



Parks and Recreation 2025 Fees & Charges

November 25, 2024

Vancouver Board of Parks and Recreation
vancouverparks.ca



PURPOSE

To seek the Park Board's approval of the 2025 Fees & Charges as recommended by Parks and Recreation Staff.



SUMMARY



Recommended User Fee Changes

- 2025 Fees & Charges increases in the range of 0-11% are recommended for most service areas
- For some services, recommended increases include a 3% Amenity Improvement Fee (AIF)

Operating Budget Impact

- The recommended Fees & Charges are integrated into the development of the 2025 recommended Operating Budget
- Recommended increases are expected to generate roughly \$5.0m of incremental revenue (\$4.4m base & \$0.6m AIF)

BACKGROUND

- The Park Board is proposing a 2025 operating expenditure budget of \$183.9m to be funded by a combination of tax support (\$98.7) and revenues (\$85.2m).
- The \$85.2m revenue budget is funded from a variety of sources:
 - 70% from Fees & Charges
 - 30% from sales of food, beverages & goods, long term lease and license agreements, cost recoveries and parking enforcement.
- Increases to Fees & Charges help to offset increasing costs to ensure current service levels can be maintained
- Recommended changes for the 2025 Fees & Charges are consistent with Park Board policy and reflect careful consideration of escalating costs and market and customer impacts, while including a focus on affordability

APPROACH

Revenue Target

- Park Board fees required to increase an average 6% to cover year over year fixed cost increases

Amenity Improvement Fee

- On October 21, 2024, Park Board approved the Amenity Improvement Fee for revenue service lines of 3%

Other considerations

- True pricing analysis – modelling, sensitivity analysis
- Consider market competition and fee alignment
- Be intentional – justification and rationale
- Consider multi-year approach



SUMMARY OF FEES & CHARGES INCREASES

| Revenue Stream or Service | Recommended Fee Increase | Incremental 2025 Base Revenue | Incremental 2025 Amenity Improvement Fee |
|-------------------------------------------------------|----------------------------|-------------------------------|------------------------------------------|
| Championship Golf and Pitch & Putt | Average 6% | \$1.1 million | |
| Recreation Services | Average 6% + 1% investment | \$1.5 million | |
| Parking | Average 6% | \$0.6 million | |
| Permitted Park Use | Average 6% + 3% AIF | \$0.1 million | \$0.1 million |
| Burrard Marina (AIF not on Land Storage & Parking) | Average 3% + 3% AIF | (\$0.02 million) | \$0.1 million |
| Stanley Park Train | Average 8% + 3% AIF | \$0.2 million | \$0.1 million |
| VanDusen, Bloedel & Celebration Pavilion | | | |
| Admission | Average 6% + 3% AIF | \$0.9 million | \$0.3 million |
| Rentals | Average 2% | \$0.0 million | |
| Total | | \$4.4 million | \$0.6 million |

