



CITY OF RICHMOND

REPORT TO COMMITTEE

TO: Community Services Committee
FROM: Kate Sparrow
Director, Recreation & Cultural Services
RE: **2001 Fees and Charges - Aquatics and Arenas**

DATE: February 27, 2001
FILE: -

STAFF RECOMMENDATION

That 2001 Aquatic and Arena Fees and Charges be received for information.

A handwritten signature in cursive script that reads "K Sparrow".

Kate Sparrow
Director, Recreation & Cultural Services

FOR ORIGINATING DIVISION USE ONLY

CONCURRENCE OF GENERAL MANAGER

A handwritten signature in cursive script, likely of the General Manager, written over a horizontal line.

STAFF REPORTORIGIN

This report outlines the process by which fees and charges for the City's Aquatic and Arena operations are approved on an annual basis and provides an update on the 2001 fees and charges.

ANALYSIS**AQUATICS:**

The review and approval of aquatic fees and charges falls within the parameters of the Council appointed Aquatic Services Board. A review takes place on an annual basis during the fall months. In September 2000 the Aquatic Services Board approved a staff report and recommendations to increase Richmond's Aquatic Fees and Charges, effective January 1, 2001(Attachment 1). Recommendations were based on factors such as current usage patterns, marketing initiatives, community access, timing and significance of previous increases, as well as fee comparisons with similar aquatic facilities in south west B.C.

With respect to admission fees, the 2001 increases represent the third consecutive year that a 25 cent, across the board, increase has been applied to all single admission fee categories. During this period, the price of a single child admission has gone from \$2.25 to \$3.00 at Minoru Aquatic Centre, and from \$3.00 to \$3.75 at WaterMania. Prices for teen and senior single admissions have gone from \$2.50 to \$3.25 at Minoru and from \$3.50 to \$4.25 at WaterMania. Adult single admissions have risen from \$3.75 to \$4.50 at Minoru, and from \$4.50 to \$5.25 at WaterMania. The current rates reflect significant increases of between 17 – 33% (depending on the age category) over a three year period.

The following table outlines how Richmond's admission fees compare to those of other aquatic facilities within the region which are most similar to WaterMania:

FACILITY	CHILD	TEEN	SENIOR	ADULT
WaterMania	\$3.75	\$4.25	\$4.25	\$5.25
Minoru Aquatic Centre	\$3.00	\$3.25	\$3.25	\$4.50
Saanich Commonwealth	\$3.00	\$3.75	\$3.75	\$5.00
Newton Wave Pool	\$2.75	\$3.75	\$3.75	\$4.75
Surrey Leisure Centre	\$2.75	\$3.75	\$3.75	\$4.75
Coquitlam City Centre	\$2.50	\$3.60	\$2.95	\$4.60
New West. Canada Games	\$1.95	\$2.95	\$1.95	\$4.40
Matsqui Recreation Centre	\$2.25	\$3.05	\$2.95	\$4.25
N. Van Karen Magnussen	\$2.00	\$2.50	\$2.50	\$4.00
Vancouver Aquatic Centre	\$2.00	\$3.00	\$2.40	\$4.00
Ladner Leisure Centre	\$2.10	\$2.60	\$2.60	\$3.65
Langley W C Blair Wave Pool	\$2.00	\$2.50	\$2.50	\$3.50

The table includes comparisons with the 6 closest communities having wave pool facilities, as well as with communities having long course 50 m. pools. Ladner Leisure Centre is included as the closest facility to WaterMania. The fee comparison indicates that WaterMania has the highest admission fees in each age category, and that Minoru Aquatic Centre (without the

benefit of waves, waterslides or 50 m.) has admission fees which are higher than most newer, multi-amenity facilities.

With respect to instructional program fees and facility rental rates, there have also been fee increases in each of the past three years ranging from 3 to 5% annually. Comparisons to other communities indicate that Richmond is again at the upper end of aquatic fee scales.

ARENAS:

Fees and Charges for Arena Services are the mandate of the Richmond Arenas Community Association under the terms of their Operating Agreement with the City of Richmond. The Association reviews their rates in conjunction with their budget process which occurs concurrently with the City's.

The Richmond Arenas Community Association has chosen not to increase fees for the year 2001, due to market conditions and an analysis of how rate increases would likely impact revenue.

