

Memo



Date: October 29, 2010
File: 0610-53
To: City Manager
From: Director, Recreation & Cultural Services
Subject: Fees & Charges Bylaw No. 9609 Amendments

RECOMMENDATION:

THAT Council receives the report from the Director, Recreation & Cultural Services dated October 29, 2010 to update the Recreation & Cultural Services Fees & Charges Bylaw No. 9609;

AND THAT Bylaw No. 10448 being Amendment No. 3 to the Recreation & Cultural Services Fees and Charges Bylaw No. 9609 be advanced for reading consideration.

PURPOSE: To seek Council's endorsement for amendments to the City's Bylaw No 9609, Fees and Charges for Recreation & Cultural Facilities.

BACKGROUND:

The Recreation & Cultural Services Department maintains two comprehensive documents that play a significant role in the use of City facilities and parks.

- Fees and Charges Bylaw No. 9609 - This document was created in 2006 to be in compliance with Section 194 of the Community Charter requiring all references to fees and charges to be assembled into a single document in bylaw format for Council's consideration and approval. The bylaw contains fee schedules for the various chargeable facilities rental rates, facility admission rates and services through Recreation & Cultural Services.
- Conditions of Use & Allocation Policies Manual - This document contains general and specific conditions that guide the use of various City facilities and sportsfields. This document is currently being reviewed and updates will be presented to City Council in the near future.

Key to our success in developing and managing these documents has been the balance between community needs with fiscal responsibility, using a market driven approach, maintaining awareness of community trends and ongoing collaboration with facility-based advisory committees; specifically the Sportsfield Advisory Committee, Arena Advisory Committee, Aquatics Advisory Committee and Apple Bowl Advisory Committee.

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Council Policy 222, Recreation and Cultural Services Philosophy/Fees & Charges (attached), remains a guide in the review and development of fees and charges. Through our review and recommended amendments, the updates address:

- Fee equity
- Establish the fees and charges to facilitate fee administration
- Maintain the opportunities to access our facilities while recognizing current market conditions

The following outlines the significant changes within Bylaw No. 9609, Fees and Charges for Recreation & Cultural Services.

Change Annual Fee Increase of BC CPI to a 2 % flat rate

In 2007 an annual rate increase equivalent to the previous calendar year BC Consumer Price Index (BC CPI) was implemented to streamline the process. While this approach addresses annual increases (as compared to larger increases every few years) it also created challenges with the development of timely facility rental contracts. Many of the facility rental contracts are prepared prior to the implementation of the annual updated CPI rate and fees. As a result patron's initial contracts are not reflective of actual costs and required updating annually. This causes additional work for staff and uncertainty to the patron.

Changing the annual rate increase to a flat 2 % from an increase based on the BC CPI would provide certainty to patrons and streamline administration. The proposed change would be effective January 1st of each year, with the exception of Arenas which are effective September 1st of each year to follow their program season. The annual increase remains relatively constant in that the BC CPI has consistently averaged close to 2% in recent years (with the exception of 2009-0%).

Areas currently tied to CPI that will be impacted by this change include:

- Schedule A - Parkinson Recreation Centre - Facility Admission Fees & Charges
- Schedule B - Parkinson Recreation Centre - Facility Rental Fees & Charges
- Schedule C - Apple Bowl - Rental Fees & Charges
- Schedule E - Arenas - Rental Fees & Charges
- Schedule F - Multi-Purpose Facilities - Rental Fees & Charges
- Schedule G - Other Facilities/Parks - Fees & Charges

Staff will continue to monitor the impact of a flat 2% increase with a more in-depth review in 2015 to ensure fees do not become a barrier to participation.

