

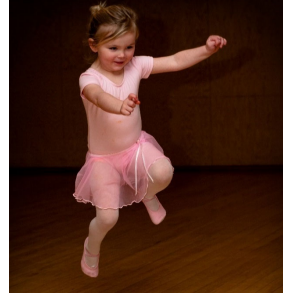
1



2

## Benefits Based Approach to Funding Parks, Recreation & Culture

**The Key Challenge:** to differentiate between personal direct benefits to the individual and indirect benefits to for all.



3

## Parks, Recreation & Culture Service Delivery Systems

- Municipal Parks, Recreation and Culture
- Societies and Organizations
- Other Public Institutions & Governing Bodies
- Private Sector



4

# City Plan

- C3 – A Heathy Nanaimo: Community Wellbeing & Livability - C3.5,6
- C4 – An Empowered Nanaimo: Reconciliation, Representation & Inclusion - C4.2,3,5,7,8,9
- C5 – A Prosperous Nanaimo: Thriving and Resilient Economy - C5.2,6
- D6 – Parks, Recreation, Culture and Wellness - D6.1,2,4



5

# City Plan

- **A Heathy Nanaimo: Community Wellbeing & Livability** – An Active Community with many physical and social recreation, culture and wellness opportunities, supporting a strong community that embraces preventative health.
- **An Empowered Nanaimo: Reconciliation, Representation & Inclusion** - People of all ages, genders, abilities and income levels have easy access to services and spaces without barriers.
- **A Prosperous Nanaimo: Thriving and Resilient Economy** - Nanaimo is regarded as a unique and premier tourism destination with many people coming to experience our city and its numerous attractions
- **Parks, Recreation, Culture and Wellness** - The far reaching benefits of parks, recreation, culture and wellness are well known, and because of these broad benefits, they are considered an essential public service.

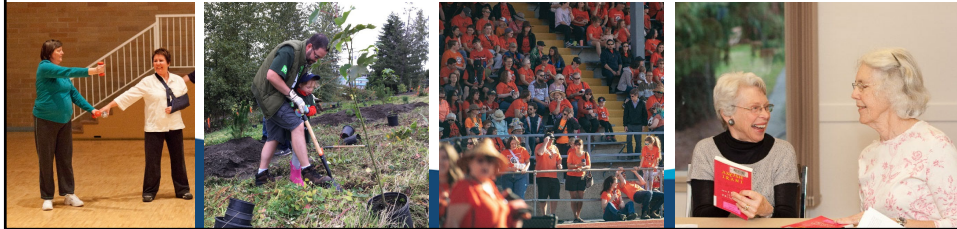


6

## Pathways to Wellness (CPRA)

- First significant national gathering
- Focused on building a preferred future for the field
- Five themes presented:
  - Confronting Canada’s public health crisis
  - Respecting nature and our environment
  - Building community
  - Social innovation in community recreation and sport
  - Repositioning recreation

*(Published in 2015)*



7

## Key Areas of Focus As Per Pathway Recommendations

- Recreation as an Essential Public Good
- Part of Quality of Life Sector
- Community at the Core
- Access to Recreation
- Connect People



8



# Upstream Services

- Parks, Recreation and Culture Provide Upstream Services
  - Programs for Youth and vulnerable populations
  - Community events
  - Inclusive for all
  - Building healthy communities
  - Connectivity



9

# Benefits & Costs Approach to the Provision of Parks, Recreation & Culture Rates & Fees



10

## 2019 Revenue from Fees & Admissions

(pre-pandemic example)

	Drop-in Admissions	Revenue from Facility Rentals	Program Revenue
Arenas	\$ 129,490	\$1,004,062	\$ 294,225
Aquatics	\$1,985,216	\$ 199,142	\$ 506,386
Recreation & Culture Operations	\$ 109,890	\$ 691,721	\$1,468,159
Park Operations		\$ 234,050	
<b>TOTALS:</b>	<b>\$2,224,596</b>	<b>\$2,128,976</b>	<b>\$2,268,770</b>



