



COMMUNITY SERVICES – RECREATION & CULTURE
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Sept 9, 2015

**COMMUNITY SERVICES – RECREATION & CULTURE
COUNCIL REPORT #2015-27**

TO: Mayor Van Bynen and Members of Council

COPY: SLT, OLT

SUBJECT: 2016 Recreation and Culture Rates and Fees Follow Up Recommendations

ORIGIN: Director, Recreation & Culture

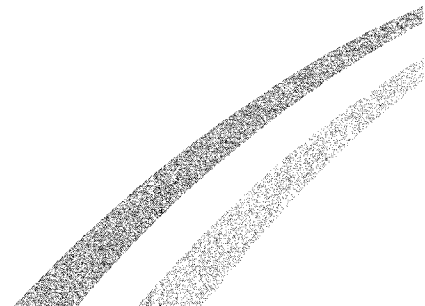
RECOMMENDATIONS

THAT Community Services - Recreation and Culture Report #2015-27 dated Sept 9, 2015 regarding 2016 User Fees and Charges – Recreation & Culture be received and the following recommendations be adopted:

- 1. THAT the Schedules “ A(1)” to “A(20)” marked as the Town of Newmarket Recreation & Culture Services Fees and Charges Schedules, found in Report #2015-24, be approved and adopted by Bylaw, with the exception of all fees related to outdoor field permits;**
- 2. AND THAT all fees and charges related to outdoor field permits remain status quo for 2016;**
- 3. AND THAT the fee adjustments moving forward, come into full force and effect as of January 1, 2016.**

COMMENTS

On August 11th, Committee of the Whole reviewed Community Services - Recreation & Culture and Corporate Services – Finance Joint Report # 2015 – 24 regarding the 2016 Recreation & Culture Rates and Fees. During discussion of the report, a number of questions were raised with respect to the proposed fees. A follow up Information Report #2015 – 26 was previously distributed addressing those questions. This report serves to provide specific recommendations based on the feedback received during the notice period.



Background

Based on the feedback gathered during the Recreation Playbook process and during the notice period, it has been identified that sport field user fees in particular are significantly higher than neighbouring municipalities. All user groups have identified that this has forced Newmarket groups to charge higher fees than groups in the surrounding municipalities. As such, these Newmarket groups have identified that they face declining enrolment as residents register other municipalities. Outdoor field use has declined over the last few years, due in part to declining enrolment.

Recreation Playbook Recommendations

The Recreation Playbook put forth a variety of recommendations with respect to fees and rates. Of most significance to sport group user fees is the following recommendation intended for review and implementation in 2016:

- Conduct a comprehensive review of minor sport user fees including benchmarking fees, identification of areas where volume increase is possible and explore implications of fee reductions.

Municipal Comparisons

Comparing pricing for outdoor fields is extremely complicated due to the variability of field size, quality of field, lighting vs. non lighting, level of maintenance required changes dramatically from place to place, level of service provided by the municipality, etc. A detailed comparison is provided as Appendix A. However, it should be noted that the detailed comparison really exemplifies the complexity in pricing and the need for a comprehensive review of pricing. A simplified version of the detailed comparison is provided below:

	Newmarket	Markham	Richmond Hill	Whitchurch	King	Vaughan	Aurora
Unlit Diamonds							
Youth Prime	\$17.45/hr	\$2.90- \$10.10/hr	\$1.49-4.48/hr	\$28/hr	\$15.82- 18.08/hr	\$2.04- \$25.50/hr	\$9.75/hr
Adult Prime	\$31.88/hr	\$5.15- \$13.15/hr	3.29-8.95/hr	\$35.00/hr	\$15.82- 18.08/hr	\$2.04- \$25.50/hr	\$15.50/hr
Unlit Sportfield							
Youth Prime	\$17.45/hr	\$2.90- \$10.10/hr	\$2.09-23.74/hr	\$28/hr	\$6.23- 13.56/hr	\$3.24- \$25.50/hr	\$7.50/hr
Adult Prime	\$31.88/hr	\$5.15- \$13.15/hr	\$2.99-36.25/hr	\$35/hr	\$6.23- 13.56/hr	\$3.24- 25.50/hr	\$9.00/hr

As is demonstrated in the above charts, Newmarket does fall on the higher end in many categories.

