



DATE: January 27, 2020
TO: Paul Gipps, CAO
FROM: Kevin Bouchier, Recreation Supervisor
RE: Fees and Charges Bylaw Recreation and Culture

RECOMMENDED MOTION:

THAT Council adopt the proposed General Admission Recreation Fee structure to assist in establishing rates for the City of West Kelowna Fees and Charges Amendment Bylaw.

THAT Council give first, second and third reading to the City of West Kelowna Fees and Charges Amendment Bylaw No. 0028.65, 2020.

RATIONALE:

The term for the current Fees and Charges Bylaw for Recreation and Culture ends on March 31, 2020.

BACKGROUND:

The current Fees and Charges Bylaw for City of West Kelowna (CWK) Parks and Recreation Services includes a 3% annual rate increase over a three-year period ending March 31, 2020. A three-year fee schedule provides consistent rates for staff to use in planning and evaluating recreation services. At the end of the three-year term, Staff can review the fees and respond to changes in the economy, service trends and other issues that may affect recreation fees.

The Fees and Charges Amendment Bylaw affects the following recreation services:

- Drop In Program Rates (Schedule 12)
- Park, Arena and Facility Rental Rates (Schedule 13 and 13 B)
- Johnson Bentley Memorial Aquatic Centre Admission Rates (Schedule 14)

GENERAL ADMISSION FEES

General Admission fees provide access to Drop In recreation programs such as: weight room, public swimming and public skating. The Johnson Bentley Memorial Aquatic Centre General Admission rates currently include: fitness admission rates as well as weight room, public swimming and facility admission rates. To provide more operational efficiency staff recommend including fitness admission into the facility admission rate. This will allow patrons purchasing the facility pass, to gain access to the pool, weight room and drop in fitness classes offered at Johnson Bentley Memorial Aquatic Centre.

New General Admission Fee Structure

As part of the process of establishing CWK General Admission fees, staff investigated the rate structures used by other communities. Currently, many communities use a rate structure based on a percentage of their adult rates. As a result, staff used this same philosophy when establishing CWK drop in fees.

Below is a version of the rate structure commonly used for general admission fees. This process is currently used in Penticton, Kelowna, Vernon, and Kamloops.

Adult (19 – 59 yrs)	100% of Adult Rate
Youth (13 - 18 yrs)	75% of Adult Rate
Student (18+ with valid student ID)	75% of Adult Rate
Senior (60 - 74 yrs)	75% of Adult Rate
Child (6 – 12 yrs)	50% of Adult Rate
Senior 75+	50% of Adult Rate
Preschool (18 mths - 5yrs)	30% of Adult Rate

Current General Admission Rates

Staff completed a review of all CWK General Admission rates, compared them to surrounding communities, and created a new General Admissions rate structure as part of an updated Fees and Charges Bylaw, for Council's consideration.

The results of the review were as follows:

1. In comparison with neighbouring communities, West Kelowna General Admission rates are the lowest in almost every rate category.
2. Current General Admission fees do not fit into the proposed structure, the fees are either higher or lower than they would be under the new structure.
3. There is a Seniors 75+ rate for pool admissions but not for Facility or Weight Room admissions.
4. West Kelowna currently charges \$4.00 for all Public Skating admission rather than specific rates for Adults, Children, Youth, Seniors and 75+ Seniors.
5. The current Family rate for public skating is 245% of Adult rate. The Family rate for Aquatic Centre admission is currently at 212% – 216% of Adult rates. A typical Family rate consists of two Adult fees plus a Child fee or discounted Child fee.

Solutions for Johnson Bentley Memorial Aquatic Centre General Admission

After reviewing these issues, the following options are proposed to minimize the impact of rate changes on the Johnson Bentley Memorial Aquatic Centre operation:

- Raise the Adult Rate by 7% in 2020 so that the new rate structure can be applied without reducing any current fees.
- Establish a Seniors 75+ rate for all General Admission programs.
- Establish the Seniors 75+ and Child rate at 60% of the Adult rate rather than 50% in order to eliminate the gap between current Seniors 75+ and Child rates for pool admission.

