

Funding Community Recreation

Recreation Services

“Coming together is a beginning; keeping together
is progress; working together is success.”

- Henry Ford

Today's Discussion

- Background Information
- Values and Objectives
- Questions



Background

Recreational programs and activities are crucial to ensuring a healthy and active community.



Background



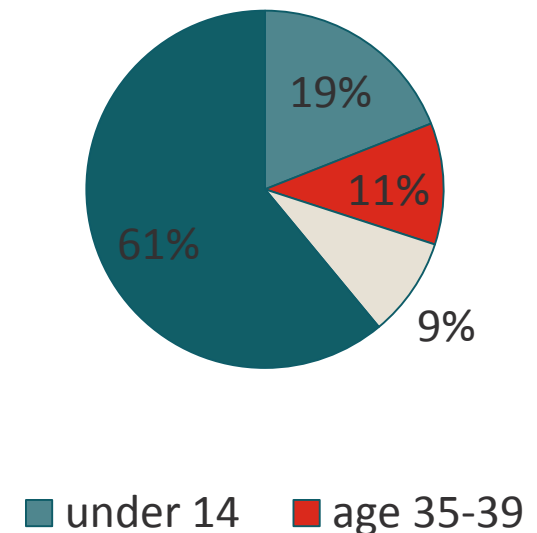
The Challenge:

- Maintain affordable user fees while limiting the reliance on the general tax base.

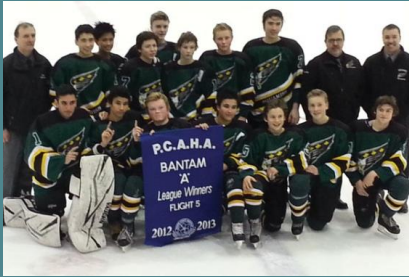
Background

- Recreation Fees and Charges has minimally changed since 2003.
- Increase in population, demographic shift, more events activities impacting the use of parks and facilities
- Increase revenue:
 - Taxes, user pay or reduce service?
- January 2014:
 - council requested staff bring a fees and charges bylaw for discussion that included an increase to field user fees