Amount of Revenue Generated Through a 3.5% Increase to Outdoor Field User Fees

Using 2014 year end actuals, the Recreation & Culture Department generated \$206,000 in revenue through outdoor field permit user fees. Using the same participation levels, a 3.5% increase in that total revenue would represent additional revenues of approximately \$7,228 in revenue. As such, keeping field permit user fees status quo pending the comprehensive review to be conducted in 2016 would have an impact of just over \$7,000.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Living Well

- Emphasis on active lifestyles and recreational opportunities

Well Balanced

- Recreational facilities and services

Well Equipped and Managed

- Fiscal responsibility
- Service excellence
- Efficient management of capital assets and municipal services to meet existing and future operational demands

COMMUNITY CONSULTATION POLICY

Public notice has been placed in the Town Page and on the website, in compliance with applicable legislation and our bylaws that require a three-week notice period in the summer prior to the passing of the by-law. The proposed bylaw, outlining the fee changes, will be effective January 1, 2016.

The Newmarket Soccer Club (NSC) did send detailed input specific to field permit fees. One specific item of concern for the NSC was the price of each micro field being the same rate as a full size field. Based on this feedback, unless otherwise directed by Council, staff will work with the NSC to price micro fields proportionately in 2016 using the full size field rate as the start point. It is recommended that other rates and fees feedback received from the NSC be considered in the context of the recommended overall outdoor sports field review.

BUDGET IMPACT (Current and Future)

Operating Budget

Recreation and Culture targeted and proposes a 3.5% increase across almost every rates and fees related program/service.

Capital Budget

Not applicable.

CONTACT

For more information on this report, please contact the Commissioner of Community Services or the Director, Financial Services.

