

Saskatoon Forestry Farm Park and Zoo Rates and Fees for 2019 to 2021

The purpose of this report is to recommend the proposed rates and fees for the Saskatoon Forestry Farm Park and Zoo for 2019 to 2021.

Background

The Saskatoon Forestry Farm Park and Zoo generates revenue through facility space rentals and Saskatoon Forestry Farm Park and Zoo admissions. City Council last approved the Saskatoon Forestry Farm Park and Zoo rates and fees in 2015 for a three-year period ending December 31, 2018. General admission fees are charged during the seven-month period from April 1 to October 31 to access the Saskatoon Forestry Farm Park and Zoo area. Admission to the Saskatoon Forestry Farm Park and Zoo is free to the public from November 1 to March 31.

The current general Saskatoon Forestry Farm Park and Zoo admission rate is based on the following:

- a. Adults (ages 19 and over) = base rate;
- b. Youth (ages 6 to 18 years) = 60% of base rate;
- c. Preschool (ages 5 and under) = no charge;
- d. Family (up to seven people, maximum two adults) = two times the base rate; and
- e. Group (six or more individuals) = \$0.50 off per person.

In 2018, the Saskatoon Forestry Farm Park and Zoo introduced the new Saskatoon Forestry Farm Park and Zoo Season Pass program, and as of August 31, 2018, total pass sales equalled approximately \$162,000. Previously, the Saskatoon Zoo Society provided access to the Saskatoon Forestry Farm Park and Zoo through its society membership package which generated revenue to support Saskatoon Zoo Society programs.

Report

Saskatoon Forestry Farm Park and Zoo Admissions

During the process of setting the new admission rates, the Administration conducted research to compare the Saskatoon Forestry Farm Park and Zoo admissions with six similarly sized facilities across Canada. This review indicated the average 2018 market price for an adult zoo admission fee is \$15.49, so the fee increases being proposed are both reasonable for the Saskatoon market place and well within the comparison for similarly sized facilities across Canada.

The Administration is recommending no change to the adult Saskatoon Forestry Farm Park and Zoo drop-in admission rate for 2019 and an increase of \$0.50 in 2020 and again in 2021, effective April 1 of each year. Table 1 outlines the proposed general admission fees for 2019 to 2021.

Table 1: Proposed Saskatoon Forestry Farm Park and Zoo General Admission Fee Structure (incl. GST)				
Category	Current Price	2019	2020	2021
Adult – Base Rate	\$12.50	\$12.50	\$13.00	\$13.50
Youth	\$ 7.50	\$ 7.50	\$ 7.80	\$ 8.10
Preschool	No Charge	No Charge	No Charge	No Charge
Family	\$25.00	\$25.00	\$26.00	\$27.00
Season Pass - Adult	\$40.00	\$40.00	\$42.50	\$45.00
Season Pass - Youth	\$24.00	\$24.00	\$25.50	\$27.00
Season Pass - Family	\$80.00	\$80.00	\$85.00	\$90.00

Rental Rates

The popularity of the rental facilities at the Saskatoon Forestry Farm Park and Zoo has steadily increased to the point where the majority of the weekend days through the 2019 season have been booked since January 2018. The Saskatoon Forestry Farm Park and Zoo staff is now accepting bookings for 2020, and it is important to provide guests with accurate rental rates at the time of booking. By promoting accurate fees two years in advance of the booking date, this helps maintain good customer service for rental clients leading to increased use of the rental facilities.

Of the spaces available for rent at the Saskatoon Forestry Farm Park and Zoo, the Forestry Farm Hall is one where the Administration was able to conduct a review of several similarly sized halls for rent in the Saskatoon area. In doing this review, the Sutherland Hall is most comparable to the Forestry Farm Hall. The Sutherland Hall has a capacity similar to the Forestry Farm Hall and groups may bring in their own catering and bar service with no corkage fees; in 2019 it will be charging \$750 per day. As a result, the Administration is recommending to increase the Forestry Farm Hall rental rate for 2020 and 2021 to \$750 per day (\$150 per hour to a maximum of \$750 per day).

For the overall rental rates for the various spaces, the Administration is recommending that rental rates remain unchanged for 2019, and effective January 1, 2020 and 2021, the rental fees for the facilities be increased, as outlined in Table 2.

Table 2: Proposed Rental Rates				
Unit	Current Price	2019	2020	2021
Hall (maximum 225 people)	\$130 per hour, to a maximum \$650 per day	\$130 per hour, to a maximum \$650 per day	\$150 per hour, to a maximum \$750 per day	\$150 per hour, to a maximum \$750 per day
Gazebo	\$130 for 3 hours, to a maximum \$250 per day	\$130 for 3 hours, to a maximum \$250 per day	\$140 for 3 hours, to a maximum \$275 per day	\$140 for 3 hours, to a maximum \$275 per day
South Park Activity Area	\$18.00 per hour, to a maximum \$120 per day	\$18.00 per hour, to a maximum \$120 per day	\$18.00 per hour, to a maximum \$120 per day	\$18.00 per hour, to a maximum \$120 per day
Wedding Garden	\$300 for 1.5 hours	\$300 for 1.5 hours	\$350 for 1.5 hours	\$350 for 1.5 hours
Forestry Farm House (maximum 40 people)	\$250 per day	\$250 per day	\$275 per day	\$275 per day
Lions Event Pavilion	\$140 per hour, to a maximum \$700 per day	\$140 per hour, to a maximum \$700 per day	\$140 per hour, to a maximum \$700 per day	\$140 per hour, to a maximum \$700 per day

Parking Rates

The parking rates for the Saskatoon Forestry Farm Park and Zoo have remained unchanged since their inception. The increased use of the park facilities in the recent years has meant increased maintenance costs.

The Administration is recommending that parking rates be adjusted in 2020 and 2021 as per Table 3 below. The Administration is further recommending that the 2019 parking rate be adjusted to ensure the parking revenue meets the 2019 budget numbers. When completing the budget input for 2019, the parking revenue was not adjusted down to reflect the new model of including the annual parking pass as part of the Saskatoon Forestry Farm Park and Zoo Season Pass purchase price. With the proposed rate increase for 2019, parking revenues will likely return to the previous annual amount.

Table 3: Proposed Parking Fee Structure				
Category	Current Price	2019	2020	2021
Parking Rate - Daily	\$ 2.00	\$ 2.50	\$ 3.00	\$ 3.50
Parking Rate - Season	\$12.00	\$13.00	\$14.00	\$15.00

Financial Implications

The above noted rates and fees have been incorporated into the 2019 Business Plan and Budget.