

SUBJECT: CONSIDERATION OF OFFERING ONLINE VOUCHERS TO CITY ACTIVITIES AND EVENTS

SOURCE: Administration

COMMENT: At its meeting on April 16, 2013, the City Council approved Council Member Ward's request that the Council consider offering online vouchers to City activities and events.

To encourage participation and registration for its activities and events, the City (primarily the Parks & Leisure Services Department) will routinely offer "early bird" registration discounts that are valid either a single day or limited number of days. Due to City Hall and/or the Heritage Center being the primary locations for registration, and both generally located in the Downtown area, those locations may not be convenient for citizens to take advantage of the special discount registrations at the time they are offered. Absent an online registration process, it has been requested that the City consider offering a voucher on the City's website that can be downloaded and printed during the timeline for "early bird" registration, and then presented at a later date to receive the same benefit of the discount.

RECOMMENDATION: That the City Council consider offering online vouchers to City activities and events, and provide staff direction.

ATTACHMENT: None

C/M

A handwritten signature, possibly of the Council Member, written in black ink. It consists of a large, stylized 'J' or 'L' shape with a horizontal line through the middle.

Item No. 25