

APPENDIX B – PARKS AND RECREATION FEES AND CHARGES COMPARATIVE SUMMARY AND DATA

Meadow Park Sports Centre (MPSC)

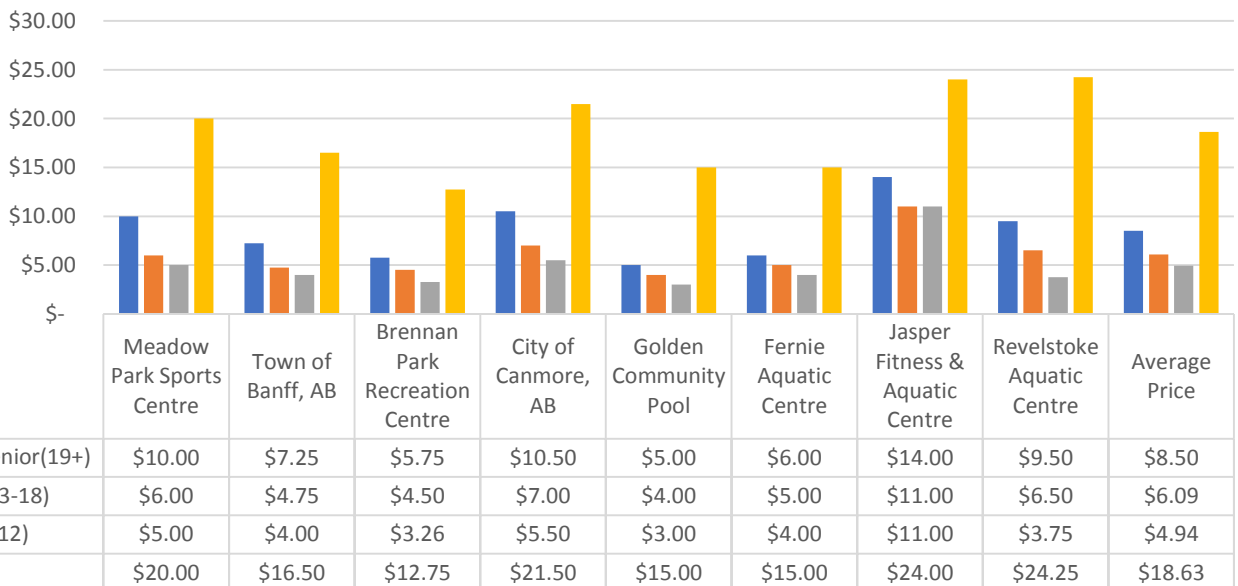
Comparison Research Summary of Findings

An environmental scan of similar facilities was performed to capture what other communities were currently charging for both admission and pass rates at their facilities. Several communities across the province and Alberta were scanned including several from the lower mainland, Revelstoke, Canmore and Jasper. Below are the summary of the findings and the associated rationale for the recommended MPSC fee structure and increase.

- Others have one or two activities such as fitness centre and pool.
- Others offer a student, senior and super senior rate.
- Not all facilities have a family rate but for those that do offer a family rate, it is less.
- Most facilities are in municipalities with higher populations (i.e. larger tax base)
- Rate increase frequency and percent increase: Varies greatly. Many have an annual rate increase, but the amount does depend on Council, some have been 2%, 2.5%, one was 5% and some have not had an increase in a few years. Nanaimo increases their fees every 5 years.

Although MPSC prices are higher than other municipalities, the prices remain reasonable and offer good value, as MPSC offers more activities i.e., pool, fitness centre, arena, squash, and value-added fitness classes, than most other municipalities. For customers who choose long term passes or choose to use the facility at low use or discounted times, the value is even greater.

Recreation Centre Drop In Rate by Facility or Municipality



Note: Comparison against municipalities where the population is less than 20,000 and offer similar amenities.