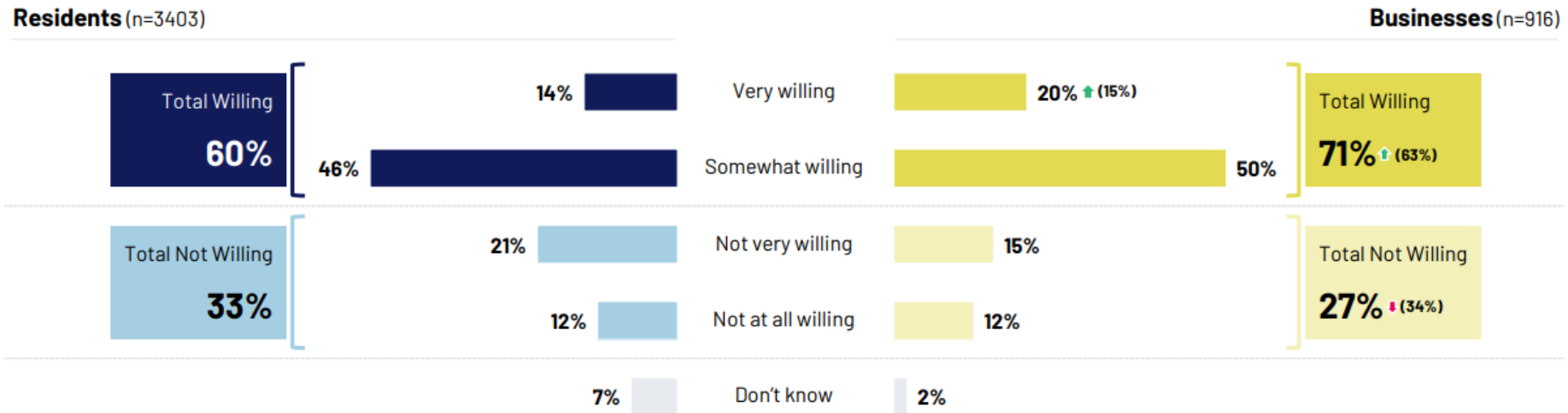
BACKGROUND

Specific support for increasing user fees:

- 60% of residents and 71% of businesses surveyed are willing to pay more in user fees for the services they use to maintain or improve them

Willingness to Pay Increased User Fees

- In total, 60% of residents say they would be willing to pay more in user fees for the services they use in order to maintain or improve them.
- Willingness to pay increased user fees is even higher among businesses (71%, up from 63% in 2023).



Base: All respondents

Q4. The public pays user fees to access some City services, facilities and utilities. Some examples include business licences, building and development permits, and use of City-owned facilities such as recreation centres. Would you be willing to pay more in user fees to maintain or improve the services you or your business use? Select one.

