled, given the facility opened in late Fall 2015. The number of Dog Park memberships is the only information provided from the previous year (2015). With the addition of the RecDesk Software in March, pavilion reservations are now completed online and payment collected via credit card at the time of reservation. Therefore, pavilion rentals have been calculated beginning in March 2016, when the system was first operational. The pavilion in Community Park was not open and available for reservations until April 2016. The Committee would also

note the calculations of event registrations are totaled for each event and listed during the month the event was held, not necessarily when the reservations were made. The final item of note is the accounting provided is not necessarily net income for the City. Expenditures occur for each event, along with maintenance and upkeep within each park and fees to partners, who assist the City in the execution of these tasks.

The fees collected for the year to date, again on a per month basis of when the event was completed, are provided below:

2016 Fees Collected	
January	\$11,585
February	\$750
March	\$1,660
April	\$6,610
May	\$2,840
<b>Year to Date Total</b>	<b>\$24,445</b>

The quantities of registrations and reservations for the year, in addition to the fees collected to date, is identified by each month, on the attached spreadsheet.

If any of the City Council Members should have questions or comments before tonight’s meeting about this information, please feel free to contact the Department of Planning and Parks at (636) 458-0440. The Department of Planning will be available at the June 27, 2016 City Council meeting to respond to any questions or comments in this regard. Thank you for your review of this information.

Respectfully submitted,  
**CITY OF WILDWOOD**

Jim Baugus, Chair\*  
Planning/Economic Development/Parks Committee

Cc: The Honorable James R. Bowlin, Mayor  
Ryan S. Thomas, P.E., City Administrator  
John A. Young, City Attorney  
Kathy Arnett, Assistant Director of Planning and Parks  
Gary Crews, Superintendent of Parks and Recreation

\* The Department of Planning and Parks developed this report, in conjunction with the Planning/Economic Development/Parks Committee. Content reflects the Committee’s consideration of this subject, and not necessarily an individual’s position or opinion.

### Registration and Reservation Results and Fees

	2015		January 2016			February 2016			March 2016			April 2016			May 2016			Total Reservations	Total Registrations	Total Fees Collected		
	Registrations Completed	Fees Collected	Reservations Made	Registrations Completed	Fees Collected	Reservations Made	Registrations Completed	Fees Collected	Reservations Made	Registrations Completed	Fees Collected	Reservations Made	Registrations Completed	Fees Collected	Reservations Made	Registrations Completed	Fees Collected					
Dog Park Households	131	\$7,248.50		20	\$ 1,000.00		15	\$ 750.00		32	\$ 1,600.00		20	\$ 1,000.00		16	\$ 800.00		234	\$ 12,398.50		
Dog Park Dogs	174			31			19			40			25			22			311			
Anniversary Park Pavilion									2	\$ 60.00	5	\$ 170.00	8	\$ 230.00				15	\$ 460.00			
Community Park Pavilion											21	\$ 2,100.00	17	\$ 1,750.00				38	\$ 3,850.00			
Old Pond School Pavilion											1	\$ 30.00	2	\$ 60.00				3	\$ 90.00			
Event Registration				331	\$11,585.00		479			100			243	\$ 3,310.00		84			1237	\$ 14,895.00		
Event Breakdown			Frozen Feet 1/2 Marathon (331@\$35) = \$11,585			ECRP (95@Free) = \$0.00 Cabin Fever Hike (240@Free) = \$0.00 Family Snow Day at Hidden Valley (144@Free) = \$0.00			ECRP (100@Free) = \$0.00			ECRP (83@Free) = \$0.00 Spring Crop (11@\$30) = \$330 Tree Hugger 5K Run (149@\$20) = \$2980			ECRP (84@Free) = \$0.00							
<b>2015 Totals</b>		<b>\$7,248.50</b>																	<b>2015 Totals</b>	<b>131</b>	<b>\$ 7,248.50</b>	
<b>2016 Totals</b>					<b>\$12,585.00</b>			<b>\$ 750.00</b>			<b>\$ 1,660.00</b>			<b>\$ 6,610.00</b>			<b>\$ 2,840.00</b>		<b>2016 Totals</b>	<b>56</b>	<b>1340</b>	<b>\$24,445.00</b>