



STAFF REPORT

Title: Policy No. 197-RC-16 - Amendment to Recreational User Fee Policy - Artificial Field and Grandstand

Meeting Date: April 16, 2019

Executive Summary:

The City of Cold Lake aims to offer affordable and exceptional recreational opportunities to its citizens and users. The City is committed to providing quality social and recreational programs, services and facilities for the enjoyment and benefit of the citizens. The City operates recreational facilities on a cost-recover model and collects user fees to help offset the costs of operating facilities and providing services to the public.

In the second quarter of 2019 the City will take possession of the Artificial Field and Grandstand. The purpose of this report is to present for Council's discussion an amendment to the Recreational User Fee Policy so as to include user fees for the artificial turf field and grandstand.

Background:

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The attached spreadsheet, titled Artificial Turf Field Draft Fee Framework, illustrates fee rental rate structures of similar facilities. In considering these comparables, Administration also takes into account its own policy principals held in Section 4.4 of the Recreational User Fee Policy to direct fee structure.

4.4 Rate Structure for the Determination of Actual Rates

Rate Class	Multiplier to the Base Rate
Adult	equal to the Base Rate
Attendant Caregiver Rate	no admission charge for an individual accompanying a person with a disability
Child Rate	50% of the Base Rate



Family Rate	equivalent cost of two adults and one child
Infant	no admission charge if accompanied by a parent or responsible adult *This rate is not inclusive of programs or child minding services aimed at this group
Junior	70% of the Base Rate
Minor Sport	50% of the Base Rate
Non-Local	110% of the Base Rate
Non-Primetime	Notwithstanding ice rental, 50% of the Base Rate
Off Season	50% of the Base Rate
Primetime	equal to the Base Rate
School	as per the Joint Use Agreement between The City, Northern Lights School Division and Lakeland Roman Catholic School District
Seniors	60% of the Base Rate
Youth	75% of the Base Rate
Ice Flooding	25% of the user's rate according to the relevant Rate Class

In recommending hourly rates found on the attached fee framework for the City, administration looks to be complete with industry sectors while recognizing youth and senior rates established from the multiplier of the base rate.

Administration is soliciting Council feedback on the proposed rates and will be develop and proposed amendment to the Recreation User Fee Policy. Further to the feedback, administration will enter into negotiations with the Northern Lights School Division in regards to the usage of the dedicated dressing room.

Alternatives:

The Committee of Council may consider the following options:



1. Directing administration to bring back a report to Council on an amendment to the Recreation User Fee Policy No. 197-RC-16 respecting a fee framework for the artificial turf field and grandstand.
2. Receive the Policy No. 197-RC-16 Amendment to Recreation User Fee Policy – Artificial Field and Grandstand as information.

Recommended Action:

That Council direct Administration to bring back a report to Council on an amendment to Recreation User Fee Policy No. 197-RC-16 respecting a fee framework for the artificial turf field and grandstand.

Budget Implications (Yes or No):

Yes

Submitted by:

Kevin Nagoya, Chief Administrative Officer