↑ ↓ Changes of 5 points or more vs. 2023

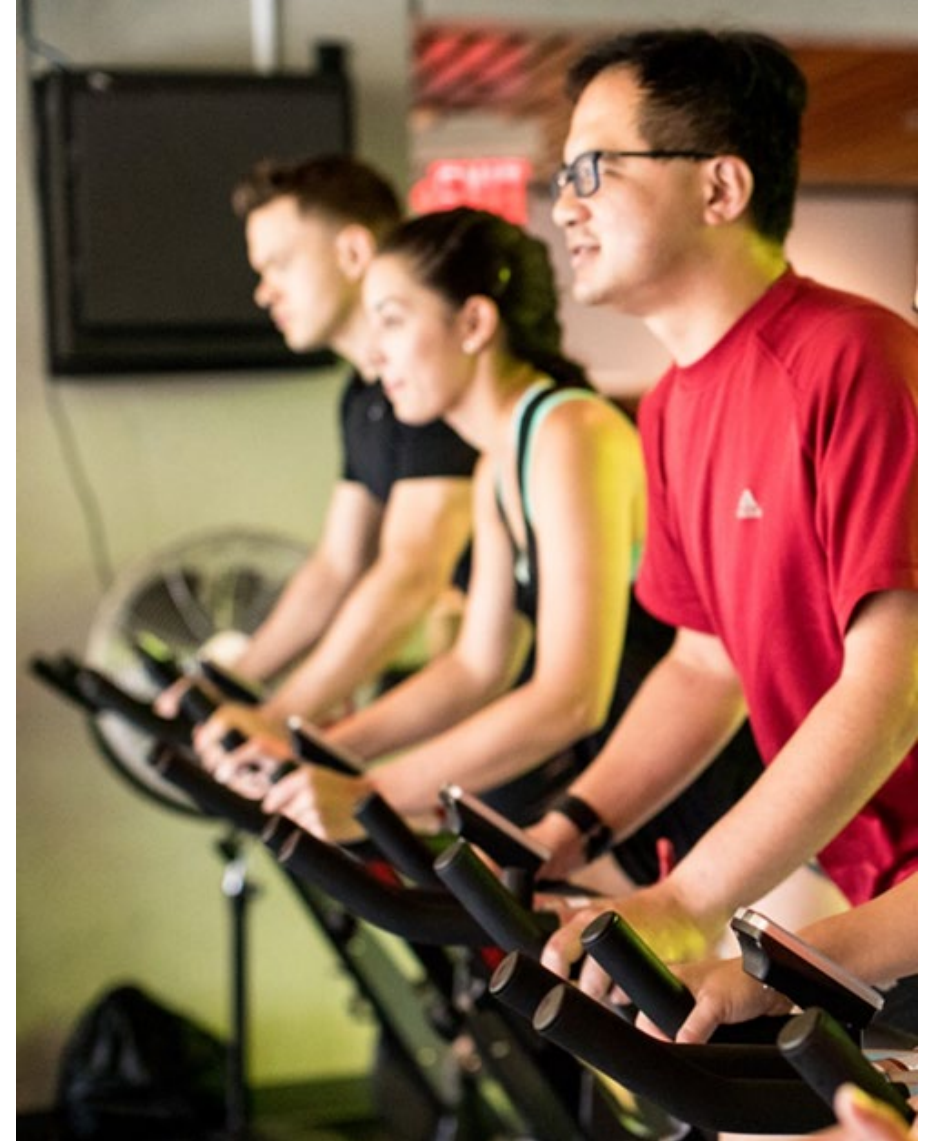
SUMMARY OF SERVICE CATEGORIES

Park Board services generally fall into one of four categories:

| Service Category | Approach to Setting User Fees | Example Services |
|---------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Paid services generating a net revenue or surplus | User fees are set to generate revenues greater than the cost of the services; the net revenues generated are used to support other services that are provided without fees | <ul style="list-style-type: none">- Paid parking- Golf- Marinas- Gardens/ Conservatories with admission fees- Stanley Park Train |
| Cost recovery services | User fees are set to fully recover the direct costs attributable to the service | <ul style="list-style-type: none">- Some permitted services- Special Event site monitoring |
| Partially subsidized paid service | User fees are set to generate revenues lower than the full cost of the services; often for services that are costly to provide but that are viewed as critical services to provide at an accessible price point | <ul style="list-style-type: none">- Most recreation programs- Swimming- Skating |
| Fully subsidized services | Services provided without user fees. These are expected, critical municipal services and are reliant on tax funding or surplus revenues generated from other paid services | <ul style="list-style-type: none">- Park maintenance- Park rangers- PB Leadership & support |

RECREATION ADMISSIONS & PASSES

- 2025 operating budget to generate \$23.8m from Recreation fees and charges
- Most fees to increase by 7%
 - 6% to cover fixed cost increases
 - 1% maintenance cost increase partial contribution for some fees
- Exceptions for fee transitions to comply with Board fee policies or prior year approvals of multi-year fee transitions