Areas that are not increased based on the annual CPI but rather on multi-year fee/rate programs. Examples include:

- Schedule B - Aquatic Facilities Fees & Charges
- Schedule D - Sports Fields - Rental Fees & Charges
- Schedule G - Other Facilities/Parks - Outdoor Event Application Fee
- Schedule H - Kelowna Community Theatre - Fees & Charges

Schedule A

Parkinson Recreation Centre - Facility Admission Fees & Charges

The changes to PRC Facility Admission Fees & Charges include:

- A single facility admission fee for monthly and annual facility passes
- Ratios that connect various admission fees and bring fees more in line with other similar facilities
- Consolidate the number of senior rate options from three to two

Facility Access

The current fee structure provides admission based on access with a pool pass (pool only) or a combination pass (pool, fitness area or drop-in gymnasium). Pool and combination passes can be purchased through a variety of options; single entry, 10/20 entry card or 1/3/6 month and full year pass. The challenge with this structure is the PRC building layout does not provide the opportunity to adequately monitor or control access to the pool, fitness area or gymnasium once past the main reception counter. The result is patrons having full access regardless of the fee paid.

The recommendation is to allow pool only access by single entry or 10/20 entry cards. The pool only option for the 1/3/6 month and full year pass would be eliminated. Currently, the single entry and entry cards represent approximately 98% of those who access the pool through the "pool only" option. The option for patrons beyond the single entry or entry cards becomes the facility pass (formerly known as a combination pass) providing access to the pool facilities, the fitness area and drop-in gymnasium time. While we recognize that there will be an impact on those who go from the pool pass to the facility pass, we have also expanded the scheduled payment plan from one year to include the 6 month pass.

Maintaining the single entry and 10/20 entry cards provides the greatest flexibility for patrons that are not able to commit to the regularity and benefit from a month+ pass program. The facility pass on the other hand provides value for those who plan to attend with regularity and desire for activity options. Although the proposed change will not eliminate the access issues in their entirety, it will streamline our pass program and reduce concerns of patrons purchasing the most inexpensive pass and taking advantage of the limited access controls.

Changes to Fee Structure

Currently there is an inconsistency in the relationship with the fee structure between age groups and between the different admission options. The proposed changes to the fees are based on:

- The single adult admission fee is the benchmark fee
- Fees for other age groups are based on a percentage of adult admission fee
- For multiple access passes (entry cards, month+ passes) the more you buy the better the price

These new ratios create a consistent fee structure and facilitate fee management and provide the opportunity to bring our fees more in line with other similar facilities. Key points include:

- The proposed base adult rate increased by 5% for both the pool and facility over 2010 rates and becomes effective April 1, 2011. The rate schedule would then follow the proposed annual 2% increase starting January 1, 2012.
- The ratio difference between the pool and facility rate for child, preschool and senior (75+) is lower in the facility rate to recognize their minimal use of the full facility (i.e. preschool in fitness area).

The following chart represents the proposed ratios to establish single entry fees:

Age Group	Pool	Facility
Adult	100%	100%
Youth	75%	75%
Child	55%	45%
Preschool	30%	25%
Senior (65-74)	65%	75%
Senior (75+)	55%	45%
Family	215%	215%

From the base single admission rate, other rates are developed based on the following:

- 10 entry card (pool or facility) = 80% of 10 singles
- 20 entry card (pool or facility) = 70% of 20 singles
- 1 month pass = 85% of 10 facility singles
- 3 month pass = 75% of 30 facility singles
- 6 month pass = 65% of 60 facility singles
- 1 year pass = 55% of 120 facility singles

Attachment #1 provides a comparison of current and proposed fees.

Senior Rates

Currently there are 3 different Senior rates; 65-70, 71-80 and 81+. The proposed changes consolidate senior rates into two categories; 65-74 and 75+. This change continues to recognize an important demographic while further simplifying the rate structure.

Schedule B

Parkinson Recreation Centre - Facility Rental Fees & Charges

Swimming Pool Rental

Swimming pool rental rates are based on a structure that has not been updated to reflect current business practice and rental patterns. Changes to the rate structure include:

- Rental program based on “during pool hours” and “outside pool hours”
- Rental categories consisting of commercial, non-profit adult and youth
- Half or whole pool rental rates

Current rates - 2010

	Public Rental	Swim Club with Guard	Swim Club without Guard	Swim Meets
Commercial	\$115.20			
Non-Commercial/School	\$92.15			
Adult		\$84.34	\$51.35	\$112.76
Youth		\$42.17	\$25.67	\$73.74
Pre-school/small pool	\$46.08			

