



## WILDWOOD

February 25, 2020

### MEMORANDUM

To: Planning and Parks Committee Members

From: Department of Planning and Parks

Re: **Financial Accounting from Pond Athletic Association - 2019 (PAA) (Ward – One)**

Cc: The Honorable James R. Bowlin, Mayor  
Administration/Public Works Committee Members  
Economic Development Committee Members  
Sam Anselm, 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 2018 versions), in that, partnerships are encouraged with unique providers of programs and facilities the City itself does not offer. The first Action Point in the updated 2018 Parks and Recreation Action 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 being good stewards of its finances, the City has requested accounting reports and other information be provided from PAA on how it allocated funding and was used in the previous year (2019).

The funding, for the City's 2019 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 twenty-five (325) children, ranging in age from four (4)

to eight (8) 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 1.62:1 ratio of Wildwood residents to non-residents, with two hundred one (201) Wildwood residents in the training league and one hundred twenty-four (124) non-residents. The number of Wildwood residents in the league remained steady from last year, but the association did see an increase in non-resident enrollment, causing the resident to non-resident ratio to narrow.

With this year's funding, PAA applied the City's ten thousand dollar (\$10,000.00) allocation to cover a portion of the training league expenses, which are outlined below:

- Uniforms - \$7,103
- Trophies - \$2,277
- Equipment - \$320

**Total Training League Cost = \$9,700**

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 now provided by the PAA, the Department believes the requirements for ongoing funding have been met.

Representatives from PAA noted it is their intention to again use the 2020 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 special needs groups. Department staff would ask for a motion and a second to authorize the payment of funds to the PAA for the 2020 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.