The market for Arena Services, while reasonably healthy, is declining slightly. Minor sport registrations and public participation are both lower this season than last and part of a regional trend of reduced activity. Rate increases in these areas would really exacerbate the situation to an extent that total revenue would likely decline. Rates in both areas are in the mid range for this region and minor sport rates have increased from \$44/hr to \$60/hr (36%) in the seven years since the Richmond Ice Centre opened. (See Arena Rate Chart Attachment 2).

Adult rates have been adjusted many times over the past few years in order to respond to the changing market conditions. Some rates have increased and some have decreased in order to maximize use and revenue. The rate chart compares the Richmond Arena rates with those of neighbouring cities that we were able to get a complete set of information from and shows Richmond's rates to be amongst the highest.

FINANCIAL IMPACT

AQUATICS:

The approved 2001 fee increases are expected to generate an additional \$95,000 in revenues, and these funds have been included in the 2001 aquatic budget revenue projections totalling \$2,874,900.

Although no increases in aquatic staffing levels were proposed for 2001, Finance revisions to payroll benefits resulted in a \$185,000 budget increase for the current year. The aquatic budget was further impacted by Facilities Management's significant increase of \$270,000 to cover their estimates of natural gas increases. The result is a projected indoor pool operating budget recovery rate of 65% for 2001. This is still considerably higher than the mean recovery rate of 48.5% for the 39 provincial indoor aquatic facilities which responded to the most recent BC Recreation and Parks Association Aquatic Facility Survey.

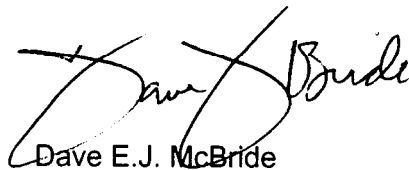
Although the Aquatic Services Board would like to meet it's recovery rate target of 71%, it felt that even greater increases to Richmond's fees and charges at this time would limit community access to aquatic opportunities, and could result in declining attendance due to reaching a price point which patrons no longer felt comfortable with.

ARENAS:

As a result of the market conditions in the lower mainland, the revenue budget for arenas has been set for 2001 at \$1,850,000, a reduction of \$50,000 (or 2.6%) from 2000. Keeping rates at the same level has been determined to be the best way to maximize revenue in a very price sensitive market.

CONCLUSION

There is a formal process in place for the annual review of the fees and charges for the City's Aquatic and Arena facilities. Although across the board increases for Aquatics were implemented in 2001, they are not enough to offset the significantly increased budget estimates for payroll benefits and natural gas costs. Arena rates maintained at the same level are the best way to deal with market conditions where rate increases could result in decreased revenues.



Dave E.J. McBride
Manager, Aquatic Services



Vern Jacques
Manager, Arenas Services

Richmond Aquatic Services
RATES & FEES
(including G.S.T.)

Lessons	Current 2000	Approved 2001
School District Program (10-3/4 hrs.)	\$ 32.00	\$ 33.00
AquaTot (8-1/2 hrs)	\$ 34.00	\$ 36.00
Aqua Pre-school (10-1/2hrs.)	\$ 37.00	\$ 39.00
Aqua Pre-school (8-1/2hrs.)	\$ 29.60	\$ 31.20
AquaQuest - Levels 1-6 (10-1/2 hrs.)	\$ 37.00	\$ 39.00
AquaQuest - Levels 1-6 (8-1/2 hrs.)	\$ 29.60	\$ 31.20
AquaQuest - Levels 7-10 (10-3/4 hrs.)	\$ 50.00	\$ 53.00
AquaQuest - Levels 7-10 (8-3/4 hrs.)	\$ 40.00	\$ 42.40
Lifesaving 1 (10-3/4 hrs.)	n/a	n/a
Lifesaving 1 (8-3/4 hrs.)	n/a	n/a
AquaQuest- Levels 11 & 12 (10-1 hrs.)	\$ 54.00	\$ 57.00
AquaQuest- Levels 11 & 12 (8-1 hrs.)	\$ 43.20	\$ 45.60
Lifesaving 2 & 3 (10-1 hrs.)	n/a	n/a
Lifesaving 2 & 3 (8-1 hrs.)	n/a	n/a
Diving (10-1 hrs.)	\$ 54.00	\$ 57.00
Diving (8-1 hrs.)	\$ 43.20	\$ 45.60
Adults (8-1 hrs.)	\$ 61.00	\$ 64.00
Seniors (8-1/2 hrs.)	\$ 30.50	\$ 32.00
Special Needs (4-1/2 hrs.)	\$ 9.00	\$ 9.50
Privates	\$ 24.00	\$ 25.00
Semi-Privates	\$ 36.00	\$ 38.00
Rookie/Ranger/Star Swim Patrol (10 - 1 hrs)	\$ 54.00	\$ 57.00
Rookie/Ranger/Star Swim Patrol (8 - 1 hrs)	\$ 43.20	\$ 45.60
Lifesaving & Instructor Programs (materials & candidate fees included)	Current 2000	Approved 2001
Bronze Star	\$ 54.25	\$ 57.00
Bronze Med. & Sr. Res.	\$ 175.50	\$ 178.25
Bronze Cross	\$ 77.50	\$ 81.25
NLS - Pool	\$ 290.00	\$ 297.25
NLS Pool Pre-Cert/Re-Cert.	\$ 91.50	\$ 94.00
NLS - Waterpark	\$ 143.50	\$ 148.75
NLS - Waterpark Recert	\$ 75.50	\$ 76.75
NLS - Pool & Waterpark	\$ 379.00	\$ 387.75
AEC	\$ 108.50	\$ 113.75
Aquatic Leader	\$ 128.50	\$ 133.25
Water Safety Instructor	\$ 350.00	\$ 401.25
Water Safety Instructor Recert	\$ 33.50	\$ 34.75
Lifesaving Instructor	\$ 248.50	\$ 244.75
Lifesaving Instructor Re-Cert	\$ 77.25	\$ 78.50
Lifesaving Camp	\$ 240.00	\$ 245.50

