

2004 MAY 20

**TO:** CITY MANAGER

**FROM:** DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

**SUBJECT:** 2004/2005 FACILITY USE FEE SCHEDULE FOR PARKS, RECREATION AND CULTURAL SERVICES

**PURPOSE:** To request Council's approval of the 2004/2005 Facility Use Fee Schedule and the Program and Service Fees and to bring down the Burnaby 2004/2005 Fees and Admissions Bylaw.

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**RECOMMENDATIONS:**

1. THAT the 2004/2005 Facility Use Fee Schedule and the Program and Service Fees be approved as outlined in the attached report.
2. THAT the Burnaby 2004/2005 Recreation Fees and Admissions Bylaw be brought down as detailed in Attachment "A", circulated under separate cover.

**REPORT**

At its meeting of 2004 May 19, the Parks, Recreation and Culture Commission received the above noted report and adopted the three recommendations contained therein.



Kate Friars  
DIRECTOR PARKS, RECREATION  
AND CULTURAL SERVICES

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Attachment  
P:\DATA\COUNCIL\PK-2004-2005 FACILITY USE FEE SCHEDULE FOR PARKS, RECREATION

cc: Director Finance  
City Solicitor

**SUBJECT: 2004/2005 FACILITY USE FEE SCHEDULE FOR PARKS, RECREATION AND CULTURAL SERVICES**

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**RECOMMENDATIONS:**

1. THAT the 2004 /2005 Fees and Charges Pricing Guidelines be approved.
2. THAT Council be requested to approve the 2004/ 2005 Facility Use Fee Schedule and the Program and Service Fees, as outlined in the report.
3. THAT Council be requested to bring forward the Burnaby 2004/2005 Recreation Fees and Admissions Bylaw as detailed in Attachment "A", circulated under separate cover.

**REPORT**

**A. BACKGROUND**

Each spring the Commission receives a report outlining the recommended fee structure for the upcoming year's parks, recreation and cultural services. Fees are established at this time to enable staff to better project revenues for the Provisional Budget process. The new 2004/2005 rates will be advertised in the Fall/Winter Leisure Guide, to be distributed late August.

The fees and charges process consists of the following two aspects:

**1. Burnaby Facility Use Fee Schedule Bylaw**

This document is required under the conditions of the Community Charter. The bylaw covers all fees and charges related to admission and allotment/rental usage of recreation/cultural buildings and facilities. The bylaw is established on an annual basis and does not cover program registration fees.

Due to its size, the proposed 2004/2005 Facility Use Fee Schedule has been provided as a separate package (Attachment "A").

**2. Program and Service Fees**

In 1997, the Commission approved a Value Statements document (Attachment "B") and an Operating Principles document (Attachment "C"), to provide a framework for fees and charges, as well as guidance to staff for establishing rates for registered programs and services. These documents are used to set new rates and to review established rates on an ongoing basis.

Market research on comparable admission rates, programs and services throughout the Lower Mainland is conducted annually to ensure that City of Burnaby fees remain reasonable and competitive.

Based on this research and analysis, it is recommended that Facility Use Fees and Program and Service Fees increase 2% in most service areas. The increase would be applicable to all bylaw and non bylaw fees. The 2% increase is necessary to offset inflationary increases in supply costs. There are some exceptions to the 2% increase, such as fluctuations in the market, increased costs, and/or safety considerations that are detailed in the following information.

The current practice of rounding rates to the nearest nickel will be continued for ease of cash handling.

## **B. CHANGES TO FEES THAT DIFFER FROM THE INFLATIONARY INCREASE**

### **a. Low End of the Market**

The following admissions or allotments are at the low end of the market, therefore, a fee increase higher than the inflationary amount is recommended in the following areas:

Special Events	- Simple
Skating Admission	- Adult
Recreation Hockey Admission	- Adult
Swangard Stadium	
▶ Amateur Sports	- Adults - up to 1,000 people - 1,000 to 2,500 people - 2,500 to 3,500 people - Junior - additional hours
▶ Professional Sports	
▶ Track and Field Workout	- Group fee - Youth and Adults
Arena (Dry Floor)	- Adult - Prime and Non-Prime
Weight Room	- Admissions
Outdoor Pools (Rentals)	- Commercial (MacPherson, Kensington, Robert Burnaby) and Non-Profit (Central)
Indoor Pools (Rentals)	- Non-Programmed Time - Commercial and Non-Profit
Sports Fields	
▶ Private Allotments	- Youth and Adult - Artificial Turf
▶ Preferred Allotments	- Youth Sports Development Schools

b. **Maintain Current Fee**

Some fees have been established as low cost opportunities and these will remain as such without an inflationary increase. Examples are:

- ▶ Carousel Admission
- ▶ Outdoor Pool- Seasonal Rate (Loonie Swim)
- ▶ Indoor Pool- Admission- Bonsor and C.G. Brown - Loonie Swim

In some instances, the current fee is at the high end of the market range. Therefore, it is recommended that the fee remain the same for the following areas:

- ▶ Bonsor - Banquet Room
  - ▶ Alan Emmott Centre
  - ▶ Shadbolt Centre
  - ▶ Ancillary Revenues
  - ▶ Arenas
  - ▶ Parks
  - ▶ Special Event Parking
- Personal Use/Socials
  - Private Use/Socials
  - Private Rentals - Public Performance Recitals
  - Indoor Theatre and Outdoor Concert Bowl
  - (Sale of merchandise by rental group)
  - Summer Floor Rentals
  - Burnaby Lacrosse - Prime Time - All Categories
  - Non-Prime Time - Minor/Int/Jr B.
  - Commercial Filming Fee
  - Commercial Photography - Simple and Complex

c. **High End of the Market**

In some instances, the current fee is at the high end of the market and is impacting demand for this service or facility. Therefore, the following two areas have a recommended reduction:

- ▶ Arenas - Special Events - All Categories
- ▶ Beer Gardens

d. **Eliminate Fees**

The following fees were amalgamated into other categories or discontinued:

- Sports Fields
  - Lessons and Laps
  - Aquatic Flexipass
  - Outdoor Pools
  - Indoor Pools
  - Arena (Bby Lacrosse)
- Commercial Allotments combined with Private Allotments
  - No longer used
  - Eileen Dailly Pool combined with Lifestyle Pass
  - Promotional pass rate
  - Rentals - Non-programmed time - daily rental
  - Swim Clubs
  - Senior A - Game & Practise, Senior

e. New Fees

The following new fees have been established:

Outdoor Pools - Rentals - Central Park Pool - Commercial  
Sports Fields - Preferred Allotment - Youth - Artificial Turf

f. Adjustment Due to Established Formula

In a number of service areas the fee is established based on a formula. The following fees are being adjusted to follow established formulas:

Sports Field Allotments - Tournaments - 'A', 'B', 'C', 'D', Grass Fields  
Punchcards - 11 visits to 10 visits  
Lifestyle Passes - All categories except Day Pass  
Allotments  
▶ Preferred Group Socials - Edmonds, Confederation, Willingdon, Cameron, Wesburn, Charles Rummel, Burnaby Lake Pavilion, Bonsor  
▶ Fundraising Socials - Bonsor, Eastburn, Edmonds, Conferation, Willingdon, Cameron, Wesburn, Charles Rummel, Burnaby Lake Pavilion  
Indoor Pool - Admissions (CG Brown, Bonsor)  
Passes - Child, Youth/Senior, Adult

C. CHANGES TO PROGRAM AND SERVICE FEES THAT DIFFER FROM THE INFLATIONARY INCREASEa. Low End of the Market

Table Tennis - Adult/Senior/Student - Drop- in  
Preschool - Level I and II  
Tai Chi - Seniors  
Bridge - Seniors  
Osteofit - Seniors  
Swim Lessons - Aquaquest Level 1-3, 7-12, Higher Awards, Private  
Fitness Classes - Drop-in  
Skating Lessons - Adult Specialty  
Fine Arts Programs - Children, Teen, Adult

**b. Adjustment Due to Established Formula**

The following fees were adjusted to the formula developed for passes that reflects a consistent # of visits/week.

Studio Cycling	- Passes
Fitness Classes	- Passes

**c. Punch Card Change**

Punchcards were changed to 10 visits rather than 11 visits.

**SUMMARY**

According to local market research conducted by staff in 2004 February, the proposed 2004/2005 Facility Use Fee Schedule and Program and Service Fees appear to be reasonably priced in relation to the market and demand. It is believed that the recommended adjustments will assist in providing the best possible service to Burnaby residents at reasonable and appropriate rates for convenient, quality services. At the same time, with fair and competitive fees, sufficient revenue is generated to offset the inflationary increases that otherwise erode the quality of service.

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Attachments (3)

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cc. Director Finance  
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.
- 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.

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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