Colin Service

Colin Service, Director, Recreation & Culture

Ian McDougall

Ian McDougall, Commissioner of Community Services

APPENDIX A

2015 Municipal sportsfield pricing comparison.

City	Standard Rate	Youth - N/P	Youth - Prime	Adult - N/P	Adult - Prime	Tournament	Commercial	Comments
Markham		A field \$3.25/hr B field \$3.25/hr C field \$2.90/hr Turf \$10.10/hr	A field \$4.00/hr B field \$4.00/hr C field \$3.65/hr Turf \$10.10/hr	A field \$5.50/hr B field \$5.50/hr C field \$4.40/hr Turf \$13.15/hr	A field \$6.25/hr B field \$6.25/hr C field \$5.15/hr Turf \$13.15/hr			Light fees: adult \$21.63/hr, youth \$11.33/hr, Non resident \$27.81/hr
Loyalist		\$7.76	\$14.94	14.46	27.25			Same rates for lights and no lights.
Bradford West Gwillimbury	\$26.00/hour \$42.00/hour with lights		\$22/person		\$480/team	\$140/day		\$120/season admin fee per association
Town of Whitchurch- Stouffville			\$28.00/resident \$43.00/non resident		\$76.00/resident \$105.00/non resident			Ball Diamond/soccer field hourly Rate: (spot rentals) \$35.00/unit/hour, \$45.00/hr/hour
Milton	Baseball Premier \$15.52 Softball- A \$11.24 Softball- B \$8.13 Hardball Lights \$22.86 Softball Lights \$14.36		Premier \$7.76 Softball- A \$5.62 Softball- B \$4.06 Rural diamonds \$1.95 Hardball Lights \$22.86 Softball Lights \$14.36		adult groups pay the standard rates			10% surcharge for non residents and commercial/for profit users
	Soccer Premier \$18.06 A Field \$12.40 B Field \$9.30 Cricket \$18.60 Lights \$15.32		Premier \$9.03 A Field \$6.20 B Field \$4.65 Cricket \$9.30 Lights \$15.32		adult groups pay the standard rates			10% surcharge for non residents and commercial/for profit users
King	Baseball Hardball resident \$18.08/hr Softball resident \$15.82/hr Hardball non resident \$19.78/hr Softball non resident \$17.52/hr Lighting \$12.43/hr							
	Soccer Minor resident (less than 7v7) \$6.23/hr Intermediate resident (7v7, 9v9) \$9.66/hr Major resident (11v11) \$13.56/hr Minor non resident (less than 7v7) \$6.78/hr Intermediate non resident (7v7, 9v9) \$10.74/hr Major non resident (11v11) \$14.69/hr Lighting \$12.43/hr							
Richmond Hill		Lit diamond \$2.24/hr Unlit diamond \$1.64/hr Mini/school diamond \$1.49/hr Lit soccer \$2.23/hr Unlit Soccer \$2.09/hr Mini/school soccer \$1.49 Turf \$23.74	Lit diamond \$4.48/hr Unlit diamond \$3.28/hr Mini/school diamond \$2.99/hr Lit soccer \$4.77/hr Unlit Soccer \$4.18/hr Mini/school soccer \$2.99 Turf \$23.74	Lit diamond \$4.48/hr Unlit diamond \$3.29/hr Mini/school diamond \$2.99/hr Lit soccer \$4.77/hr Unlit Soccer \$4.18/hr Mini/school soccer \$2.99 Turf \$6.25	Lit diamond \$8.95/hr Unlit diamond \$6.57/hr Mini/school diamond \$5.97/hr Lit soccer \$9.54/hr Unlit Soccer \$8.36/hr Mini/school soccer \$5.97/hr Turf \$36.25	Per day per field Adult \$57.74 youth \$28.87 Commercial \$62.49	Lit diamond \$16.08/hr Unlit diamond \$14.47/hr Lit soccer \$17.05/hr Unlit Soccer \$15.08/hr Mini/school soccer \$11.37/hr Turf 48.75	Hydro \$15.78/hr residents Hydro \$20.76/hr non residents
Uxbridge			soccer and baseball \$21.00/player		Adult baseball \$1126.00/team	diamonds are \$165.00/day		Uxbridge diamonds are \$15.50 per hour for one off rentals.
Newmarket			Diamonds/fields with lights \$ 21.57/hr Diamonds/fields no lights \$17.45/hr	Diamonds/fields with lights \$ 37.64/hr Diamonds/fields no lights \$31.88/hr			Diamonds/fields with lights \$ 55.99/hr Diamonds/fields no lights \$51.88/hr	\$1.00 surcharge per hour included in hourly rate. \$15.00 per hour for commercial.
Halton Hills	Baseball		Registered intermediate \$6.09/hr Registered major \$7.49 Registered minor \$4.31		Local/registered intermediate \$11.54/hr Local/registered major \$13.54/hr Local/registered minor \$8.61/hr Non local/unregister ed intermediate \$15.99/hr non local/unregister ed major \$17.11 Non local/unregister ed minor \$12.04			10 lighting rates between \$25.00 and \$64.59