**2011 Squamish
Population 17,160**



Recreation Cost Recovery



Brennan Park Recreation Centre Arena

Revenue = \$ 225,000

Expense = \$ 666,000

Recovery Rate= 34%

Support from Taxes
\$441,000

Brennan Park Recreation Aquatic Centre

Revenue = \$ 475,000

Expense = \$ 1,266,500

Recovery Rate= 38%

Support from Taxes
\$791,500

Brennan Park Fields

Revenue = \$ 23,000

Expense = \$ 364,000

Recovery Rate= 6%

Support from Taxes
\$341,000

Squamish Seniors' Centre

Revenue = \$ 27,000

Expense = \$ 124,000

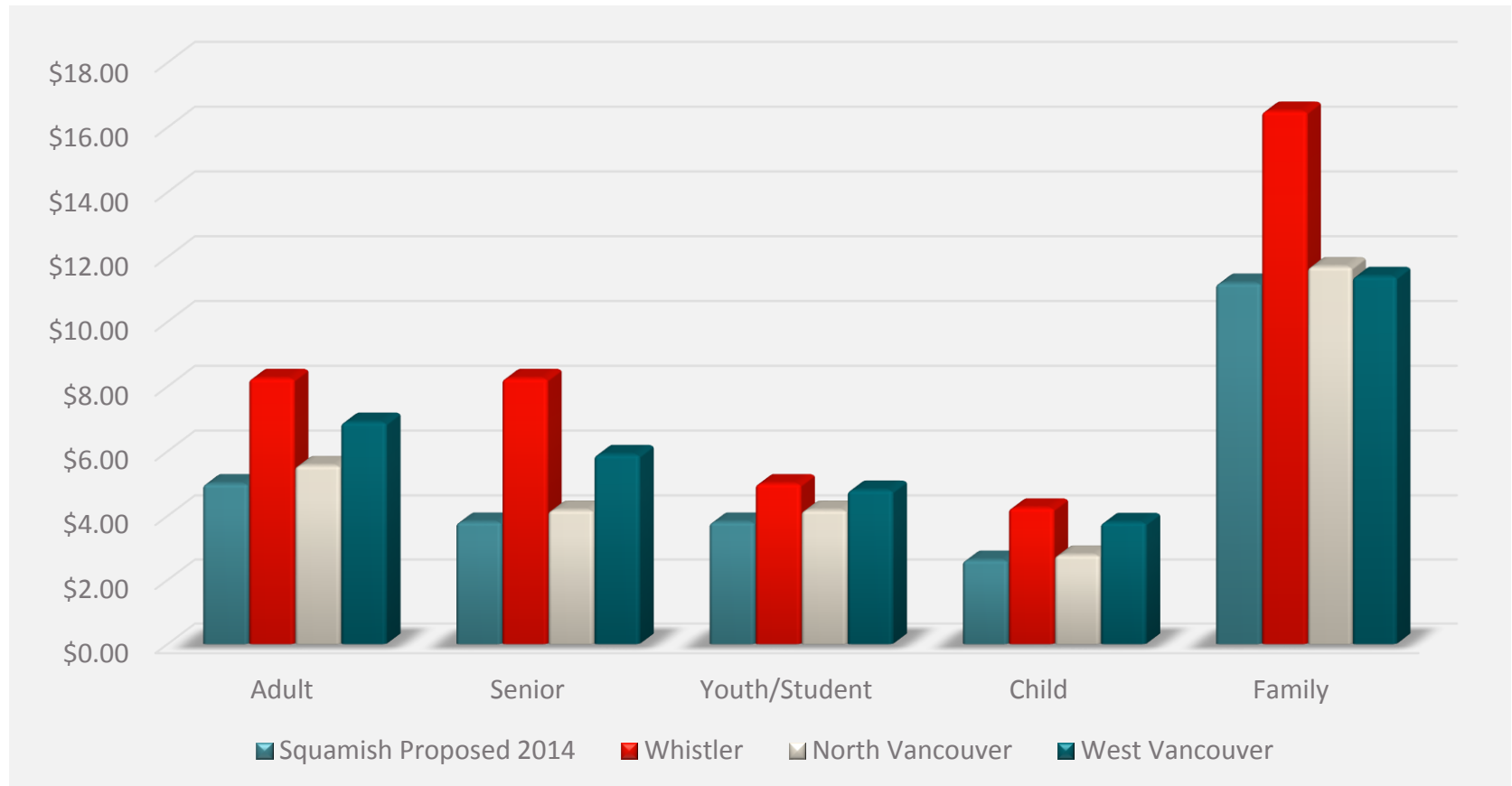
Recovery Rate= 22%

Support from Taxes
\$97,000

* Expense=Direct Expense

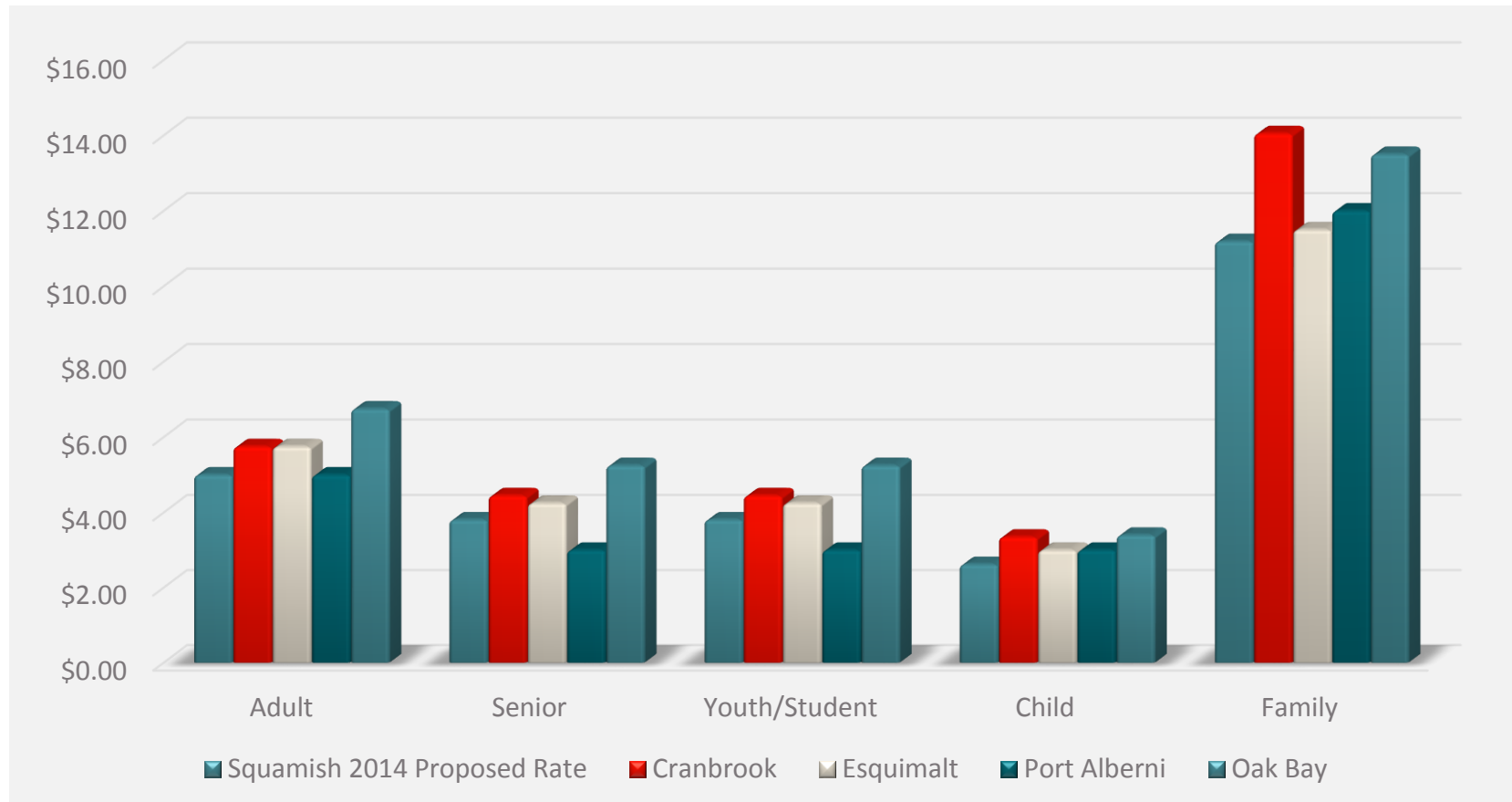
Comparison on Recreation Fees

Admission Prices-Local Communities



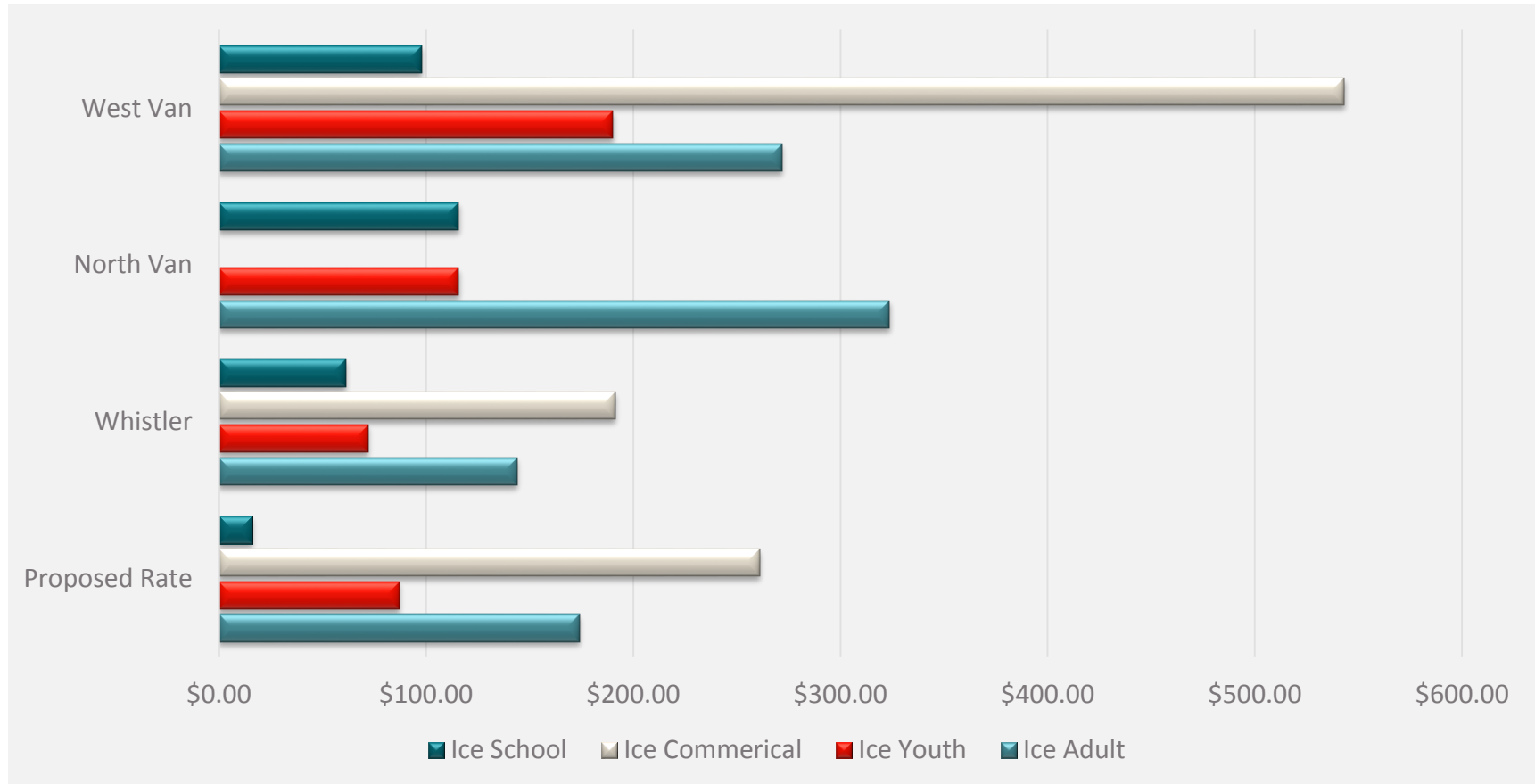
Comparison on Recreation Fees

Admission Prices-Similar Community Size



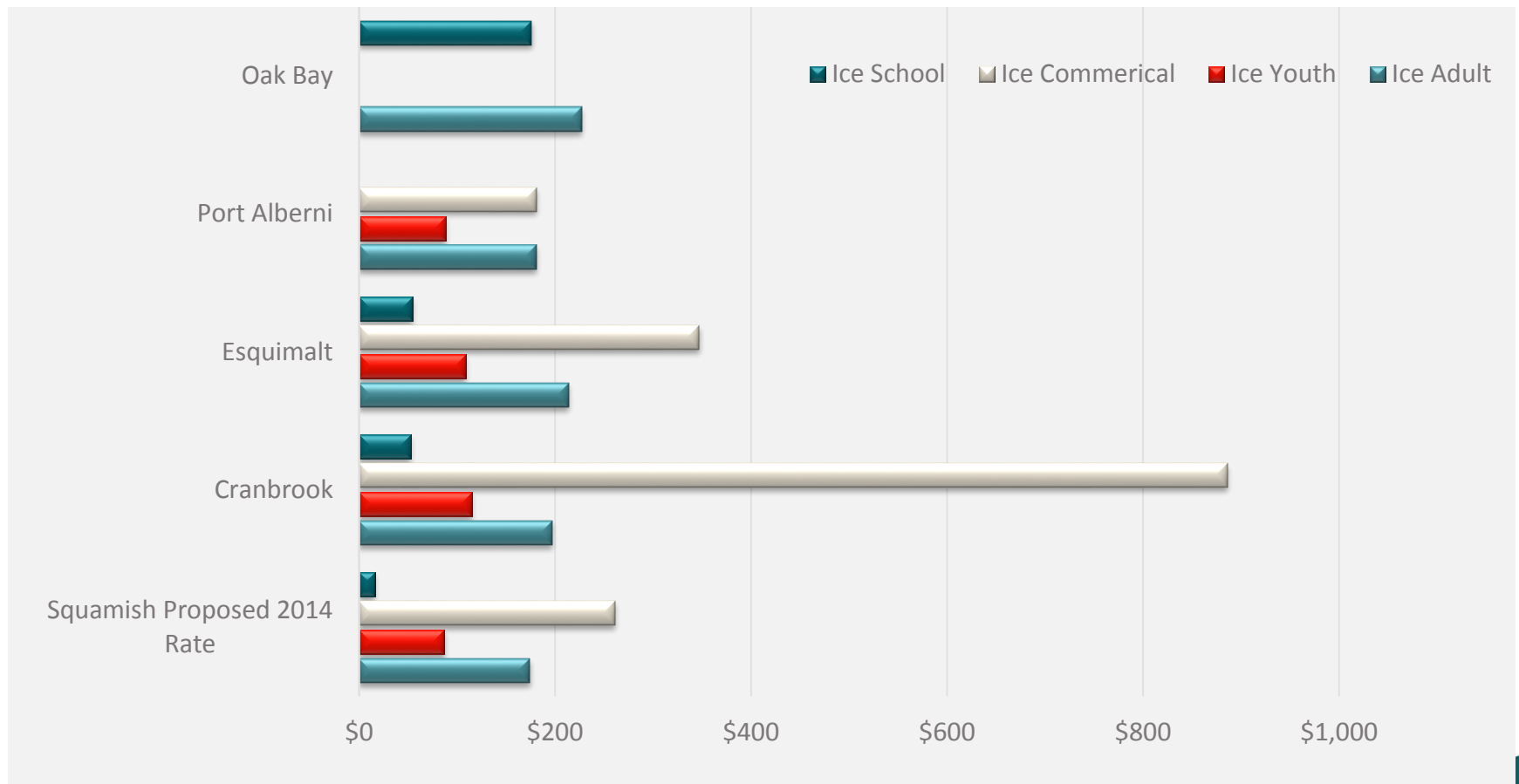
Comparison on Recreation Fees

Arena Prices – Local Communities



Comparison on Recreation Fees

Arena Prices – Similar Community Size



Comparison on Recreation Fees (Fields)

