

COUNCIL ACTION FORM**SUBJECT: REALLOCATING WELLMARK 3-POINT PLAY MONEY****BACKGROUND:**

In 2010, Wellmark began its 3-Point Play program encouraging sports fans to eat right, move more, and feel better. This program partnered with Parks and Recreation Departments in the communities home to Iowa State University, University of Iowa, Drake University, University of Northern Iowa, University of South Dakota, and South Dakota State University. Each Department gets \$300 for every field goal made during football games and \$30 for every 3-point basket made by both the men's and women's basketball teams. Since the program began, the City of Ames has received more than \$95,000 from Wellmark. Most of the money has been used to purchase new or replace equipment in the Community Center Cardio room.

In the FY 2013/14 Capital Improvements Plan, \$20,000 was approved to purchase outdoor fitness equipment with money from the 3-Point Play program. This equipment has not been purchased, and upon further review, staff would like to reallocate this money for the purchase of 11 spinning bikes. Staff contacted several communities who have installed outdoor fitness equipment and the feedback received indicated the equipment was not heavily used. On the contrary, Staff's further research indicates that spinning classes are almost always full. Not only will spinning be an additional course offering, but an additional revenue stream as well.

3-Point Play Revenue

2013/14	\$15,440
2014/15	<u>\$13,940</u>
Total	\$29,380

Equipment Expense

11 Keiser M3I Indoor Cycles	\$18,148
Total	\$18,148

Excess Funds **\$11,232**

After the purchase of the spinning bikes, there will be an additional \$11,232 available. Staff would like to use these excess funds for the following purchases:

Peak Pilates Total Workout System Reformer & Tower	\$4,895
Reformer Accessories (i.e. jump board, mat box, etc.)	\$828
T5XR Nustep Recumbent Bike with Wide Seat – ADA Compliant	<u>\$5,554</u>
Total	\$11,277

ALTERNATIVES:

1. Approve the reallocation of the \$20,000 for outdoor fitness equipment reflected in the FY 2013/14 CIP for the purchase of 1) eleven spinning bikes and 2) the Reformer, Reformer accessories, and the Nustep.
2. Do not approve the reallocation of the \$20,000 reflected in FY 2013/14 CIP and continue with the plan to purchase the outdoor fitness equipment.
3. Refer back to staff.

MANAGER'S RECOMMENDED ACTION:

The proposed project will address a need for new equipment to provide more popular recreational opportunities for our residents. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the reallocation of the \$20,000 for outdoor fitness equipment reflected in the FY 2013/14 CIP for the purchase of 1) eleven spinning bikes and 2) the Reformer, Reformer accessories, and the Nustep.