

Nutrien Playland Rates and Fees for 2022 to 2023

RECOMMENDATION

That the proposed 2022 and 2023 admission rates and group rental rates for Nutrien Playland at Kinsmen Park (Nutrien Playland) effective January 1, 2022, as included in the 2022/2023 Preliminary Business Plan and Budget, be approved.

ISSUE

The current City Council approved rates end following the 2021 season. Administration is requesting approval for an increase to the Nutrien Playland admission rates for 2022 and 2023 seasons.

BACKGROUND

Nutrien Playland is a one-of-a-kind attraction that offers activities for families and kids of all ages. Popular attractions include the miniature locomotive train, animal carousel and Ferris wheel. The City of Saskatoon operates the Nutrien Playland rides for approximately 114 days each year. The rides are open from mid-May until the September long weekend.

The last rate increase for ride admissions was approved in 2020. At that time the approved rates were as follows:

- General admission (ages 2 and older) for \$2.25 (GST included) for each ride.
- Play pack (12 ride tickets) for \$ 22.50 (GST included).

The last rate increase to the group rental rate was approved in 2017. At that time the approved group rental rates were as follows:

- \$100 per hour, plus GST, for a group booking of up to 50 people;
- \$200 per hour, plus GST, for a group booking of up to 100 people; and
- \$300 per hour, plus GST, for a group booking of up to 150 people.

DISCUSSION/ANALYSIS

Proposed Rate Increase and Rationale

Nutrien Playland has a financial objective of 100% cost recovery, no mill rate impact, with revenues budgeted to cover all the operating expenditures. Operating expenditures include yearly operating costs, as well as contributions to reserves for future expenditures. Nutrien Playland works to balance the financial objective of 100% cost recovery while providing affordable access to a recreational facility, which is accessible and sustainable both physically and financially.

Since 2015, Nutrien Playland operations have experienced increases in operational costs, as well as growing demand for enhanced and improved services and amenities. The impact of COVID 19 in 2020 and 2021 has added to these costs and operational challenges.

The following table illustrates the current approved rates and the proposed 2022 and 2023 rates, which would commence on January 1, 2022.

Category	2021 Approved Rate (Includes GST)	2022 Proposed Rate (Includes GST)	2023 Proposed Rate (Includes GST)
General Admission-single ticket	\$ 2.25	\$ 2.50	\$ 2.75
Play Pack (12 tickets)	\$ 22.50	\$25.00	\$ 27.50
Group Booking: up to 50 people	\$105.00	\$105.00	\$105.00
Group Booking: 50 to 100 people	\$210.00	\$210.00	\$210.00
Group Booking: 100 to 150 people	\$315.00	\$315.00	\$315.00

The proposed admission fee and group rental rates will support the financial objective of 100% cost recovery and have been included in the 2022/2023 Operating Budget.

FINANCIAL IMPLICATIONS

Using the proposed rates and projected attendance volumes, based on historical averages, the following chart shows the revenue and expenses for the 2022 and 2023 seasons as included in the 2022/2023 Operating Budget, as well as the contribution to the Nutrien Playland reserves.

Year	Revenue	Expenses	Contribution to Reserves	Mill Rate Impact
2021 (Budget)*	\$542,300	\$431,400	\$110,900	\$0
2022 (Projected)	\$630,300	\$429,000	\$201,300	\$0
2023 (Projected)	\$690,500	\$431,000	\$259,500	\$0

* Expected prior to Covid

Contribution to reserves includes annual contributions to the Nutrien Playland Asset Replacement, Maintenance Reserve and the Nutrien Playland Stabilization Reserve.

OTHER IMPLICATIONS

There are no legal, social, policy or environmental implications identified.

Business Line: Recreation and Culture