



Legislation Details (With Text)

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Title: DISCUSSION AND POSSIBLE ACTION - CALYPSO COVE PASSES
Sponsors:
Indexes:
Code sections:
Attachments: 1. BACKGROUND - Calypso Cove Free Passes Log

Date	Ver.	Action By	Action	Result
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TO: Mayor and City Commission

FROM: Cale Curtis, City Manager

DATE: July 7, 2021

DISCUSSION AND POSSIBLE ACTION - CALYPSO COVE PASSES

BACKGROUND: The current procedure for Calypso Cove Passes have been manually published, and distributed with no detailed tracking capabilities, other than the total number of passes received at the payment window. The Parks and Recreation Department now has the ability, through their online recreation management software, to print unique barcodes on each type of pass distributed to the public. These unique barcodes will be created for any future promotional needs, and when the unique Calypso Cove Pass is redeemed at the facility, we will track where the pass came from. This will allow us to create summary reports, and allow us to present to the commission.

Below is a brief history of free passes at Calypso Cove:

- 2012 - Student and Teacher of the Month: 2 free passes
- 2017 - Consensus given for Challenger Baseball Day
- 2018 - Consensus given for Margate Youth Sports registration: 1 free pass
- 2019 - Consensus given for 5th Grade graduating students from Margate Schools: 1 free pass
- 2019 - Consensus given for 1 Free group pass in the Margate Matters

I am requesting consensus to continue with trackable passes to give out for following categories:

1. Student & Teacher of the month (4 passes to students and 2 passes to teachers)
 - a. 4 public schools
 - b. 2 charter schools
 - c. 3 private schools
2. Youth Sports League registrations
3. Local Margate Schools 5th grade graduating class

- a. Atlantic West: 5th graders 114*
- b. Liberty Elementary: 5th graders 155*
- c. Margate Elementary: 5th graders 159*
- d. Rise Academy: 5th graders 41*
- e. West Broward Academy: 48*

*(census from Benchmark Day Enrollment Count September 14, 2020)
Census data unknown for private schools

RECOMMENDATION: For discussion.

FISCAL IMPACT: Cost of printing: ~\$385 per 1,000 passes
Per pass valuation: Margate resident - \$4.00/Non-Resident - \$7.00

CONTACT PERSON: Michael Jones, Parks and Recreation Director