

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. CSD-2024-0002

**FOR THE CONSIDERATION OF
COUNCIL**

February 28, 2024

SUBJECT: Community Services Fees and Charges Amendment

1. RECOMMENDATION:

1. That Council receive Report No. CSD-2024-0002 prepared by the Community Services Department dated February 28, 2024, respecting amendment to the fees charged under By-Law 2023-0076 (RE-3).
2. That Council adopt the amended By-Law to approve the revised Community Services Fees and Charges 2024-2027 presented in Attachment 1.

2. PURPOSE:

The purpose of this report is to obtain Council approval for a new membership fee package referred to as a RecPass to be added to the current Fees and Charges for the term of 2024 – 2027 and to update the existing Community Services Fees and Charges Bylaw 2023-0076 (RE-3).

3. BACKGROUND:

In 2023, Council approved the Community Services – Fees and Charges for a four (4) year period from 2024 to 2027. Council approved the Community Services Fees Bylaw on September 20, 2023. The fees were established through staff research and surveying local and comparable municipalities to provide accurate analytics and trend data.

4. ANALYSIS:

With the new build of the Multi Use Recreation Complex, it was identified that there was an opportunity to expand access to recreation programming at an affordable cost to all Georgina residents. This proposed membership package will provide the community with unlimited access to recreational drop in programming to help encourage a healthy active lifestyle for all ages.

Revenue generation for recreation facilities typically follows three strategies for success:

- Increase fees
- Utilization rates
- Volume

For the proposed RecPass membership package below, staff created this concept under the volume strategy. This strategy involves a balance between affordability measures and competitive market rates. It represents a perceived price point that will optimize participation volume that serves to sustain revenue yields. The goal of the strategy is to find an appropriate balance that promotes accessibility and affordability by users while mitigating impacts on taxation. A common approach is determining the right balance to benchmark rates and fees among geographical comparators.

Proposed RecPass:

The Georgina RecPass includes:

- Unlimited access to select fitness drop-in programs and walking/running track.
- Unlimited access swimming drop-in programs, including public swims, lanes swims, and aquafit.
- Unlimited access to open gym sessions, including drop-in basketball, volleyball, pickleball, preschool drop-ins and family drop-ins'.
- Unlimited access to skating drop-in programs including public skates, pay figure skate (ticket ice), Stick and Puck, Adult/Senior Hockey.

Proposed ROC n RecPass:

Combining the popular ROC winter season pass, challenge course fun and outdoor sport court time with the proposed RecPass will create a one-of-a-kind pass – access to the great outdoors together with unlimited indoor play. This pass will include a minimum commitment of four months for this membership type.

Pass Type	Town of Georgina Proposed Monthly Fee - RecPass	Town of Georgina Proposed Monthly Fee - ROC n RecPass
Child (12 and under)	\$18.00	\$38.00
Youth (13-17)	\$18.00	\$38.00
Student (18-25)	\$22.00	\$42.00
Adult (18+)	\$27.00	\$47.00
Senior (55+)	\$22.00	\$42.00
Household	\$44.00	\$95.00
Household Add-on	\$8.00	\$17.00

Proposed Club 55 add on:

This membership was approved in September 2023. Staff have included it with the RecPass to show that it can be combined and organized as one through the membership key tag at the yearly rate of \$20.00 plus hst.

Standard Pass Information for all options:

- All passes will be subject to HST.
- A 20% non-resident surcharge applies (\$10.00 surcharge for Club 55 Memberships)
- Passes are auto renewed monthly until cancellation is requested.
- Membership cancellation requests must be received at least five business days prior to the next billing cycle to be eligible for cancellation
- All members are required to have their photo taken for verification purposes.
- Passes do not include registered programs such as cooking and dance classes.

Comparators:

Pass Type	Town of Newmarket	City of Barrie	Town of Bradford West Gwillimbury	Town of Aurora	Town of Whitchurch Stouffville
	<i>Includes Gym, Skating, Swimming, Fitness Drop In's and unlimited access to fitness centres</i>	<i>Includes Gym, Skating, Swimming, Fitness Drop In's and unlimited access to fitness centres</i>	<i>Includes Gym, Skating, Swimming, Fitness Drop In's</i>	<i>Includes Equipment & Weights Package, Group Fitness Aquafitness & Squash</i>	<i>Includes Fitness, Aquafit, Lane and Leisure Swim</i>
Child (12 and under)	\$27.50	\$27.25	\$20.00	n/a	\$10.00-\$22.50 *swim only
Youth (13-17)	\$27.50	\$27.25	\$30.00	\$36.00	\$39.50
Student (18-25)	\$27.50	\$27.25	n/a	n/a	\$39.50
Adult (18+)	\$37.50	\$38.75	\$42.00	\$45.00	\$52.50
Senior (55+)	\$62.50	\$27.25	\$34.00	\$36.00	\$39.50
Household	\$62.50	\$63.75	n/a	n/a	n/a
Household Add-on	n/a	\$10.00	n/a	n/a	n/a

The main difference in the price point is that all our comparators membership include access to a full fitness centre which in turn equals a higher price point.

5. RELATIONSHIP TO STRATEGIC PLAN:

Delivering service excellence – Commit to citizen-centric service delivery.

Ensuring balanced growth - Promote and ensure responsible growth and long-term planning.

Creating a vibrant, healthy, and safe community for all – Support a safe, healthy, and inclusive community.

Staff continuously review and evaluate opportunities that meet the goals outlined in the Strategic Plan. The Community Services Fees Bylaw meets these goals and creates a strong relationship to the Strategic Plan.

Ensuring the fees for programs and bookings in Georgina are fair and equitable in comparison to our municipal competitors and allows the Town of Georgina to promote a vibrant, healthy, and safe community.

6. FINANCIAL AND BUDGETARY IMPACT:

The volume strategy will attract additional patrons through the membership packages which will increase revenue within current programming that is currently operating by reaching capacity limits.

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

Public consultation and\ or notice is not required.

8. CONCLUSION:

Staff recommend Council approve to adopt the attached By-Law which will have the new proposed membership fees coming into effect in line with the Grand Opening of the MURC on Saturday March 2, 2024. The flexibility in the fee structure also enables staff to generate innovative ideas, adjust to increasing expenditures if needed, stay on top of trends and adjust programming to suit the public interests from session to session. The RecPass will provide the community with access to an affordable healthy active lifestyle at all Town recreation facilities.

APPROVALS

Prepared By: Patti White
Manager of Recreation Services

Recommended By: Steve Lee-Young
Director of Community Services

Approved By: Ryan Cronsberry
Chief Administrative Officer

Attachments: Attachment 1 - Community Services Fees and Charges 2024 - 2027