



CITY OF MANITOWOC
WISCONSIN, USA
www.manitowoc.org

20-1086



TO: Public Infrastructure Committee

FROM: Katelin Dorow, Recreation Team Leader

RE: Manitowoc Family Aquatic Center Combo Membership Promotion Rate

The Manitowoc Parks and Recreation Staff submitted a Manitowoc Family Aquatic Center Combo Membership Promotion Rate for the 2021 Budget. The proposed price rate for the promo combo rate is \$299.00 compared to our regular combo rate of \$355.00. If the promotion rate is approved, the Parks and Recreation Staff are requesting to be able to sell the Combo Membership at the promotion rate prior to January as a Holiday Promotion. The goal of this promotion rate is to increase the amount of season members at the Aquatic Center.

I recommend the City accepting this proposal for following reasons:

1. It would allow Park and Rec staff the opportunity to market and sell the Promotion Rate to Citizens to use as Holiday gifts.
2. This promotion could create an increase of annual combo memberships for the Aquatic Center.
3. The promotion would give staff the ability to create off season excitement around the Aquatic Center and the Expansion.