RECREATION LESSONS AND PROGRAMS

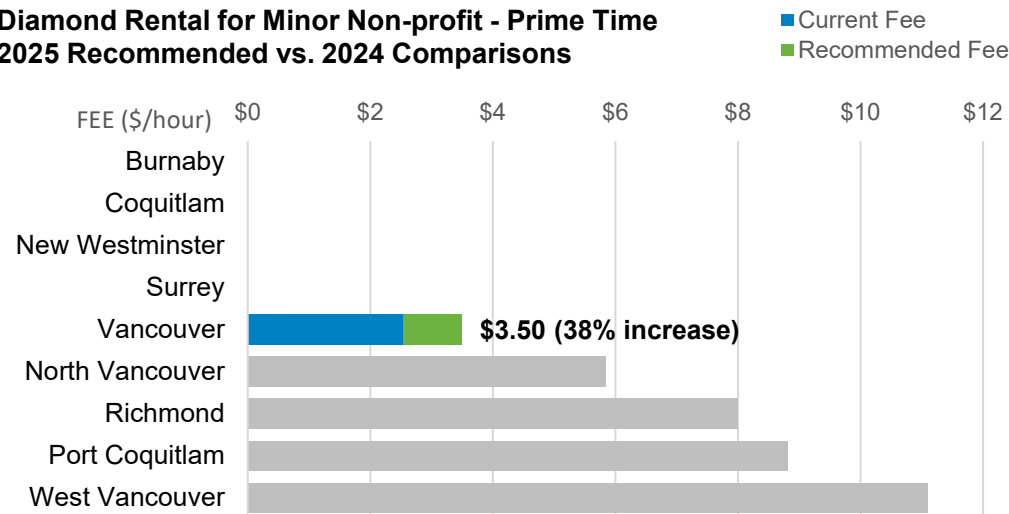


- Lesson and program fees to increase by 7%
 - 6% to cover fixed cost increases
 - 1% for maintenance cost escalation partial contribution
- No increase to Child Group swimming or skating instruction fee (continuing transition to Board-approved 50% fee discount from adult fees)

RECREATION RENTAL FEES

- Most Outdoor Sport Court & Turf Field fees to increase by 6% to cover fixed cost increases
- Increasing Diamond Rental hourly team fee for Minor Non-profit by 38% as part of plan to transition these fees to be consistent with other outdoor sport field fees by 2027

**Diamond Rental for Minor Non-profit - Prime Time
2025 Recommended vs. 2024 Comparisons**



RECREATION RENTAL FEES



- Most rental fees for arenas and aquatics to increase by 7%
 - 6% to cover fixed cost increases
 - 1% maintenance cost increase partial contribution for some fees
- Block discounts for swim clubs being discontinued (as approved in 2024)
- Staffing charges increasing between 11% and 71% based on detailed cost review after most recent collective agreement settlement

GOLF

- 2025 operating budget to generate \$13.8m from fees and charges
- Championship golf
 - Fraserview & McCleery increase 4%
 - Langara increase 8%
 - Langara winter increase 15%
- Pitch & putt
 - Green fees to increase by 5%
 - Golf passes increase by 10%, as approved in 2021
 - Discontinue Seasonal Locker rentals



PARKING

- 2025 operating budget to generate \$9.0m from fees and charges
- Average fee increase of 6%



| Recommended Changes to Existing Parking Fees | Recommended Fee Changes (with tax) |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| <p>Hourly</p> <p>No increase for ten fees (Coal Harbour, Creekside, Empire Fields, Hastings CC (weekday and weekend), Queen Elizabeth Park (summer and winter), Roundhouse, and Spanish Banks (summer and winter))</p> <p>Highest increases are at Aquatic Centre, Beach Avenue & Sunset Beach Loops, and Hastings/Renfrew</p> | <p>\$0.00 to \$0.75</p> <p>Average 5% Range 0% to 33%</p> |
| <p>Daily</p> <p>No increase for four fees (Coal Harbour, Hastings CC, Queen Elizabeth Park (spring/summer), Roundhouse (Sat, Sun & holidays))</p> <p>Highest increases are at Kitsilano Park (spring/summer), Stanley Park (fall/winter) and Vanier Park (Daily vehicle & trailer)</p> | <p>\$0.00 to \$2.00</p> <p>Average 6% Range 0% to 20%</p> |

PARKING

| Recommended Changes to Existing Parking Fees | Recommended Fee Changes (with tax) |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <p>Event, Evening, Monthly, Annual and Season Passes</p> <p>No increase for eight fees (Aquatic Centre (events), Coal Harbour CC (evening & monthly), Devonian (evening, monthly & events), Hastings CC (events), Roundhouse (monthly))</p> <p>Removal of one fee (Hastings/Renfrew Other Events)</p> | <p>-\$15.00 - \$40.00</p> <p>Average 5%</p> <p>Range: -100% to 9%</p> |
| <p>Bus Parking</p> <p>8% increase for all fees</p> | <p>\$1.75 - \$270.00</p> <p>Average 8%</p> <p>Range: 8% to 8%</p> |
| Recommended New Parking Fees | Recommended Fee (with tax) |
| <p>88 Switchmen (Lot 195)</p> <p>Hourly</p> <p>Daily</p> <p>Evening</p> | <p>\$6.50</p> <p>\$18.50</p> <p>\$9.00</p> |



