

Admission Fee and Group Rental Rates for Nutrien Playland – 2020 and 2021

Recommendation

That the Nutrien Playland at Kinsmen Park (Nutrien Playland) admission rates and group rental rates for 2020-2021, effective January 1, 2020, as included in the proposed 2020 and 2021 Preliminary Operating Budget, be approved.

Issue

The Administration is requesting approval for an increase to the Nutrien Playland admission rates for 2020-2021.

Background

In 2019, Nutrien Playland completed its fourth full year of operation, welcoming approximately 180,000 visitors from across the province. The facility 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 was approved in 2015 for the re-opening of the Nutrien Playland. At that time the approved rates were as follows:

- General admission (ages 2 and older) for \$2.00 (GST included) for each ride.
- Play pack (12 ride tickets) for \$ 20.00 (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 the operating expenditures. 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 recreational facilities that are 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 following table illustrates the current approved rates and the proposed 2020/2021 rates, which would commence on January 1, 2020.

Category	2015-2019 Approved Rate (Includes GST)	2020-2021 Proposed Rate (Includes GST)
General Admission- single ticket	\$ 2.00	\$ 2.25
Play Pack (12 tickets)	\$ 20.00	\$22.50
Group Booking: up to 50 people	\$105.00	No change
Group Booking: 50 to 100 people	\$210.00	No change
Group Booking: 100 to 150 people	\$315.00	No change

The proposed admission fee and group rental rates will support the financial objective of 100% cost recovery and have been included in the 2020-2021 Operating Budget.

Implications

Administration has monitored admission volumes over the last four years and an adjustment was made for 2020/2021 budget based on these historical volumes.

Using the proposed rates and projected attendance volumes, based on historical averages, the following chart shows the revenue and expenses for the 2020 and 2021 seasons as included in the 2020-2021 Operating Budget, as well as the contribution to the Nutrien Playland reserves.

Year	Revenue	Expenses	Contribution to Reserves	Mill Rate Impact
2019 (Budget)	\$540,100	\$427,100	\$113,000	\$0
2020 (Projected)	\$542,300	\$425,000	\$117,300	\$0
2021 (Projected)	\$542,300	\$431,400	\$110,900	\$0

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

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