K. Jones

Richmond Aquatic Services
RATES & FEES
(including G.S.T.)

Admission Fees - Minoru Aquatic Centre	Current 2000	Approved 2001
Children (under 2 yrs.)	FREE	FREE
Children (2 - 12 yrs)	\$ 2.75	\$ 3.00
Teens (13-18 yrs.)	\$ 3.00	\$ 3.25
Adults (19-55 yrs.)	\$ 4.25	\$ 4.50
Seniors (55 yr. & over)	\$ 3.00	\$ 3.25
Family (max. 5)	\$ 8.50	\$ 9.00
Adult & Pre-Schooler (2-6 yrs.)	\$ 5.50	\$ 6.00
Children - 10 strip tickets	\$ 22.00	\$ 24.00
Teen - 10 strip tickets	\$ 24.00	\$ 26.00
Adult - 10 strip tickets	\$ 34.00	\$ 36.00
Senior - 10 strip tickets	\$ 24.00	\$ 26.00
Family - 10 strip tickets	\$ 68.00	\$ 72.00
Child One Month Pass	\$ 26.00	\$ 29.00
Teen One Month Pass	\$ 29.00	\$ 31.00
Adult One Month Pass	\$ 41.00	\$ 43.00
Senior One Month Pass	\$ 29.00	\$ 31.00
Child Three Month Pass	\$ 64.00	\$ 70.00
Teen Three Month Pass	\$ 70.00	\$ 76.00
Adult Three Month Pass	\$ 99.00	\$ 105.00
Senior Three Month Pass	\$ 70.00	\$ 76.00
Child Six Month Pass	\$ 109.00	\$ 119.00
Teen Six Month Pass	\$ 119.00	\$ 129.00
Adult Six Month Pass	\$ 168.00	\$ 178.00
Senior Six Month Pass	\$ 119.00	\$ 129.00

Richmond Aquatic Services
RATES & FEES
(including G.S.T.)

Admission Fees - WaterMania	Current 2000	Approved 2001
Children (under 2 yrs.)	FREE	FREE
Children (2 - 12 yrs)	\$ 3.50	\$ 3.75
Teens (13-18 yrs.)	\$ 4.00	\$ 4.25
Adults (19-55 yrs.)	\$ 5.00	\$ 5.25
Seniors (55 yr. & over)	\$ 4.00	\$ 4.25
Family (max. 5)	\$ 10.00	\$ 10.50
Adult & Pre-Schooler (2-6 yrs.)	\$ 7.00	\$ 7.50
Children - 10 strip tickets	\$ 28.00	\$ 30.00
Teen - 10 strip tickets	\$ 32.00	\$ 34.00
Adult - 10 strip tickets	\$ 40.00	\$ 42.00
Senior - 10 strip tickets	\$ 32.00	\$ 34.00
Family - 10 strip tickets	\$ 80.00	\$ 84.00
Child One Month Super Pass	\$ 34.00	\$ 36.00
Teen One Month Super Pass	\$ 38.00	\$ 41.00
Adult One Month Super Pass	\$ 48.00	\$ 50.00
Senior One Month Super Pass	\$ 38.00	\$ 41.00
Child Three Month Super Pass	\$ 82.00	\$ 88.00
Teen Three Month Super Pass	\$ 94.00	\$ 99.00
Adult Three Month Super Pass	\$ 117.00	\$ 123.00
Senior Three Month Super Pass	\$ 94.00	\$ 99.00
Child Six Month Super Pass	\$ 139.00	\$ 149.00
Teen Six Month Super Pass	\$ 158.00	\$ 168.00
Adult Six Month Super Pass	\$ 198.00	\$ 208.00
Senior Six Month Super Pass	\$ 158.00	\$ 168.00

Richmond Aquatic Services
RATES & FEES
 (including G.S.T.)