Similar Community Size	Current Rate	2014 Proposed Rate	Cranbrook	Esquimalt	Port Alberni	Oak Bay
Field Lights - Adults	35.5	19.05	52.50		87.00	Indoor Sport Fields. No outdoor sports field. Cost \$65.50-\$120 an hour depending on times. Summer rate \$50 an hour
Field Lights - Youth	17.75	9.52	12.15		63.00	
Artificial Turf Field Adult	71	24.05	annual fee - Adult \$468/375 (local) Youth - player/per sport \$22/\$11 (local)	No ATF	No ATF	
Artificial Turf Field Youth	0	12.14		No ATF	No ATF	
Artificial Turf Field Commercial	0	36.19		No ATF	No ATF	
Grass Sports Field Adult	\$10 per player	5.95 per hour		15.5	Sports pass \$40	
					Sports pass \$20	
Grass Sports Field Youth	0	3.10		7.25		
Local	Current Rate	Proposed Rate	Whistler	North Vancouver	West Vancouver	
Field Lights - Adults	35.5	19.05	lights included	10.35		
Field Lights - Youth	17.75	9.52	in fees	4.14		
Artificial Turf Field Adult	71	24.05	No ATF	30.00	*39.00	
Artificial Turf Field Youth	0	12.14	No ATF	26.00	*29.00	
Artificial Turf Field Commercial	0	36.19	No ATF	68.00	78.00	