PARK USE PERMITS

- Includes **Special Events, Film & Photography, Wedding, Picnic** and **Artist Permits**.
- 2025 operating budget to generate \$2.1m from Park Use Permit fees and charges
- Most fees to increase by 9%
 - 6% to cover fixed cost increases
 - 3% one-time Amenity Improvement fee (AIF) increase for ongoing reserve contributions
- Artist permits will not include the AIF and will increase by only the 6% to cover fixed cost increases



BURRARD MARINA

- 2025 operating budget to generate \$2.2m from fees and charges
- Per Park Board policy
 - CPI benchmarking for marina fees
 - Every five years, third-party market fee review (done for 2024 fees)
- Base fee 3% increase (CPI)
 - Applied to Land Storage & Parking
- Base fee 3% + 3% Amenity Improvement
 - Applied to moorage, electricity connection & usage, key fob, & waitlist application fees



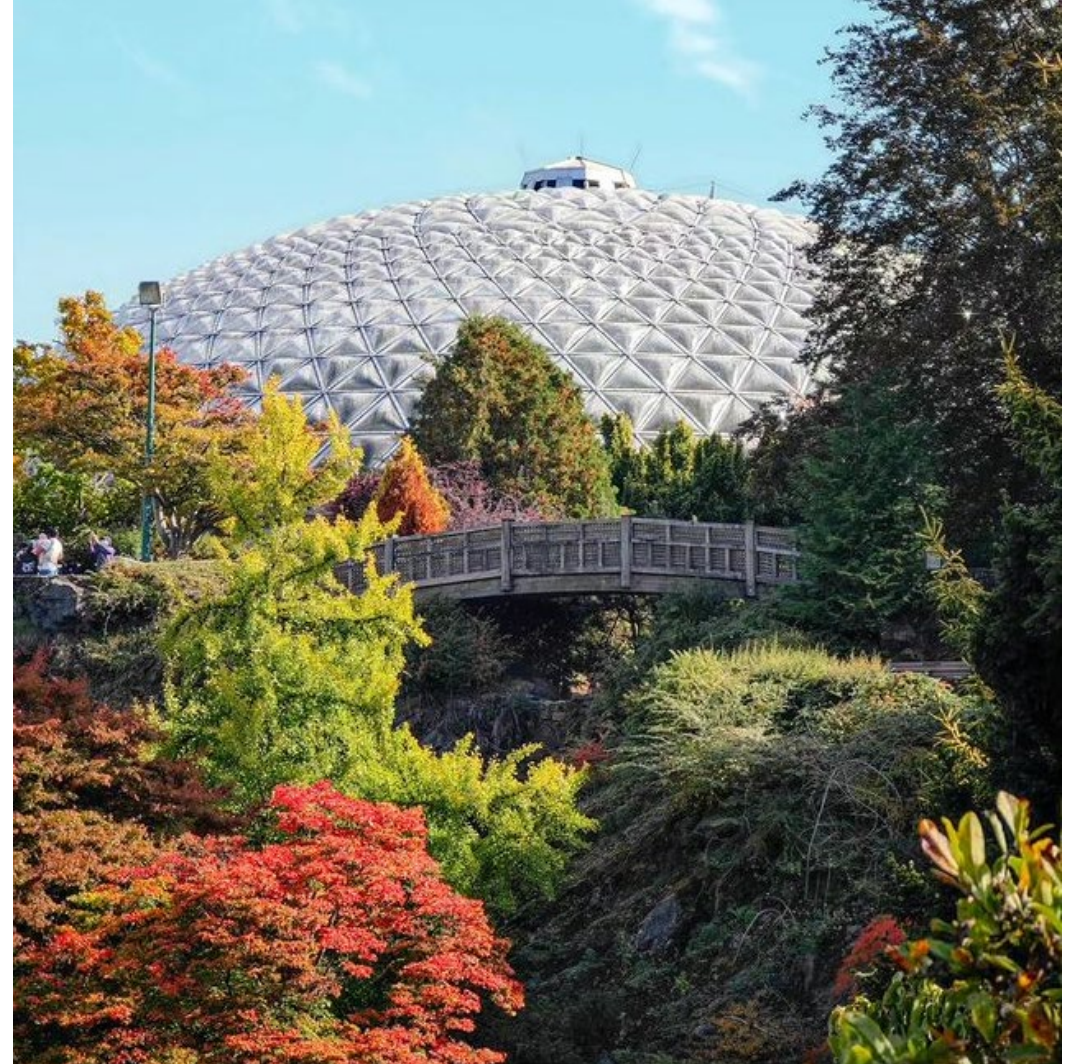
BURRARD MARINA

| Additions to the Fee Schedule and New Fees | Recommended Fee (with Tax) |
|----------------------------------------------------------------------------------|-----------------------------------|
| Parking (Lot 72) Hourly Daily | \$4.00 \$16.00 |
| Vehicle Parking inside Land Storage Area per day, per vehicle Guest/Client | \$20.00 |



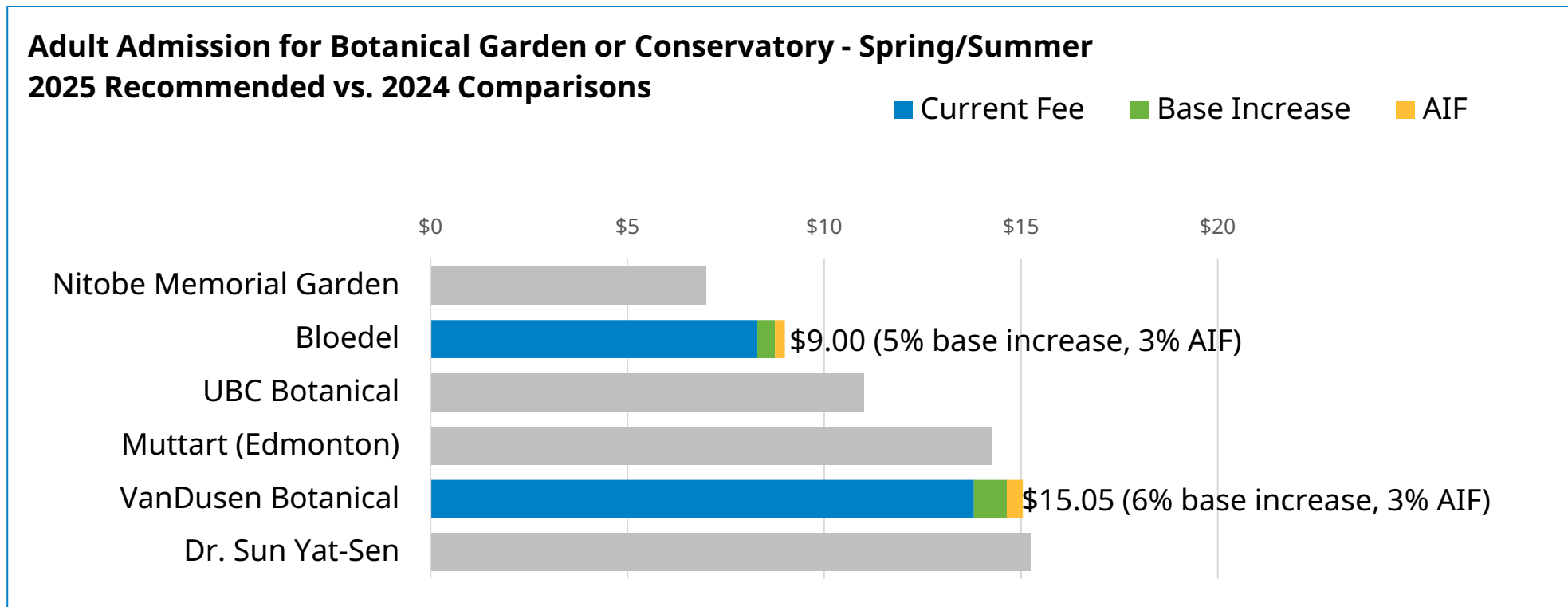
ATTRACTIONS

- Park Board operates four attractions: **VanDusen Botanical Garden, Bloedel Conservatory, the Celebration Pavilion in QE Park, and the Stanley Park Train.**
- Budgeted to generate \$9.1m from fees and charges
- As approved by the Board in 2020 seasonal special event fees at attractions are determined closer to events each year, based on competitive conditions and event cost; and approved by the General Manager



