

TO : CITY MANAGER DATE: 1999 JULY 08

FROM : DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

SUBJECT : **1999/2000 FACILITY USE FEES & CHARGES FOR PARKS, RECREATION & CULTURAL SERVICES**

PURPOSE : To request Council to bring forward the Burnaby 1999/2000 Facility Fees Bylaw as detailed on Attachment #3 of this report.

RECOMMENDATION:

1. THAT the Burnaby 1999/2000 Facility Fees Bylaw as detailed on Attachment #3 of this report.

REPORT

At its meeting of 1999 July 07, the Parks and Recreation Commission received the attached staff report on the above subject and adopted the three recommendations contained therein.



KATE FRIARS
DIRECTOR PARKS, RECREATION
AND CULTURAL SERVICES

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Attachment
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cc: Director Finance
Acting City Solicitor

**SUBJECT: 1999/2000 FACILITY USE FEES & CHARGES
FOR PARKS, RECREATION & CULTURAL SERVICES**

RECOMMENDATIONS:

1. THAT the 1999/2000 Fees & Charges Pricing Guidelines be approved.
2. THAT the 1999/2000 Facility Use Fee Schedule, as outlined in this report, be approved.
3. THAT Council be requested to bring forward the Burnaby 1999/2000 Facility Fees Bylaws as detailed on Attachment #3 of this report.

REPORT

BACKGROUND

Each spring, the Commission receives a report outlining the recommended fee structure for next year's parks, recreation and cultural services. The fees are established at this time to enable staff to not only better project revenues for the upcoming Provisional Budget process, but also in order to meet the deadline for having rates in place for the new fee schedule which commences 1999 September 01.

1. Burnaby Facility Use Fees (Bylaw)

This document is required under the conditions of the Municipal Act. The bylaw covers all fees and charges related to the public use of recreation buildings and facilities. The bylaw is established and in effect on an annual basis. It does not cover individual program fees.

Due to its size, the proposed 1998/1999 Facility Use Fee schedule has been provided as a separate package (Attachment #3).

2. Burnaby Program Fee Guidelines

Presenting a detailed listing of program fees has not been practical due to the volume, diversity and complexity of services provided. Pricing considerations and guidelines for programs and services are reviewed and approved by the Commission, and rates are set and implemented administratively by staff.

PRICING GUIDELINES

For 1999/2000 Facility Use and Program fees, it is recommended that most rate increases be limited to amounts up to 2.5%. This percentage figure relates to the following details:

- 1.0% increase - partial recapturing of bank credit and debit card fees.
- 1.5% increase - projected inflationary costs.

In service areas such as admissions, a minimum increase to a relatively small admission rate will show as a percentage over 2.5%. This is due in part to the practice of rounding all admission rates to the nearest nickel. Rounded inflationary increases for these types of admission rates may therefore show as a higher percentage but actually only represents an increase to the customer of either \$.05 and \$.10.

In 1997, the Commission approved a Value Statements document (Attachment #1) and an Operating Principles document (Attachment #2), in order to provide a framework for fees and charges, as well as guidance to staff for creating rates for programs and services. These documents are used to review new and established rates on an ongoing basis.

Market research on comparable programs and services throughout the Lower Mainland is regularly conducted in order to confirm that Burnaby's prices remain reasonable and competitive.

EXCEPTIONS AND ADJUSTMENTS

Within the Facility Use Fees document, there are a few services falling outside of the established 2.5% guidelines. There are also some services being introduced for the first time and therefore are new to the Fees and Charges Bylaw schedule. These have been summarized below:

Social Allotment Rates:

Fees for most facility "socials" (i.e. wedding receptions) are recommended to remain at current rates. This is based upon a combination of market conditions and also the 1998/1999 introduction of a tariff (SOCAN); this tariff relates to the playing of music at activities such as a receptions and has resulted in an increase to the customer of between \$40 and \$60 per event.

Tournament Rates - Sport Field Users:

Rates for the use of sport fields for tournament play have been adjusted from one flat rate to a scaled amount based upon the hours of use multiplied by the hourly fee. "A" class grass field costs for preferred tournaments would rise by \$15.50/day whereas tournaments hosted or using all weather fields would be reduced by \$22.50.

Seasonal Rates - Sport Field Users:

It is proposed that the flat "one price" seasonal rates relating to the use of sport fields by preferred groups be eliminated. The seasonal rate would be replaced by offering regular users a percentage discount based upon their actual hourly fees. This discount would range between 5% and 20% depending upon the seasons utilized and the condition of the allocated field. This is seen as being a fairer method of assessing rates as opposed to the current system where one team/league could book a multitude of hours at one site and only be charged one flat fee.

Lifestyle Pass:

It is proposed that a new pass be added to the fees schedule for 1999/2000; this pass would be known as the 'Lifestyle Pass'. This pass will allow the holder unlimited access at any facility to the following drop-in opportunities: fitness classes including aqua fit, weight rooms, swimming, studio cycling and other potential health and wellness related opportunities.