■ Adult/Senior(19+) ■ Youth (13-18) ■ Child (4-12) ■ Family

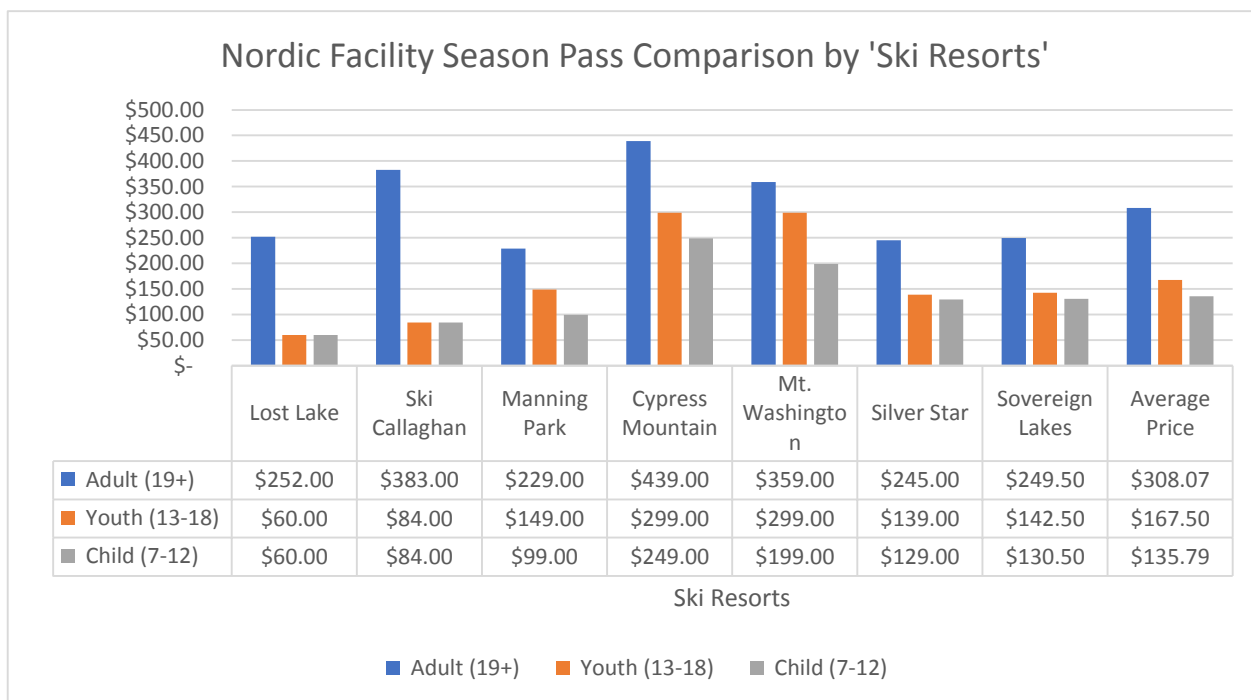
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Lost Lake Nordic Trails (LLNT)

