



## WILDWOOD

February 26, 2019

### MEMORANDUM

To: Planning and Parks Committee Members

From: Department of Planning and Parks

Re: **Financial Accounting from Pond Athletic Association (PAA) (Ward – One)**

Cc: The Honorable James R. Bowlin, Mayor  
Administration/Public Works Committee Members  
Economic Development Committee Members  
Steve Cross, Co-Interim City Administrator  
Gary Crews, Superintendent of Parks and Recreation

Committee Members:

For the past several years, the City Council has authorized and provided financial support to the Pond Athletic Association (PAA). This action has been taken by the City Council, which follows certain directives from its Parks and Recreation Action Plan (2007) and encourages partnerships with unique providers of programs and facilities the City itself does not offer. The Action Plan was reviewed in 2018 and the recommended changes to this section of it are minor and do not modify the intent of the original recommendations. The first Action Point in this Plan addresses ‘Recreational Programs and Target Populations’ and includes the following recommendations:

- Partner with the other providers to create the greatest range of programming opportunities that are possible for residents, by continuing on-going efforts, while expanding others, with the Wildwood Family YMCA, the Pond Athletic Association, the Rockwood School District, and the St. Louis Community College – Wildwood Campus;
- Establish, as part of these partnerships, opportunities for residents to obtain services and programs from these other providers at reduced or subsidized levels by creating financial agreements with said entities;

The City has set aside ten thousand dollars (\$10,000.00) to support ongoing programming for Wildwood youths at the PAA facility. Without this funding, many Wildwood residents would see higher costs to enroll their children in the leagues and tournaments offered by PAA. As part of this funding, and in being good stewards of its finances, the City has requested accounting reports and other information be provided from PAA of how the allocated funding was directed and used in the previous year (2018).

The funding, for the City’s 2018 Fiscal Year, was not directed to be used for any specific aspect of PAA. However, as in previous years, the Committee requested it be used in conjunction with the association’s

training league, which served a total of three hundred thirteen (300) children, ranging in age from four (4) to seven (7) years old. Again, this funding is not limited to solely the training league, but the association is choosing to apply the City's support to these teams, who are the future of baseball and softball in Wildwood, and the region. This league also has a 2.45:1 ratio of Wildwood residents to non-residents, with two hundred thirteen (213) Wildwood residents in the training league and eighty-seven (87) non-residents. With this year's funding, PAA applied the City's ten thousand dollars (\$10,000.00) to cover a portion of the training league expenses, which are outlined below:

- Uniforms - \$7,452.20
- Trophies - \$2,268.50
- Equipment - \$6,330.00
- Grounds crew & field maintenance - \$18,406.53

**Total Training League Cost = \$34,457.23**

The costs listed above for the training league do not include field equipment maintenance, umpires, or general park maintenance and upgrades. Both PAA representatives and Department staff believe this allocation is an appropriate use of funds, since it more directly serves Wildwood residents than other possible options. With the support being budgeted by the City Council and the accounting information being provided by the PAA, the Department believes the requirements for this funding have been met.

Representatives from PAA noted it is their intention to again use the 2019 funding for the training league. Additionally, the City's support of PAA also contributes to its efforts with a number of charitable efforts, which impact this community in a positive manner. These efforts include Kick for Cancer, Hits for Heroes, International Games, and Lafayette High School Softball and Baseball Camps, as well as camps for the disabled. Department staff would ask for a motion and a second to authorize the payment of funds to the PAA for the 2019 Fiscal Year.

If any Committee Members should have any questions or comments in this regard, please feel free to contact the Department of Planning and Parks at (636) 458-0440. A presentation of this information is planned at tonight's meeting. Thank you for your consideration and requested direction on this item.