RENTAL RATES	Current 2000	Approved 2001
Lifeguard/Instructor per hour rate	\$ 22.00	\$ 23.50
Commercial Rates (per hour) (Additional Staff Costs Apply to Rentals over 50 participants)	Current 2000	Approved 2001
WaterMania - 25 metres	\$ 214.00	\$ 225.00
WaterMania - 50 metre	\$ 428.00	\$ 450.00
WaterMania - warm down	\$ 27.00	\$ 28.50
WaterMania - wave pool	\$ 428.00	\$ 450.00
WaterMania - all pools	\$ 803.00	\$ 845.00
MAC - Minoru Pool	\$ 161.00	\$ 169.00
MAC - Centennial Pool	\$ 161.00	\$ 169.00
South Arm Pool	\$ 237.00	\$ 249.00
Steveston Pool	\$ 107.00	\$ 112.50
Additional Lifeguard/Instructor per hour rate	\$ 22.00	\$ 23.50
School Rental Rates (per hour) (Additional Staff Costs Apply to Rentals over 50 participants)	Current 2000	Approved 2001
MAC - Minoru Pool	staff costs	staff costs
MAC - Centennial Pool	staff costs	staff costs
WaterMania (waterslide extra = 2 staff/hr)	\$ 129.00	n/a
South Arm Pool	\$ 119.00	\$ 125.00
Steveston Pool	\$ 54.00	\$ 57.00
Additional Lifeguard/Instructor per hour rate	\$ 22.00	\$ 23.50
Birthday Parties	Current 2000	Approved 2001
WaterMania MPR - 1/2 room	\$ 31.00	\$ 32.50
WaterMania MPR - full room	\$ 62.00	\$ 65.00
WaterMania pool admission = strip ticket rate		
Minoru Aquatic Centre (12 kids admission plus pizza/juice)	\$ 160.00	\$ 168.00
Minoru Aquatic Centre (additional kids)	\$ 5.50	\$ 5.75
WaterMania Multipurpose Room Rental (excluding birthdays & special event rentals)	Current 2000	Approved 2001
Small Room per hour	\$ 32.00	\$ 33.50
Small Room day maximum	\$ 128.00	\$ 134.00
Large Room per hour	\$ 43.25	\$ 45.50
Large Room day maximum	\$ 173.00	\$ 182.00
Full Room per hour	\$ 75.25	\$ 79.00
Full Room day maximum	\$ 301.00	\$ 316.00

K. Jones

Richmond Aquatic Services
RATES & FEES
(including G.S.T.)

