

Date: November 9, 1995

SUBJECT: 1996 Fees and Charges

RECOMMENDATION

- 1) THAT the Board approve implementation of the proposed 1996 Burrard Marina Fees and Charges.
- 2) THAT the Board approve implementation of the 1996 Playing Field Fees including the new non-prime time Artificial Turf Field Fees as proposed in this report.
- 3) THAT the admission fees for the Miniature Train and Children's Farm Yard not be increased until staff have completed a marketing review of this site.

BOARD POLICY

It is the Boards policy to approve the Fees and Charges to be levied for participation in its programs and/or use of its facilities on an annual basis.

BACKGROUND

On October 23, 1995, the Board reviewed the proposed 1996 fee schedule and passed the following approved resolutions:

- 1) THAT the twilight golf rates be amended as indicated in the staff report dated October 19, 1995.
- 2) THAT the marina increases be approved as listed but implementation of the increases be delayed pending a detailed review and report back by staff of the service at the marina.
- 3) THAT the areas that refer to regular playing fields and the Miniature Train be deferred.
- 4) THAT the 1996 Fees and Charges Schedule, as amended, be approved by the Board for implementation on January 1, 1996.

and

"THAT staff report back to the Board on permit fees and the venue for the Performers Corner in Stanley Park."

DISCUSSION

In response to the Boards resolution, staff have undertaken further reviews as follows:

I. Burrard Marina Service Review

On November 1, 1995, the Income Operations/Public Affairs/Marketing committee met at Burrard Marina to tour the marina and review the concerns that were discussed at the last Board meeting by the Cal 20 Sailboat delegation (a group of boat owners who race competitively).

(i) Vacancies in Small Berths There are 481 berths at Burrard Marina, of which 182 are small berths of 21 feet or under. At present there are 34 empty berths in this category but this number was lower during the summer months.

It has been recognized that the market for small berths is likely to remain low in future years and a consultant will be retained in 1996 to review the economic viability of realigning floats on the eastern portion of the marina. A preliminary review by staff has indicated that the demand for larger berths is strong and the realignment project could result in a relatively short pay-back period.

(ii) Additional Land Storage Spaces

There are presently 230 parking spaces for the 481 moorage and 128 land storage customers and these spaces are often full on long weekends in the summer months. However, staff have identified areas on the perimeter of the land storage lot that could be used for additional boats. The cost of preparing this space for land storage will be included in the 1996 N.N.R.'s.

(iii) Land Storage Rates

After a review of comparable land storage rates at Reed Point and Thunderbird Marina in 1994 it was determined that our fees were below market value. The Board approved an increase of 15% for 1995 and a further 15% in 1996. This review was also requested by the owner of the Reed Point Marina who claimed our rates were too low.

(iv) Use of the Crane

At the October 23, 1995, Board meeting reference was made to the crane which is primarily used by land storage sailboat owners. It was stated that the crane was an inadequate replacement for the original one. In fact, it was the hoist mechanism that was replaced and not the crane. The capacity remained at 2,500 pounds but the speed of the arm was reduced slightly in order to comply with safety specifications.

It is believed that the level of dissatisfaction from the Fleet 38, Cal 20's stems from the fact the owners who keep their vessels on land all wish to use the crane at the same time (after their races) and it is possible it might be used by other marina members at that time.

Marina staff will try and resolve this problem by advising members to use the crane in an efficient and timely way.

(v) 1995 Improvements

These include the following:

- new holding tank pump out system will be operational by the end of 1995
- the member's lounge has been redecorated and modernized
- gate locks have been upgraded
- new security service has proved to be efficient and reduced costs to the Board One other matter that was discussed

at the October 23, 1995, Board meeting concerned the possibility of giving a discount on marina fees for cash payments. At that time, the Board was advised that the terms of our agreement with Visa and Mastercard would not allow this. In subsequent discussions with them it has been determined that a discount for cash can be given. (as opposed to a surcharge for card use, which cannot be levied). In this regard, staff are recommending that we not institute a discount for cash for the following reasons:

- Revenues will be reduced by the amount of discount given. This would further impact on the continuing decline in overall Board revenues unless a further 1% increase was added to the proposed fees.
- This would set a precedent for users requesting a cash discount on other fees of the Board and Community Associations where Visa and Mastercard are accepted, i.e. golf courses, gift shops, program registrations, etc., resulting in further revenue declines (unless a further increase in rates is made to offset this loss).
- In other organizations it is not general practice to give cash discounts.
- A survey of 7 competing Marinas in the lower mainland area has revealed that none of them give a discount for cash.

II Deferral of Increase for Playing Fields and Miniature Train

The youth fees for regular playing fields are primarily attributable to the cost of electricity used in field lighting. Youth are not charged for the use of unlighted fields. In the case of the artificial turf fields, all users including youth have agreed that youth would be charged 50% of the adult fee. The net revenue from these user fees are placed in a reserve account for future replacement of the artificial turf. It is therefore recommended that the proposed fee increase be approved.

In addition to the above, staff have identified another amendment to the 1996 proposed fees and charges schedule. This is applicable to the artificial turf fields and is being proposed in order to encourage more use of this valuable asset while increasing revenues. Currently, the Board has a uniform fee schedule for artificial turf field use. To encourage the use of traditionally unallocated field time, it is recommended that the Board establish the proposed lower rate non-prime field fee schedule. These fees would be set at approximately 75% of the traditional fees charged to the various user groups. Establishing a non-prime field rental rate meets the Board's Fees and Charges pricing guidelines. The proposed rates are:

Artificial Turf Playing Fields	Prime	Non - Prime
League/Practice - Youth	\$16.00	\$12.00
League/Practice - Adult	\$32.50	\$24.50
Representative Play - Youth	\$32.50	\$24.50
Representative Play - Adult	\$64.00	\$48.00
Prime weekdays 3:30 p.m. to 11:00 p.m.		
weekends 9:00 a.m. to 11:00 p.m.		
Non - Prime Time: weekdays prior to 3:30 p.m.		
weekends prior to 9:00 a.m.		

In the case of the Miniature Train and the Children,s Farm Yard it is recommend that these rates remain at the 1995 rates until such time as staff have completed a review of this site. A staff committee has been formed to determine ways and means of increasing the marketability of the miniature train and farmyard site. Additional attractions, entertainers, displays, etc. are to be considered. The committee's recommendations including a fee structure will be formulated into a future Board report and any rate increases can be considered at that time.

III Performers Corner - Stanley Park

The following is submitted as background material on the subject.

The Performers' Corner is situated on the grassy slope between the Childrens' Farmyard and the Aquarium. A staff report dated April 7, 1994, recommended increasing the fees from \$56 to \$100 and increasing the duration of the permit from 6 months to 1 year. The report also recommended that the vending or fee for service activities such as face painting or clowning have a separate rate of \$450. The Board approved the increase in fees to \$100 but did not approve the recommended rate for the fee for service activities.

In the April 11, 1994, Board meeting Mr. Robert Brown appeared to request justification for the increase and asked for a

reduction in the rate. This motion was defeated. Mr Brown is again requesting a reduction in the fee and also that he be allowed to move closer to the Aquarium.

Staff will be allowing the performers to move, temporarily to another area of the park that has more traffic. This is currently being discussed with Mr. Brown. With this change in venue, performers revenues should increase and it is felt that the \$100 fee (plus 7% GST) is warranted.

CONCLUSION

Resolution of the above items will enable staff to implement the new fee structure January 1, 1996. The proposed inflationary increases are in keeping with Board policy.

Prepared by:
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DH/lw

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