

4. Simplifying the Nordic pricing structure for youth (aged 13-18) and children (aged 7-12) and eliminating product offerings that are currently being underutilized.
5. The results of the review of Nordic season pass sales for each age category.

In consideration of all the above, staff recommends decreasing the price of all cross country ski youth and children season's passes to \$60 all season long for the next three winter seasons. The Nordic pricing formula will be updated to reflect that Child and Youth Cross Country Season's Passes will be calculated at 25% of the adult seasons pass extra early bird rate instead of the previous pass calculation percentages used of 60% for youth and 50% for children.

Category	Previous Price (2020/2021)	Proposed Price
Children (ages 7-12)	\$120.75 (Extra Early Bird)	\$60 (available all season for next 3 seasons)
Youth (ages 13-18)	\$145 (Extra Early Bird)	\$60 (available all season for next 3 seasons)
Adult	\$241.50 (Extra Early Bird)	\$241.50 (2021/2022 Extra Early Bird)
Family	\$483 (Extra Early Bird)	\$483 (2021/2022 Extra Early Bird)
Club Pass Program*	\$50 before Nov 15. \$75 after.	No longer offered

*Only available for children/youth enrolled in a Nordic program with one of the local Nordic ski clubs

This decrease in season pass rates would provide youth and children with unlimited access to the cross country trail network at a rate similar to the 2020/21 Extra Early Bird Child Cross Country Night pass rate (see Appendix C). The proposed reduction in pass price will allow greater flexibility for family purchase options whereas one adult and up to four youth/children could purchase season passes similar to the current rate offered within our family structure which offers an adult, their spouse and all of their dependents under 18 years of age a season's pass in the manner that a family pass is defined. The historic night pass, club pass and snowshoe pass offerings for children and youth will be eliminated as all former product offerings (i.e. accessing the cross trails at night or accessing the snowshoe trails during the day) are included with the overarching season pass product.

Background

For the last four years, a \$50 club season pass has been offered by Ski Callaghan and LLNT when youth or children were enrolled in a Nordic development program to the respective area in which their program was being offered. The deadlines for purchase were contingent on program registration and all pass administration was done through municipal staff. After multiple discussions with Ski Callaghan regarding the low uptake of regular child/youth season's passes and how to make passes affordable at anytime of the season for families wishing to participate in Nordic activities; the suggestion was made by Ski Callaghan to eliminate the club pass and offer a discounted rate to all youth/children to entice participation and accessibility options. As of 2021/22 Ski Callaghan will no longer be offering the club pass program, but will instead be offering youth/child passes to Ski Callaghan at the rate of \$80 all season long. This \$80 rate is just under 25% of Ski Callaghan's adult extra early bird seasons pass rate and, by using a similar formula, this is how the \$60 rate was established for the LLNT passes for both the children and youth categories. The elimination of the club pass program will significantly decrease the amount of administration work required on behalf of staff pre-season and Nordic club administrators, and will provide a seamless purchase experience for all families regardless of program registration requirements.

POLICY CONSIDERATIONS

Council Policy I-06: The Fees and Charges Council Policy outlines the formulas to be used to determine pass fees which will be updated in the future when further overarching alterations are required to this particular policy.

Official Community Plan

Community Vision

10. **QUALITY OF LIFE:** We enjoy good health and high quality of life. Affordable housing and other essentials allow us to meet our needs and participate in Whistler's lifestyle through all stages of life.
11. **INCLUSIVE:** Residents and visitors of all ages, identities, abilities and incomes are welcome, included, and share our love for nature, active recreation, human connections and innovation.

Goals, Objectives and Policies

- 8.1. Goal Promote, encourage and support initiatives that strengthen the community's sense of place and sense of belonging
- 8.2. Goal Promote efforts to enhance the quality of life for all residents and employees.
 - 8.2.1. Objective Strive to increase affordability for residents.
 - 8.2.1.1. Policy Create strategies and mechanisms to ensure basic needs, including housing, food, transportation, childcare, recreation and health care, are affordable for all who live and work in Whistler.
- 8.10. Goal Support the health and well-being of Whistler's youth, young adults and seniors, as well as their active participation in the resort community.
 - 8.10.1. Objective Promote initiatives for youth and young adults that support their developmental needs, health, well-being and social connections.
 - 8.10.1.3. Policy Support ongoing provision of facilities and programs for youth.

BUDGET CONSIDERATIONS

The budget implications are limited in scope. Only seven youth/child season's passes were sold during the 2020/21 season at regular rates; whereas 100+ were sold at the club pass rate which will have very similar budget implications moving forward. Assuming we sell the same amount of child or youth pass to club participants, there will be a modest revenue increase based on the proposed pass rate of \$60 verses \$50 for club participants last season. Staff anticipate that pass sales could potentially increase due to the ability to entice single adults and child/youth to take up the sport due to greater affordability option being in place and no longer requiring the full family to participate in order to receive good value. Also, with any increased pass sales volume, it will likely drive increased demand for services offered at the Lost Lake PassivHaus such as food and beverage sales or equipment rentals.

COMMUNITY ENGAGEMENT AND CONSULTATION

Staff presented and discussed the proposal for reducing child and youth cross country fees at the Recreation Leisure Advisory Committee on July 8, 2021, and the following resolution was passed by the committee:

That the Recreation Leisure Advisory Committee support the Lost Lake Nordic Youth ski pass pricing structure as presented.

SUMMARY

Staff are seeking first three readings of "Parks and Recreation Fees and Charges Amendment Bylaw No. 2243, 2021" on August 17, 2021 and adoption on September 7, 2021 in order to be able to lower fees for child and youth season passes by September 7, 2021 for LLNT for the next three winter seasons.

Respectfully submitted,

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GENERAL MANAGER OF CORPORATE AND COMMUNITY SERVICES