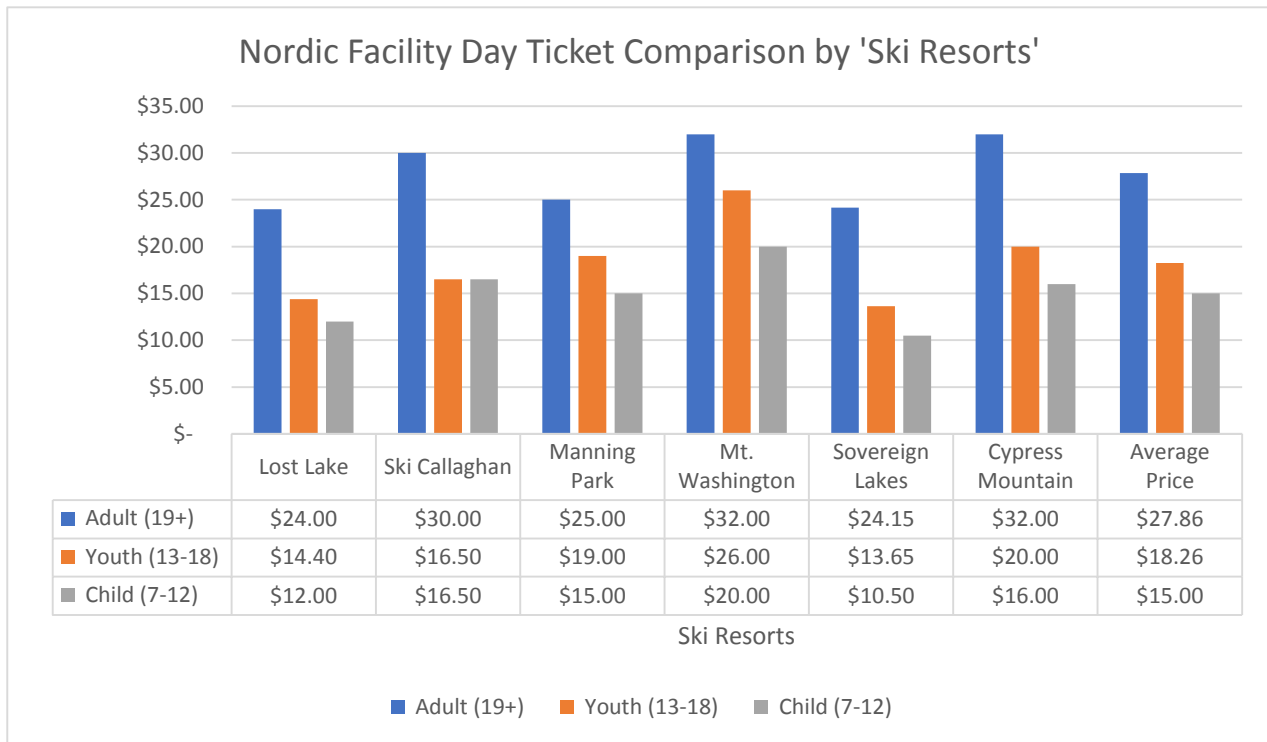
Comparison Research Summary of Findings

Our analysis of other Nordic facilities indicated that we have room to increase fees over the coming years given the extent of our trail network and the average length of season. At this point, staff have chosen to eliminate our Extra Early Bird Rate as of next season to support our cost recovery and gradually increase fees over the next two seasons. Many of the facilities in our comparator group charge significantly more for youth season’s pass except neighbouring Ski Callaghan, and we have chosen to align more with the Ski Callaghan approach to encourage more youth into Nordic skiing.

- Six Nordic facilities were compared within British Columbia that provide similar product offerings: Ski Callaghan, Cypress Mountain, Manning Park, Sovereign Lakes, Silver Star and Mt. Washington (see included comparative chart further below).
- LLNT day ticket rates are currently the lowest.
- LLNT night ticket and snowshoe tickets are below average.
- A few Nordic areas offer more terrain, but LLNT is right in the middle regarding the number of kilometers offered, including 25 kilometers of cross country ski trails and 15 kilometers of snowshoe trails.
- Other areas offer senior and super senior rates.
- Only half of the areas offer a family rate; for those that do offer a family rate, the price is slightly higher than LLNT
- Sales Timeframes (i.e. early bird rates): There are a variety of approaches to sales timeframes. One ski area offers four sales timeframes, two areas offer two sales timeframes, and the remainder offer no sales.
- Rate increase frequency and percent increase: Varies greatly depending on the success of the previous season. Most Nordic Areas have been increasing rates annually over the past few years but have reduced rates on select products to entice customer uptake. For example, the number of customers purchasing snowshoe passes has been low, therefore the snowshoe pass rate has been reduced.



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Whistler Olympic Plaza Ice Rink (WOPIR)

Comparison Research Summary of Findings

After reviewing some of the data, our prices at Whistler Olympic Plaza were lower than many other municipalities. In line with our guiding principles, we propose a strategy that balances cost recovery and accessibility including restructuring WOPIR fees to match the fee structure of MPSC whereas there are separate fees per customer type i.e. children, youth adult and family, with a separate and distinct skate rental fee. Staff were mindful in setting prices for this season that were not too far off the prices set for last season while also recommending a fee increase for next season that brings it closer to the rates being charged at Sun Peaks (this season).

Sun Peaks

- NHL-size outdoor rink – covered
- Rentals \$7
- Admission Fees: \$8 Adult, \$6 Youth, children under 5 free, Adult 10x Pass \$60, Youth Pass \$45
- 10x passes available to purchase
- Public skate sessions – 1.5 hours each session. 2 – 3 sessions per day. Maintenance is 30 minutes per day.
- Pre-registration for public skate sessions available, drop-in available based on pre- registration
- Helmets mandatory for children under 13 years

Grouse Mountain

- 8,000 sq foot ice skating “pond” – not covered
- Rentals: Adult \$8, Child \$5 (no age listed)
- Admission free with purchase of Mountain Admission Ticket (Gondola ride)

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- Open 9am-10pm

Shipyards Skate Plaza

- 12,000 sq feet – covered
- Rentals: Adults \$7, Child \$5 (no age listed)
- Maintenance closure: 3pm & 5.30pm for 30 minutes
- Open 12 – 7pm
- Helmets mandatory for children under 12 years