Proposed rates - 2011

Pool Rates per Hour	During Pool Hours		Outside of Pool Hours	
	Whole Pool	Half Pool	Whole Pool	Half Pool
Commercial	\$63.20	\$31.60	\$115.20	n/a
Non-Profit Adult	\$51.34	\$25.76	\$103.34	n/a
Non-Profit Youth	\$25.67	\$12.84	\$77.67	n/a

Schedule D
Sportsfield Fees - Rental & Charges

Fees for sportsfields have been projected on a five year program ending in 2010 and are in need of new projections for 2011 and beyond. Current economic conditions and the reduction of sport group Gaming Grants has created a period of uncertainty for these groups as their ability to generate adequate revenue has been compromised. Discussions with the Sportsfield Advisory Committee have confirmed these challenges and as a result, the recommendation is to carry the 2010 rate over to 2011 with the plan to review the rate again for 2012 and subsequent years.

Schedule G
Other Facility/Parks - Fees & Charges

Wedding Ceremony Fee

Fee of \$75.00 was introduced in 2003 and has remained essentially unchanged since then. There have been CPI increases to this fee leading to the current rate of \$84.28 (not including HST). This fee is based on up to a 3 hour booking in the following parks; Knox Mountain, City, Waterfront, Kasugai Garden and will include Stuart Park in 2011. Research of wedding ceremony fees in similar municipalities demonstrates that our current fees are less than current pricing. Staff proposes an incremental increase of this fee over a 4 year period leading to a fee of \$150.00 to be implemented by 2014.

2010	2011	2012	2013	2014
\$84.28	\$110.00	\$125.00	\$140.00	\$150.00

Outdoor Events

Council will recall the report on the Outdoor Events Plan on March 22, 2010. In the report three areas pertaining to fees were identified for review and update,

- Outdoor Event Application Fees
- Percentage of Gross Gate
- Transfer of City's Liquor Primary Licence

Outdoor Event Application Fee:

The current policy provides for a single application fee regardless of non-profit or commercial status or size of the event. The recommendation is for the implementation of a tiered fee structure that recognizes both the difference between a non-profit and commercial event as well as difference in the size and complexity of the event. A tiered fee structure for event applications is consistent with practices in other municipalities. This fee structure will make the rate consistent with the existing park rental fees formula, where non-profit rates are 50% of commercial rates.

The implementation of this new rate will be implemented over a 3 year period, commencing in 2012. 2011 rates will be the same as 2010 as information packages have already been issued for events planning to return for 2011.

Non-Profit Rates

	2011	2012	2013	2014
Small	\$60.00	\$60.00	\$60.00	\$60.00
Medium	\$60.00	\$70.00	\$80.00	\$90.00
Large	\$60.00	\$80.00	\$100.00	\$120.00

Commercial/Private Rates

	2011	2012	2013	2014
Small	\$60.00	\$80.00	\$100.00	\$120.00
Medium	\$60.00	\$140.00	\$160.00	\$180.00
Large	\$60.00	\$160.00	\$200.00	\$240.00

Event size is defined as follows:

Small Events

- Up to 500 people (spectators and participants)
- Simple site requirements
- No road closure requested
- Event takes place in one day

Medium Events

- 501 to 2,000 people (spectators and participants)
- Road closure(s) requested with little impact on resident and/or traffic flow
- Traffic management plan required
- Event may be more than one day with set up and take down
- Special Occasion Licence associated with the event

Large Events

- Over 2,000 people (spectators and participants)
- Complex site requirements
- Road closure(s) requested with impact to traffic flow
- Traffic management plan required
- Event may take place over several days with additional days required for set up and take down
- Full or partial park closure may be in effect - ticketed event
- Special Occasion Licence associated with event

The above descriptions will be included in the City's Recreation & Cultural Services Conditions of Use & Allocation Policies Manual for Recreation Facilities, Theatre, Sportsfields and Parks.