Artificial Turf - Introduction of Rates:

Included within the fees bylaw section, are the recommended introductory rates relating to the new artificial turf facilities at the Burnaby Lake West Sports Complex. In summary, it is suggested that the 'prime time' adult fees for this site be similar to rates charged for "A" class grass fields - between \$10.25 and \$11.75/hr. (exclusive of GST). Additionally, it is recommended that 'non-prime time' fees be considered in order to try and maximize the use of these new surfaces. Other comments are as follows:

- Proposed artificial turf fees in Burnaby are lower than rates in both Vancouver and Coquitlam.
 - Vancouver (Andy Livingstone Park) \$32.00 to \$64/ hour
 - Coquitlam (Town Centre Park) \$10.00 to \$24.00/hour
- It is hoped that the 1999/2000 rates will not only encourage the use of the new facilities but also assist in the protection of Burnaby's grass pitches as users can be shifted to the artificial turf fields without an increase in fees.
- For the first year, it is suggested that school groups be provided "non-prime" time allocations at no charge. Any use of the facilities during "prime-time" hours would be assessed at the preferred user rate.

SUMMARY

At present, the pricing schedule for Facility Fee Use as well as Program Fees generally appears to be appropriately priced in relation to the market and demand. The public continues to have high expectations for convenient, quality services. It is believed that the recommended increases will assist in providing the best possible service to Burnaby residents at reasonable, appropriate and acceptable rates.

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Attachments (3)

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cc: Director Finance
Acting City Solicitor

FEES AND CHARGES VALUES STATEMENTS

WHILE IT IS RECOGNIZED THAT ALL RECREATIONAL SERVICES ARE SUPPORTED BY SOME DEGREE OF SUBSIDIZATION, THE FOLLOWING VALUES REFLECT SPECIFIC AREAS WHICH WILL RECEIVE HIGHER LEVELS OF SUBSIDY:

- THE IMPORTANCE OF RECREATIONAL ACTIVITIES TO CERTAIN AGE GROUPS IS RECOGNIZED.
 - There is a great long term benefit to the community when preschoolers, children, and youth are involved in recreational activities.
 - Seniors' mental and physical health is greatly enhanced through their participation in recreational activities.

- THE PROMOTION AND CELEBRATION OF COMMUNITY SPIRIT AND CULTURAL HARMONY THROUGH PARTICIPATION IN RECREATIONAL OPPORTUNITIES IS VERY IMPORTANT TO THE HEALTH OF THE BURNABY COMMUNITY.
 - Services which include the opportunity for involvement of community members in the planning and leading of a recreational activity will receive greater level of subsidization.

- PARKS AND RECREATION PROGRAMS AND SERVICES ARE ESSENTIAL TO THE WELL-BEING OF THE COMMUNITY THEREFORE THEY NEED TO BE AFFORDABLE.
 - Community members will have the opportunity to participate in a range of low cost or no cost recreational activities.

- BEGINNER OR ENTRY LEVEL PROGRAMS HEIGHTEN AWARENESS AND ENCOURAGE INVOLVEMENT IN NEW RECREATIONAL EXPERIENCES.

- GROUP PARTICIPATION PROVIDES OPPORTUNITIES FOR COMMUNITY MEMBERS TO INTERACT, WHICH IN TURN BENEFITS THE COMMUNITY AS A WHOLE.
 - Services which are for groups, rather than individuals, will receive higher levels of subsidization.

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- THE PARTICIPATION OF PERSONS WITH ANY TYPE OF DISABILITIES IS VALUED AND ENCOURAGED. FACILITIES, PROGRAMS AND SERVICES WILL BE ACCESSIBLE.
- RECREATIONAL OR CULTURAL ACTIVITIES THAT PROMOTE GOOD HEALTH AND DISEASE PREVENTION THROUGH PHYSICAL ACTIVITY CONTRIBUTE TO THE WELL-BEING OF THE COMMUNITY.

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FEES AND CHARGES OPERATIONAL PRINCIPLES

WHILE IT IS RECOGNIZED THAT THE FEES AND CHARGES VALUE STATEMENTS WILL DETERMINE THE LEVEL OF SUBSIDIZATION WHICH EACH SERVICE AREA WILL RECEIVE, OPERATIONAL PRINCIPLES WILL GUIDE THE ACTUAL IMPLEMENTATION.

- THE ACTUAL COSTS OF A PARKS AND RECREATION SERVICE IS BASED ON AN APPROVED, CONSISTENT FORMULA AND THE COSTS WILL BE REFLECTED IN THE FEE.
- A FEE OR CHARGE WILL BE COMPARED TO OTHER SIMILAR MARKET PRICES TO ENSURE IT IS A FAIR MARKET PRICE. THE MARKET PRICE WILL REFLECT THE EFFECTS OF SUPPLY AND DEMAND ON THE SERVICE AREA.
- DIFFERENT FEES AND CHARGES WILL BE APPLIED DEPENDING ON THE DEMAND AS IT RELATES TO THE TIME OF DAY. NON-PRIME TIME OR PRIME TIME CHARGES WILL BE APPLIED IF THIS IS CONSISTENT WITH THE MARKET.
- CONSIDERATION WILL BE GIVEN TO OFFERING HIGHLY SUBSIDIZED SERVICES IN AREAS WHICH REQUIRE THEM DUE TO THE SOCIO-ECONOMIC CONDITIONS OF THE COMMUNITY.

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