COMPETITIVE USER GROUPS		
Resident User Group Practises (per hour)	Current 2000	Approved 2001
Per lane - 25 metre - MAC & WaterMania	\$ 6.50	\$ 6.80
Per lane - 50 metre - WaterMania	\$ 13.00	\$ 13.60
Per lane - 50 metre - W.M. (non-prime: 10 p.m. - 8 a.m.)	\$ 6.50	\$ 6.80
25 metre - 6 lane - MAC	\$ 39.00	\$ 40.80
25 metre - 8 lane - WaterMania	\$ 52.00	\$ 54.40
50 metre - 8 lane - WaterMania	\$ 104.00	\$ 108.80
50 metre - 8 lane - W.M. (non-prime: 10 p.m. - 8 a.m.)	\$ 52.00	\$ 54.40
Warm down lanes - WaterMania	\$ 16.00	\$ 16.80
Teach Pool - MAC	\$ 16.00	\$ 16.80
Non-Resident User Group Practises (per hour)	Current 2000	Approved 2001
Per lane - 25 metre - MAC & WaterMania	\$ 9.00	\$ 9.60
Per lane - 50 metre - WaterMania	\$ 22.00	\$ 23.50
25 metre - 6 lane - MAC	\$ 54.00	\$ 57.60
25 metre - 8 lane - WaterMania	\$ 72.00	\$ 76.80
50 metre - 8 lane - WaterMania	\$ 176.00	\$ 188.00
Summer User Group Practises (per hour)	Current 2000	Approved 2001
Steveston Pool - 6 lanes (no staff provided)	\$ 24.00	\$ 25.20
Resident User Group Events	Current 2000	Approved 2001
Minoru Aquatic Centre - per hour	\$ 64.50	\$ 67.75
Steveston Pool - per hour	\$ 53.50	\$ 56.20
25 metre - WaterMania - per hour	\$ 85.50	\$ 90.00
25 metre - WaterMania - day maximum	\$ 641.25	\$ 675.00
50 metre - WaterMania - per hour	\$ 171.00	\$ 180.00
50 metre - WaterMania - day maximum	\$ 1,282.50	\$ 1,350.00
Non-Resident User Group Events	Current 2000	Approved 2001
25 metre - WaterMania - per hour	\$ 134.00	\$ 141.00
25 metre - WaterMania - day maximum	\$ 1,005.00	\$ 1,057.50
50 metre - WaterMania - per hour	\$ 268.00	\$ 282.00
50 metre - WaterMania - day maximum	\$ 2,010.00	\$ 2,115.00
WaterMania Multipurpose Room Rental (in conjunction with special event pool rental)	Current 2000	Approved 2001
1/2 room per hour	\$ 27.00	\$ 28.35
1/2 room day maximum	\$ 108.00	\$ 113.40
full room per hour	\$ 54.00	\$ 56.70
full room day maximum	\$ 216.00	\$ 226.80
WaterMania User Group Deck Offices	Current 2000	Approved 2001
Each office per month	\$ 103.00	\$ 108.15

K. Jones

Richmond Aquatic Services
RATES & FEES
(including G.S.T.)

Admission Fees - Steveston Pool	Current 2000	Approved 2001
Children (under 2 years)	FREE	FREE
Children (12 yrs. & under)	\$ 2.50	\$ 2.75
Teens (13-18 yrs.)	\$ 2.75	\$ 3.00
Adults (19-55 yrs.)	\$ 3.75	\$ 4.00
Seniors (55 yr. & over)	\$ 2.75	\$ 3.00
Family	\$ 7.50	\$ 8.00
Adult & Pre-Schooler (2-6 years)	\$ 5.00	\$ 5.50
Children - 10 strip tickets	\$ 20.00	\$ 22.00
Teen - 10 strip tickets	\$ 22.00	\$ 24.00
Adult - 10 strip tickets	\$ 30.00	\$ 34.00
Senior - 10 strip tickets	\$ 22.00	\$ 24.00
Family - 10 tickets	\$ 60.00	\$ 68.00
Admission Fees - South Arm Pool	Current 2000	Approved 2001
Children (under 2 years)	FREE	FREE
Children (12 yrs. & under)	\$ 2.75	\$ 3.00
Teens (13-18 yrs.)	\$ 3.00	\$ 3.25
Adults (19-55 yrs.)	\$ 4.25	\$ 4.50
Seniors (55 yr. & over)	\$ 3.00	\$ 3.25
Family	\$ 8.50	\$ 9.00
Adult & Pre-Schooler (2-6 years)	\$ 5.50	\$ 6.00
Children - 10 strip tickets	\$ 22.00	\$ 24.00
Teen - 10 strip tickets	\$ 24.00	\$ 26.00
Adult - 10 strip tickets	\$ 34.00	\$ 36.00
Senior - 10 strip tickets	\$ 24.00	\$ 26.00
Family - 10 tickets	\$ 68.00	\$ 72.00

2001 ARENA RATE CHART

	Richmond	Delta	Coquitlam	Burnaby	North Vancouver
Fall Winter Ice Rates	\$85-\$235	\$77-\$185	\$149-\$195	\$82.62-\$187.17	\$112.50-\$215
Minor Hockey					
>Prime Time	\$60	\$65	\$59	\$62.97	\$76.50
>Non Prime Time	\$60	\$38	\$37.86	\$62.97	\$50
Public Program Skate					
>Child Skate	\$2.25	\$2.10	\$2.25	\$2.00	\$2.00
>Teen Skate	\$2.50	\$2.60	n/a	\$2.15	\$2.50
>Adult Skate	\$3.25	\$3.65	\$3.50	\$2.45	\$4.00
>Senior	\$2.25	\$2.60	\$2.25	\$2.45	\$2.50
>Family	\$2.00	\$2.10	\$7.00	\$2.00	\$2.00