Percentage of Gate:

For ticketed events in parks, the City's current practice is to charge a park rental fee or to apply the percentage of the gate formula (whichever is greater). This premium was implemented in 2004 for ticketed events that restrict public access to City parks.

The percentage of gate formula is:

- *# of tickets sold x ticket price x applicable gross gate % to a maximum ceiling of \$8,000*
- *If the event is on multiple days, the above formula applies to the highest gross revenue day with the remaining day(s) maximum ceiling calculated at 50%*

Upon review of this formula, the recommendation is to change the gross gate percentage and the maximum ceiling rate for non-profit events, leaving the rates for commercial events as is. This adjustment will make the percentage and ceiling rate consistent with the existing park rental fees formula, where non-profit rates are 50% of commercial rates.

	Current			Proposed		
	Gross Gate %	Ceiling	Partial Access*	Gross Gate %	Ceiling	Partial Access*
Non Profit	5%	\$8,000	\$5,000	4%	\$4,000	\$2,500
Commercial	8%	\$8,000	\$5,000	8%	\$8,000	\$5,000
Additional Days would be at 50% of the above ceiling rates						

*If partial public park access is maintained during the event, a reduced ceiling rate would be applied.

Examples:

- Waterfront Park - boardwalk/promenade remains open to the public
- City Park - Lakefront Promenade, pedestrian tunnel, Water Park, Playground and portion of beach remain open

Maintaining the principle of the gross gate allows the event organizers to plan and prepare budgets based on a maximum ceiling rate. In the case where gross gate percentage does not equal park rental fees (calculated on event days only) percentage of gate will not apply and the organizer will only pay the park rental fees.

In 2010 four ticketed events triggered the percentage of gross gate calculation; Fat Cat Festival, Deadmau5 Concert, Center of Gravity and Dragon Boat Festival Emerson Drive Concert. Only the Deadmau5 Concert and Center of Gravity paid facility rental fees based on the gross gate calculation.

Temporary Change of Stadium Liquor Primary Licence:

The City of Kelowna currently holds Liquor Primary Licences for Apple Bowl Stadium, Elks Stadium, King Stadium, Kinsmen Softball Quadplex and Kelowna Community Theatre. The City has allowed the temporary transfer of a stadium licence to either Waterfront Park or City Park for use by a commercial event operator during their event. Examples include Dragon Boat Festival and Thunderfest.

As owner of the license, the City is required to ensure the BC LCLB regulations are adhered to. The operation of each Liquor Primary license has been transferred to the main tenant of the facility to which the license is attached via a third party operating agreement. Transfer of the City owned Liquor Primary Licence places the City at risk in relation to violations to the liquor primary licence regulations. This risk extends to the third party operators of our liquor primary licences. A worst case scenario would see improper use of the licence by the transferee (event organizer) resulting in a suspension of the licence. The suspension would be borne by the third party operator not the transferee.

The recommended change to the bylaw would eliminate the temporary transfer of the City's Liquor Primary Licence thus eliminating the risk to the City and third part operator.

Non-profit organizations have the option of securing a Special Occasion License for use at their outdoor events. Commercial organizations will be required to work with BC LCLB to explore and obtain the appropriate liquor licence.

Implementation

Changes as outlined in the report would follow the following implementation schedule:

- 2% increase effective January 1, 2011, unless otherwise stated in Bylaw

- Changes to PRC Facility Admission Fees & Charges would become effective April 1, 2011 and then follow the January 1st schedule for 2012 and beyond
- All other changes outlined in the report would become effective January 1, 2011

INTERNAL CIRCULATION TO: General Manager, Community Services; Director, Community & Media Relations; City Clerk

EXISTING POLICY: Council Policy 222 - Recreation and Cultural Services-Philosophy/Fees & Charges Policy

Considerations that were not applicable to this report:

FINANCIAL/BUDGETARY CONSIDERATIONS

PERSONNEL IMPLICATIONS

EXTERNAL AGENCY/PUBLIC COMMENTS

ALTERNATE RECOMMENDATION

LEGAL/STATUTORY AUTHORITY

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS

TECHNICAL REQUIREMENTS

Submitted by:



J. Gabriel, Director, Recreation & Cultural Services

Approved for inclusion:



J. Vos, General Manager, Community Services

Cc: General Manager, Community Services
Director, Community & Media Relations
City Clerk

Attachments

1. PRC Admission Rates Comparison of Current to Proposed
2. Council Policy 222-Recreation and Cultural Services Philosophy/Fees & Charges

Attachment #1 - Comparison of Current and Proposed Fees

CURRENT TICKETS

	Single Entry		10 Entry Card		20 Entry Card	
	Pool	Combo	Pool	Combo	Pool	Combo
Adult (19-64)	\$4.29	\$5.45	\$33.40	\$42.20	\$59.20	\$78.20
Youth/Student (13-18)	\$3.26	\$4.11	\$25.10	\$31.60	\$44.40	\$58.60
Child (7-12)	\$2.19	n/a	\$16.80	n/a	\$29.60	n/a
Preschool (3-6)	\$1.16	n/a	\$8.40	n/a	\$14.80	n/a
Seniors (65-70)	\$3.26	\$4.11	\$25.10	\$31.60	\$44.40	\$58.60
Seniors (71-80)	\$2.19	\$2.77	\$16.80	\$21.10	\$29.60	\$39.00
Seniors (81+)	\$1.16	\$1.34	\$8.40	\$10.60	\$14.80	\$19.60
Family	\$8.57	\$10.85	\$66.90	\$84.20	\$118.40	\$156.40

PROPOSED TICKETS

	Single Entry		10 Entry Card		20 Entry Card	
	Pool	Facility	Pool	Facility	Pool	Facility
Adult (19-64)	\$4.50	\$5.70	\$36.04	\$45.60	\$63.06	\$79.80
Youth/Student (13-18)	\$3.38	\$4.28	\$27.03	\$34.20	\$47.30	\$59.85
Child (7-12)	\$2.48	n/a	\$19.82	n/a	\$34.68	n/a
Preschool (3-6)	\$1.35	n/a	\$10.81	n/a	\$18.92	n/a
Seniors (65-74)	\$3.38	\$4.28	\$27.03	\$34.20	\$47.30	\$59.85
Seniors (75+)	\$2.48	\$2.57	\$19.82	\$20.52	\$34.68	\$35.91
Family	\$9.68	\$12.29	\$77.48	\$98.28	\$135.59	\$171.99

CURRENT PASSES

	1 Month		3 Month		6 Month		1 Year	
	Pool	Combo	Pool	Combo	Pool	Combo	Pool	Combo
Adult (19-64)	38.57	\$45.60	\$98.74	\$117.26	163.54	\$195.43	\$290.05	\$312.69
Youth/Student (13-18)	29.14	\$34.40	\$74.61	\$88.46	123.56	\$147.43	\$219.15	\$235.89
Child (7-12)	19.71	n/a	\$50.47	n/a	83.59	\$83.59	\$148.25	n/a
Preschool (3-6)	10.29	n/a	\$26.33	n/a	43.61	\$43.61	\$77.35	n/a
Seniors (65-70)	29.14	\$34.40	\$74.61	\$88.46	123.56	\$147.43	\$219.15	\$235.89
Seniors (71-80)	19.71	\$23.20	\$50.47	\$59.66	83.59	\$99.43	\$148.25	\$159.09
Seniors (81+)	10.29	\$11.20	\$26.33	\$28.80	43.61	\$48.00	\$77.35	\$79.81
Family	77.14	\$91.20	\$197.49	\$234.51	327.09	\$390.86	\$580.12	\$625.37

PROPOSED PASSES

	1	3	6	1 Year
	Month	Month	Month	1 Year
Adult (19-64)	\$48.45	\$128.25	\$222.30	\$376.20
Youth/Student (13-18)	\$36.34	\$96.19	\$166.73	\$282.15
Child (7-12)	\$21.80	\$57.71	\$100.04	\$169.29
Preschool (3-6)	\$12.11	\$32.06	\$55.58	\$94.05
Seniors (65-74)	\$36.34	\$96.19	\$166.73	\$282.15
Seniors (75+)	\$21.80	\$57.71	\$100.04	\$169.29
Family	\$104.42	\$276.41	\$479.12	\$810.81