Sportsfield			Registered Intermediate \$6.09/hr Registered major \$8.48 Registered minor \$4.44 Turf \$125.00		Local/registered intermediate \$11.92/hr Local/registered major \$15.50/hr Local/registered minor \$9.06/hr Non local/unregistered intermediate \$16.47/hr non local/unregistered major \$18.94 Non local/unregistered minor \$12.56 Turf \$125.00		
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Vaughn	Baseball		CSO	Resident	Non resident		Commercial
	Jr Unlit Prime Time		\$2.04/hr	15.31/hr	\$31.96/hr		\$24.33/hr
	Jr Unlit Non Prime Time		n/a	\$5.25/hr	\$2.17		\$6.42/hr
	Sr Unlit Prime Time		\$3.24/hr	\$23.38/hr	\$35.69/hr		\$26.93/hr
	Sr Lit		\$12.79/hr	\$38.99/hr	\$56.46/hr		\$43.94/hr
	Senior Daily Unlit Prime Time 9am-6pm		\$16.02/hr	\$77.98/hr	\$112.98/hr		\$87.87/hr
	Pr Unlit Prime Time		\$11.47/hr	\$28.18/hr	\$45.35/hr		\$36.84
	Pr Lit		\$21.20/hr	\$44.07/hr	\$66.16/hr		\$54.19/hr
	Premium Daily Unlit Prime Time 9am-6pm		\$32.67	\$81.79/hr	\$130.63		\$108.98
	Sportsfields						
	Mini prime time		\$3.24/hr	\$14.87/hr	\$21.13/hr		\$19.11/hr
	Mini non prime		n/a	\$6.42/hr	\$9.33/hr		\$7.58/hr
	9-9		\$4.08/hr	\$18.72/hr	\$39.29/hr		\$24.12/hr
	Senior unlit prime		\$4.78/hr	\$25.50/hr	\$40.78/hr		\$30.45/hr
	Senior lit		16.36/hr	\$41.07/hr	64.47/hr		49.57/hr
	Premium unlit		\$12.51/hr	35.35/hr	49.65/hr		\$41.11/hr
	Premium lit		\$24.31/hr	\$51.22/hr	73.36/hr		\$60.60/hr
	Premium turf unlit		62.52/hr	101.01/hr	148.19/hr		122.65/hr
	Premium turf lit		86.11/hr	132.74/hr	195.61/hr		161.6/hr
	Premium turf unlit N/P (Jul & Aug)		42.41/hr	64.77/hr	91.3/hr		77.49/hr
	Premium turf lit N/P (sept-jun)		27.05/hr	41.39/hr	58.61/hr		49.67/hr

Georgia			A field \$11.88/hr B field \$9.90/hr C field \$7.92/hr Mini soccer \$4.95/hr Turf \$23.75/hr		A field \$24.47/hr B field \$20.39/hr C field \$16.31/hr Turf \$48.94/hr	Res youth A \$95.02/day Res youth B \$79.18/day Res youth C \$63.35/day Res min soccer \$39.59/day Res adult A \$146.81/day Res adult B \$122.33/day Res adult C \$98.80/day	Four lighting rates between \$13.78 and \$21.59
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Essex Township			\$15.66/hr		\$16.66/hr		
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Innisfil			Res major field \$28.00/game or practice Non res major field \$33.60/game or practice Res minor field \$24.00/game or practice Non res minor field \$28.20/game or practice		Res major field \$35.00/game or practice Non res major field \$42.00/game or practice Res minor field \$29.00/game or practice Non res minor field \$34.80/game or practice		lighting fee of \$37.50/game or practice for residents and \$45.00/game or practice for non resident.
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Caledon			Soccer A \$5.30/hr Soccer B \$4.41/hr Soccer C \$1.47/hr Baseball A \$5.89/hr Baseball B \$5.15/hr Baseball C \$1.91/hr	Soccer A \$12.71/hr Soccer B \$10.59/hr Soccer C \$3.53/hr Baseball A \$14.12/hr Baseball B \$12.34/hr Baseball C \$5.18/hr	Soccer A \$7.55/hr Soccer B \$6.30/hr Soccer C \$2.10/hr Baseball A \$8.41/hr Baseball B \$7.35/hr Baseball C \$2.73/hr	Soccer A \$16.14/hr Soccer B \$15.12/hr Soccer C \$5.05/hr Baseball A \$20.16/hr Baseball B \$17.63/hr Baseball C \$7.40/hr	Weekend rates are 25% off prime, non prime rates are 50% off prime. Non resident rates are at a 30% surcharge. Youth affiliate rates are a 30% subsidy Lighting's \$15.80/hr for baseball and \$20.18 for soccer.
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