11

## Registered Programs

- Fees assigned for programs in the Activity Guide (ie children yoga or Ballroom dance) generally aim to recover direct costs, including:
  - Instructor wages
  - Materials and supplies
  - External equipment space rental
- The Registered Programs revenue source is outside the scope of the Fees and Charges Bylaw



12

## Current Admission Fees

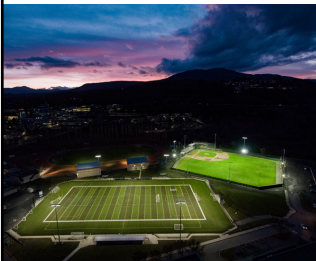
- Refers to drop-in access to pools, public skates, fitness facilities and gymnasium sports at Oliver Woods (not 100% cost recovered)
- Age groups are the most important subsidy factor:
  - Children 2 & under (free)
  - Children 3 to 12
  - Student 13 to 18
  - Adult 19 to 59
  - Senior 60 and over
  - 80+ (free for City of Nanaimo residents)
  - Family



13

## Services Associated with Rentals

- Generally, specialized services should be full cost recovery – especially for food and beverage and other retail sales
- Equipment rentals and field lights should reflect actual costs, as well as specialized maintenance
- Leases and licenses



14

## Accessibility and Inclusion



- Sponsored or low cost swims and skates
- 80+ years passes
- Grade 5/6 Active and Stay Active Passes
- Swim to Survive
- A list of low-cost or free programs printed in each Activity Guide
- Formal leisure access programs, such as LEAP (Leisure Economic Access Pass) address both program subsidy and participation
  - a 50 per cent course fee discount (to a maximum of \$40) for up to four courses per year
  - an annual Swim/Skate/Gym pass for 50 free admissions to scheduled drop-in programs



15

## Fees & Charges Report



A number of changes are recommended to continue providing services that support:

- An active and health community
- Provision of quality recreation services accessible to all
- Changing needs and demands within the community



16



## Fees & Charges Report Process

- Last rate increase to PRC Fees and Charges was in 2015
- Staff have conducted a thorough review based on 5 considerations:
  - Fees that provide accessibility for most taxpayers
  - Fees that are straight forward and easily administered
  - Fees that mirror cost of living increases
  - Fee rates that are comparable to other Vancouver Island municipalities
  - Fees that provide subsidized admissions to children, students and seniors



17

## Fees & Charges Report Recommendations

- New Admission/Drop-in classifications (Youth 13-24, Family 2 parents and all children under 24 years)
- Hourly rental rates vs block rate (4, 8, 12 hour blocks)
- New simplified rental classifications with percentage increases based on market rates/regional standards
  - Formula – NP1 50%, NP2 20%, Private 10%, Commercial
  - Recognition of market value
- Removal of room rental functions (workshops, weddings...)
- Rate increases:
  - Admissions / Drop-in rates 0 to 3% increases
  - Facilities rental rates 3.5 to 7% increases

18

CITY OF NANAIMO  
THE QUALITY CONNECTION

# Staff Recommendation

Staff recommend the following:

That the Finance and Audit Committee recommend that Council:

1. *Support the user rate classification system, pricing structure and percentage increase as outlined in Attachment B to the 2023-APR-19 staff report for a four year period (September, 2023 – August, 2027); and*
2. *Direct staff to bring forward an amendment to the Fees and Charges Bylaw No.7336 to incorporate the new classification system and price structure.*

19

CITY OF NANAIMO  
THE QUALITY CONNECTION

# Questions / Discussion?

**NANAIMO PARKS, RECREATION & CULTURE**  
*Spring & Summer 2023 Activity Guide*  
March to August 2023

recreation.nanaimo.ca  
**250-756-5200**  
Registration starts on Wednesday, March 1.

CITY OF NANAIMO  
PARKS, RECREATION & CULTURE

make move

20