- Establish a family rate at 220% of the Adult rate in order to create consistency within Family rates for all General Admission programs and move the West Kelowna Family rate closer to the Family rate in other Okanagan communities.

Solutions for Public Skating General Admission

Amongst the neighbouring communities, West Kelowna's current public skating rates are lowest at \$4.00 with the highest rate being \$6.00. An increase of 12% would change the Adult rate to \$4.50 bringing West Kelowna's rate up to the next lowest rate compared to Penticton, Kelowna, Vernon and Kamloops.

Fitness Class and Gymnasium Drop In Rates

Drop In rates for fitness classes and gymnasium programs do not fit into the 3% annual increase format. These program fees are based on Registered Program rates which are determined through the formula established in Schedule 12 of the Fees and Charges Bylaw.

Recommendation

It is recommended that the West Kelowna Fees and Charges Bylaw 2009 NO.0028 be amended to include the following fee structure for General Admission rates:

Adult (19 – 59yrs)	100% of Adult Rate
Youth (13 - 18 yrs)	75% of Adult Rate
Student (18+ with valid student ID)	75% of Adult Rate
Senior (60 - 74 yrs)	75% of Adult Rate
Child (6 - 12yrs)	60% of Adult Rate
Senior 75+	60 % of Adult Rate
Preschool (18 mths - 5yrs)	30% of Adult Rate
Family	220% of Adult Rate

Additional recommendations include:

- An Adult rate increase of 7% in 2020, for Johnson Bentley Memorial Aquatic Centre General Admission programs.
- Adult rate increase of 12% for Public Skate General Admission.
- Remove Drop In Fitness and Gymnasium fees from Schedule 12.

FEES AND CHARGES BYLAW - RECREATION

To establish the rate increase for the next three years, staff considered the following:

- Comparison of annual rate increases in other Okanagan Communities.
- Comparison of recreation service fees in other Okanagan Communities.
- Review of recreation program and rental revenues to budget expectations.
- 2018 Consumer Price Index of 2.0 – 3.0%
- 2019 Consumer Price Index of 2.0 – 3.0%

Annual Recreation Fee Increases in the Okanagan Valley 2017 - 2019

- Kelowna 2% annual increase
- Penticton 2% annual increase
- Vernon 2.5% annual increase
- Kamloops 2.5% annual increase

Comparison of West Kelowna Recreation Fees to Penticton, Kelowna, Vernon and Kamloops

West Kelowna recreation admission and rental service rates were compared to similar services offered in Penticton, Kelowna, Vernon, and Kamloops. In most cases West Kelowna's fees were the lowest with the following exceptions:

- **Sports Field Rental:** West Kelowna fees were the highest
- **Drop In Hockey:** West Kelowna fees were second highest
- **Meeting Room Rental:** West Kelowna fees were in the mid range

Staff recommend that the West Kelowna Fees and Charges Bylaw 2009 NO.0028 be amended to include:

- An annual rate increase of 3% for three years starting April 1, 2020 and ending March 31, 2023.

FINANCIAL IMPLICATIONS:

A 3% annual increase for recreation fees will allow programs to continue to meet revenue projections. The 7% increase in Johnson Bentley Memorial Aquatic Centre Adult rates equals a 30 - 45 cent increase per adult admission. The 12% increase to public skating Adult rates equals a 50 cent increase per adult admission. With these increases West Kelowna's general admission fees are still lower than most fees in Penticton, Kelowna, Vernon and Kamloops.

ALTERNATE RECOMMENDATION:

THAT Council postpone consideration of amendment Bylaw No. 0028.56 and request staff to return with additional information as requested by Council

REVIEWED AND APPROVED BY:

Bob Kusch, Recreation and Culture Manager
Tracey Batten, Deputy CAO/Corporate Officer
Paul Gipps, CAO

Attachments:

Bylaw No. 0028.65, Fees and Charges Bylaw
(Schedules 12, 13, 13B & 14)

Powerpoint: Yes No