

2003 MARCH 13

TO: CITY MANAGER
FROM: DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES
SUBJECT: **PARKING FEE INCREASE FOR WHITECAPS GAMES**
PURPOSE: To request Council to bring forward an amendment to the Burnaby Recreation Fees and Admissions Bylaw 2002 to increase the parking fee at Swangard Stadium during Whitecaps soccer games.

RECOMMENDATION:

1. THAT an amendment to the Burnaby Recreation Fees and Admissions Bylaw 2002 to increase the parking fee at Swangard Stadium during Whitecaps soccer games be brought forward.

REPORT

At its meeting of 2003 March 12, the Parks, Recreation and Culture Commission received the above noted report and adopted the two recommendations contained therein.



Kate Friars
DIRECTOR PARKS, RECREATION
AND CULTURAL SERVICES

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Attachment

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cc: City Solicitor

SUBJECT: PARKING FEE INCREASE FOR WHITECAPS GAMES

RECOMMENDATIONS:

1. THAT an amendment to the Burnaby Recreation Fees and Admissions Bylaw 2002, to increase the fee for parking at Swangard Stadium during Whitecaps soccer games as outlined in this report, be approved; and
2. THAT Council be requested to bring forward the amendment to the Burnaby Recreation Fees and Admissions Bylaw 2002.

REPORT

INTRODUCTION

The Vancouver Whitecaps play their home exhibition, regular season and playoff games at Swangard Stadium. Since 1996, the City of Burnaby has charged a fee to park in the Burnaby owned parking lots in Central Park adjacent to Boundary Road. Pay parking was introduced to recover the cost of managing parking lots and traffic flow during events, and to generate revenue for Stadium operations. The fee established in Burnaby's Recreation Fees and Admissions Bylaw is currently \$5.

In order to help sustain their 2003 operations, the Whitecaps have requested that the City allow them a share of the revenue generated from parking at their events. This report addresses this request.

DISCUSSION

Burnaby sets a special event parking rate in section 17 of the Recreation Fees and Admissions Bylaw. The current rate is \$5 per vehicle. This fee was raised from \$4 in 2001. In 2002, approximately \$1,200 was generated on average per game. This is calculated based on 240 vehicles paying to park in Burnaby parking lots per game. This generated approximately \$23,000 over a 19 game (exhibition, regular season and playoff) schedule.

We have indicated to the Whitecaps that the City needs to retain this \$23,000 in base revenue to support Stadium operations and to cover the cost of managing parking and traffic flow at their events. However, by raising the parking rate by \$2 to \$7 per vehicle, staff estimate that an additional \$9,000 to \$10,000 could be generated in parking revenue during the 2003 season, which could be dedicated to supporting Whitecaps operations. This support will help the longer term viability of the Club, who are a significant tenant of the Stadium. The proposed rate falls within the scope of event parking rates in the lower mainland.

Staff recommend that the Bylaw be amended to include a \$2 increase in the special event parking fee for Whitecaps games, and that the additional revenue generated from the \$2 increase allow for a revenue sharing agreement with the Club. Should the recommended amendment be approved, the parking rate increase will be instituted in time for the first game of the Whitecap's 2003 season, which is scheduled for 2003 May 03.

CONCLUSION

Burnaby provides parking in City parking lots for a charge of \$5 per vehicle for Whitecaps soccer games. This generates approximately \$23,000 per year in revenue. The Whitecaps have asked that they be allowed to share parking revenue generated from their events. This report proposes to increase the parking fee by \$2 to \$7, and that the additional revenue be part of a sharing agreement with the Club. An amendment to the Burnaby Recreation Fees and Admissions Bylaw 2002 is required to institute the fee increase in time for the Whitecap's first game of the upcoming season on 2003 May 03. It is also recommended that Council be requested to bring forward the Bylaw amendment.

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