City of Kelowna
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Kelowna, BC V1Y 1J4
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Council Policy

Recreation and Cultural Services – Philosophy/Fees & Charges Policy

APPROVED November 23, 1992

RESOLUTION: R375/10/04/26
REPLACING: R892/99/11/01; S1315/1992/11/23
DATE OF LAST REVIEW: April 2010

A. STATEMENT OF PHILOSOPHY

The City of Kelowna provides a variety of recreation, parks and leisure services as a vehicle to achieve benefits for all individuals and for the community at large.

AND

The level of community resources that the City of Kelowna dedicates towards these services should be directly related to the extent of benefit to the community and the City's ability to pay.

Although not limited to the following, benefits to the community can be defined as activities that:

- lead to individual growth or community development
- improve the physical or social well being of the community and the individual
- enhance or support family life
- promote community spirit and pride
- beautify or protect the environment
- enhance leadership qualities in individuals
- enhance personal skill development related to leisure and recreation activities
- integrate persons of low socio-economic status and person with disabilities
- enhance the quality of life in the City's outdoor environment.

B. POLICY STATEMENT FOR FEES AND CHARGES

The purpose of these policy statements is to guide the overall system of fees and charges so that there is internal consistency and a fair level of financial contribution by the participant and by the City of Kelowna.

1. In order to justify the City's involvement, services must provide some level of benefit to the public. Services that can demonstrate a greater public benefit justify a greater commitment of municipal resources than those that do not. (Access to parks, facilities, and commitments of staff time are the primary municipal resources provided by the Recreation and Cultural Services Department.)
2. Fees should not be a barrier to participation in basic recreation and cultural services and the City of Kelowna will ensure that a system is available to assist those who cannot afford fees for basic services. (The concept of a "basic park and leisure service" is defined in Appendix "A".)
3. Fees and charges should be applied consistently to all sectors of the community regardless of race, ethnic origin, age, religion, gender or disability. Lower fees to certain sectors of the community are justified by defined community benefits. (For example: lower fees to children or seniors encourage higher levels of participation and higher levels of participation by these age groups has a number of broad community benefits.)
4. While respecting statements 1, 2 and 3, fees and charges will, whenever possible, reflect costs and fair market value for the services offered because revenue received offsets the demand on general taxation and thus allows for more services to be provided.

5. While the financial commitment to individual programs, facilities, and services varies depending on the nature of the service, the City of Kelowna will strive to improve efficiency and effectiveness. Higher rates of cost recovery for certain service will be achieved by:
- (a) charging fair market value for services when it is appropriate to do so;
 - (b) prudent cost controls;
 - (c) including in the service mix those services which are more financially productive; and
 - (d) raising fees when it is not in conflict with policies (a), (b) and (c).

C. APPENDIX "A"

A DEFINITION OF BASIC RECREATION AND CULTURAL SERVICES AND PUBLIC BENEFIT

BASIC RECREATION AND CULTURAL SERVICES are broadly beneficial and widely available to the public. They fulfill the following criteria:

1. Consistency with the goals and objectives of the City of Kelowna and the Recreation and Cultural Services Department.
2. Socially worthwhile.
3. Broadly accessible by:
 - * being available to large numbers of participants;
 - * having low fee levels;
 - * having minimal transportation barriers to the location;
 - * having low costs for getting started in the activity;and by lacking other barriers such as age, gender, and skill level.
4. A reasonably safe activity that does not subject participants to a high degree of risk.
5. Provide opportunities for human development.
6. Respond to an identifiable local need.
7. Feasible from a financial and practical perspective.

(NOTE: There is a recognized system available to enable the Recreation and Cultural Services Department to determine if a service satisfies the criteria to be a Basic Recreation and Cultural Services. Examples of basic recreation and cultural services would include: public swims, youth soccer and use of local parks for passive recreation.)

REASON FOR POLICY


To identify policy statements that will guide the overall system of fees and charges for recreation and cultural services so that there is internal consistency and a fair level of financial contribution by the participant and by the City of Kelowna.