Grass Sports Field Adult	\$10 per player	5.95 (per hour)	13.18	9.83	*n/c non-profit	
Grass Sports Field Youth	0	3.10	no fee	3.62	*n/c non-profit	

*West Vancouver Field Usage Fee: Applies to all groups using sports fields -\$10.60

Access to Recreation

FINANCIAL ASSISTANCE FOR KIDS TO PLAY SPORT



All children should be given the opportunity to experience the positive benefits of sports.

There are a number of organizations in our community that support kids in amateur and community sports and recreation.



athletics for kids



Values

1. Ensure a fair and consistent rate-setting practice that reflects both the means and demands of our community.
2. Encourage effective and frequent use of services and facilities.
3. Ensure affordable and accessible recreation services for all social and economic groups, families and individuals in our community.

Objectives

1. Revenue needs to increase in order to maintain the current level of service (without raising taxes disproportionately).
» Develop a moderate incremental fees structure to bring fees in line with other similar and neighboring communities over 3 to 5 years.
2. Equity needs to be achieved between what the various user groups pay.
» Introduce a moderate fee to Youth Field Groups using artificial turf, grass and gravel fields
3. A procedure needs to be developed to deal with the issue of blanket booking.
» Transition to an hourly rental rate for sport fields, by 2018.
4. Explore new revenue opportunities.

Questions for Discussion

The following will be completed using flip chart paper.

Look at each of the objectives individually and ask the following questions:

1. How do we achieve the objective?
2. What are some of the obstacles that would prevent us from achieving this objective?
3. What else should be included in this objective or in the Recreation Fees Bylaw?

Next Steps

- Compile and theme results of the survey and focus group discussions.
- Based on the feedback received, create the 1st draft of the bylaw.
- 1st draft available online for public to review.
- Workshop (date TBD) with stakeholders to discuss the 1st draft of the Bylaw.

Thank you!



SQUAMISH