ATTRACTIONS – GARDEN & CONSERVATORY ADMISSION

- Most regular admission fees to increase by
 - 6% to cover fixed cost increases (rounded for administrative simplicity)
 - 3% one-time Amenity Improvement fee (AIF) increase for ongoing reserve contributions



ATTRACTIONS – ANNUAL GARDEN MEMBERSHIP

- Adding memberships to Fees & Charges schedule as per Joint Operating Agreement with Vancouver Botanical Garden Association.
- Recommended membership fees were aligned with other admission and pass fees and collaboratively agreed upon with VBGA executive director



| Recommended New Membership Fees | Recommended Fee (Pre-Tax) |
|-------------------------------------------------|---------------------------|
| Garden Annual Membership | |
| Adult | \$53 |
| Senior | \$42 |
| Youth | \$37 |
| Premium (1 person + 1 guest) | \$150 |
| Dual Adult | \$95 |
| Dual Senior | \$76 |
| 1 Adult/Senior + 1 Child (5-12) | \$71 |
| 1 Adult/Senior + 2 Children (5-12) | \$95 |
| Dual Adult/Senior and unlimited children (5-12) | \$119 |

ATTRACTIONS – RENTALS

- AIF one-time increase not applied to rental fees for 2025
- VanDusen – no rental fee increases
- Bloedel
 - 6% fee increase for facility & commercial rentals & last-minute reservation surcharges
 - No increase for rental staff charges, commercial photography buyouts, and all commercial filming rentals
 - Rental Reservation fee increase to \$350 to align to industry practice (up to 50% of total rental fee). Applied to rental fees if event proceeds & kept if cancelled



ATTRACTIONS – RENTALS

- Celebration Pavilion
 - Rehearsal Fee (if scheduled outside operating hours) increasing 6%
 - Hourly staff charges are not recommended to increase and fee for staff outside operating hours recommended to change to “negotiable” since it is seldom used but needs to fully cover the related costs when required
 - Recommending a simplified, less expensive fee structure to increase bookings
 - Discontinuing 6 existing fees (2 for weekends & 4 for weekdays) and moving away from a peak/off-peak fee structure to year-round fees
 - No increase for 2 remaining Friday to Sunday & Stat Holidays rental fees
 - New fee for Monday to Thursday rental (\$500/hour with a minimum 2-hour booking)

ATTRACTIONS - STANLEY PARK TRAIN

- The train is currently not generating sufficient revenues to offset its operating costs, which are escalating for repairs to aging equipment and for new regulatory requirements.
- Staff recommend discontinuing age-based discounts and complete the transition to a single admission fee
- Most fees to increase by 9%
 - 6% to cover fixed cost increases
 - 3% one-time Amenity Improvement fee (AIF) increase for ongoing reserve contributions



KEY TAKEAWAYS

Operating Budget Impact

- Recommended fee increases are expected to generate an incremental \$5.0m in revenue of which \$0.6m would be transferred to an Amenity Improvement Reserve

Recommended User Fee Changes

- 2025 Fees and Charges base fee increases between 0%-11% are recommended for most service categories and will allow Park Board to meet the City 6% base fee increase to cover growing fixed costs
- An Amenity Improvement one-time fee increase of 3% for ongoing contributions to an Amenity Improvement reserve is included in recommended fees for:
 - Park Use Permits (all fees)
 - Burrard Marina (all fees except Land Storage & Parking)
 - Stanley Park Train (all fees)
 - VanDusen & Bloedel (admission fees only)

RECOMMENDATION

- A. THAT the Vancouver Park Board approve the 2025 Fees & Charges, as summarized in the body of this report and detailed in Appendix A

