



Dear City Council,

At the April 3<sup>rd</sup>, 2024 TBID Board Meeting the TBID Board discussed a proposal to grant \$10,000 to the Svarre Municipal Pool to purchase deck chairs, umbrellas and lap lane ropes. Per the TBID by-laws, they require a minimum match of 50% of total project cost. After discussing the situation with Pool Manager Garsjo and reviewing costs for these purchases, the project cost will be approximately \$15,000, \$5,000 coming from the City's Budget.

The \$5,000 is not 50% match of the project. In a way to not only meet this requirement, but to also increase the use of the pool by travelers, we are presenting you with a proposal of donating day passes to each of the hotels to be given to their patrons.

Currently the City sells "vacation passes", which are 10 uses of the pool by anyone, for \$40 or "bulk vacation passes" which is 10 vacation passes, or 100 uses, for \$350.00. We are proposing to give each of the 8 hotels a bulk vacation pass each summer for four years. At the end of the four years it would be re-evaluated.

For administrating this, the City would create 100 individual use passes, or cards, that have the City logo, the TBID logo and the hotel logo for each hotel. Patrons of the hotels would then give this pass to the pool for admission and the City will track how many are used and from which hotel. It will be at the discretion of the hotel who they give passes to and how many.

We feel this exchange will be beneficial in many ways. Not all of the 8 hotels have on-sight pools, most of which at this time do not allow for private parties. Although the day passes would not work for private parties, we hope that private parties will be booked by hotel patrons and locals with this association. We also hope that by having a pass to get into the pool, it will increase the want to come back the remaining days of their stays, thereby increasing the attendance at the pool. The TBID intends to leverage Sidney's already existing assets to benefit the lodging industries and the proposed partnership is mutually beneficial.

By doing this, the City is only contributing \$5,000 out of our budget, but the perceived in-kind donation would be \$2,800 per year. The actual in-kind donation could be tracked by the tracking of the passes.

Thank you,

Jessica Chamberlin  
City of Sidney  
Clerk/Treasurer

The City of Sidney is an equal opportunity provider.