LEGISLATIVE AUTHORITY

Council Resolution.

PROCEDURE FOR IMPLEMENTATION


The Director of Recreation and Cultural Services ensures adherence to these policy statements.



RECREATION & CULTURAL SERVICES

**Fees & Charges Bylaw 9609
Amendments**

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FEES & CHARGES GUIDING DOCUMENTS

- ▶ Philosophy/Fees & Charges Council Policy 222
- ▶ Recreation & Cultural Services Fees & Charges Bylaw 9609
- ▶ Conditions of Use & Allocation Policy

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AMENDMENTS TO FEES & CHARGES BYLAW

ADDRESS:

- ▶ Fee Equity
- ▶ Establish the fees and charges to facilitate fee administration
- ▶ Maintain opportunities to access facilities while recognizing current market conditions


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BYLAW AMENDMENTS

- ▶ Annual increase of 2% flat rate
- ▶ PRC Facility Admission Fees and Charges
- ▶ PRC Pool Rentals
- ▶ Sportsfield Fees
- ▶ Wedding Rentals
- ▶ Outdoor Events

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ANNUAL INCREASE OF 2%

- ▶ Current annual increases tied to BC CPI
 - ▶ Average increase has been close to 2%
- ▶ Reasons for change to flat increase of 2%
 - ▶ Contract administration
 - ▶ Contracts that reflect actual rates
- ▶ All fees are tied to % increase or multi year program
- ▶ Impact of annual increase monitored regularly with a more in-depth review in 2015

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PRC - FACILITY ADMISSION FEES

Admission Fee

- ▶ Current
 - ▶ Pool or Combination
 - ▶ Single entry, 10/20 entry card, 1/3/6 month and full year pass
- ▶ Proposed
 - ▶ Pool or Facility - single entry, 10/20 entry card
 - ▶ Facility - 1/3/6 month and full year pass

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PRC - FACILITY ADMISSION FEES

Fee Structure

- ▶ Current-relationship between fees varies
- ▶ Proposed
 - ▶ Establishing a relationship between all fees and the single adult entry
 - ▶ 5% increase on the base adult rate
 - ▶ Difference between the pool and facility rate for children, preschool and senior (75+)
 - ▶ Establishing the relationship between entry fees and passes

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PRC - FACILITY ADMISSION FEES

Consolidation of Senior Rates:

- ▶ Current
 - ▶ 65-70, 71-80 & 81+
- ▶ Proposed
 - ▶ 65-74 and 75+
- ▶ Change further simplifies rate structure and addresses fee equity

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PRC - POOL RENTALS

Change addresses:

- ▶ Rental program based on “during pool hours” and “outside pool hours”
- ▶ Rental categories consisting of commercial, non-profit adult and youth
- ▶ Half or whole pool rental rates


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SPORTSFIELDS AND OTHER FACILITIES

- ▶ Sportsfield Fees
 - ▶ Status quo on field rates for 2011
 - ▶ To be reviewed for 2012
- ▶ Wedding Ceremony Fees
 - ▶ Incremental increase over 4 years


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OTHER FACILITIES/PARKS
Outdoor Events

- ▶ **Tiered Application Fee**
 - ▶ Current fee structure is based on a single application fee
 - ▶ Proposed fee structure recognizes the difference between:
 - ▶ Non-profit and commercial
 - ▶ Small, medium and large events
 - ▶ New rates phased in
 - ▶ Rates reflect non-profit at 50% of commercial

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OTHER FACILITIES/PARKS
Outdoor Events continued

- ▶ **Percentage of Gross Gate**
 - ▶ Non-profit - 4% of gross gate to a ceiling of \$4,000
 - ▶ Rates reflect non-profit at 50% of commercial

- ▶ **Discontinue temporary change of stadium liquor primary licence**

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IMPLEMENTATION

- ▶ 2% increase effective January 1st each year-unless otherwise stated in Bylaw
- ▶ PRC Facility Admission Fees effective April 1, 2011
- ▶ All other changes effective January 1, 2011