

Indoor Leisure Centres and Outdoor Pools – Proposed Rates for Registered Programs and Admissions

Topic and Purpose

The purpose of this attachment is to recommend the proposed registered recreation program and swim lesson rates for the period from April 1, 2019, to March 31, 2022, and the proposed admission rates for the indoor leisure centres and outdoor pools for the period from January 1, 2019, to December 31, 2021.

Background

The Recreation and Community Development Division operates six indoor leisure centres: Cosmo Civic Centre, Harry Bailey Aquatic Centre, Lakewood Civic Centre, Lawson Civic Centre, Saskatoon Field House, and Shaw Centre, as well as the Terry Fox Track at the Sasktel Sports Centre. A wide variety of fitness, aquatic, and recreation activities are offered at these facilities, with four centres offering swimming lessons. The Recreation and Community Development Division operates four outdoor pools that also offer swimming lessons: George Ward, Lathey, Mayfair, and Riversdale.

The last registered recreation program and swim lesson rate (registration rates) change occurred in 2015, increasing by 3%.

The last admission rate change occurred in September 2015, with a decrease to the monthly LeisureCard rate from \$75 per month to \$45 per month; drop-in admission and bulk ticket prices have remained unchanged since 2014. These admission prices were established based on the Leisure Centre Market Research Study undertaken in 2014, which concluded that the price points at the time, bordered the top of the acceptable price range, and the LeisureCard monthly rate was significantly above the preferred price. It was also determined that price was the most important attribute considered when deciding to visit a leisure centre, with the exception of amenities, which was identified as more important by families.

Report

Registered Recreation and Swim Lesson Rates

City of Saskatoon (City) leisure centres have thousands of registrants participating in registered programming throughout the year (16,800 in 2017). Examples of registered programs are: swim lessons, Kids on the Move, Revamp Your Workout, and Introduction to Pickleball, with the primary number of registrants being in swim lesson programs.

Registration rates for recreation programs and swim lessons are established based on the principle that users benefitting from utilizing leisure facilities pay a fair and equitable share of the cost of the service being provided. The proposed rate increase of 2% aligns with the rates of other recreation program and swim lesson service providers within Saskatoon and the average municipal price index increase over the past three years.

As facility-operating costs increase, it is necessary to increase registration rates to keep pace with inflation and rising costs of providing these municipal services. The proposed rate increase would take effect on April 1 of 2019, 2020, and 2021.

Admission Rates

The City's leisure centres had approximately 901,000 admission visits in 2017. Admission into a leisure centre or outdoor pool allows participants to partake in a variety of non-registered programs such as: Aquafitness, public swim, lane walking, and dry land fitness classes.

Admission rates are established based on the same principle as the registered recreation program and swim lesson rates. All admission rates for leisure centres, outdoor pools, and the Terry Fox Track will remain the same for 2019, 2020, and 2021, with the exception of the youth, adult, and family LeisureCards. The proposed LeisureCard rates, including GST, will be as follows:

- Youth Monthly LeisureCards will increase from \$27 to \$30;
- Adult Monthly LeisureCards will increase from \$45 to \$50; and
- Family Monthly LeisureCards will increase from \$90 to \$100.

The above LeisureCard rate increase will take effect on January 1, 2019, and will remain the same for the subsequent years (2020 and 2021). These rates align with rates of other service providers offering similar services.

Similar to registration programming, the proposed admission rate increase is as a result of increasing operating costs.

Financial Implications

Registered Programs and Admission Rates

Details of the financial implications can be found in the Leisure Centres – Program, Rental, and the Outdoor Pool service lines within the Recreation and Culture Operating and Capital Budget.

The charts below outline the swim lesson rates for 2019, 2020, and 2021. Registered recreation programs have a variety of price points, depending on program type and length of program. Each of the registered recreation program rates are proposed to increase by 2% on April 1 for 2019, 2020, and 2021. Adult programming includes GST; children's programming is exempt from GST.

Registered Swim Lesson Rates*				
Swim Lesson Rates	2018 Current Fees	April 1, 2019 to March 31, 2020	April 1, 2020 to March 31, 2021	April 1, 2021 to March 31, 2022
30 minutes	\$ 80.50	\$ 82.00	\$ 83.75	\$ 85.50
45 minutes	\$105.75	\$107.75	\$110.00	\$112.25
60 minutes	\$121.00	\$123.25	\$125.75	\$128.25
Leadership Level	\$101 to \$223	\$103 to \$228	\$105 to \$232	\$107 to \$237

*Registered recreation programs have varying rates. All rates are proposed to increase by 2%.

All admission rates for leisure centres, outdoor pools, and the Terry Fox Track will remain the same for 2019, 2020, and 2021, with the exception of the youth, adult, and family LeisureCards.

Admission Rates		
January 1 to December 31	2018	2019 to 2021
Regular Adult	\$ 9.80	no change
Regular Family	\$ 19.60	no change
Regular Youth	\$ 5.90	no change
Bulk Adult (10's)	\$ 75.00	no change
Bulk Family (10's)	\$150.00	no change
Bulk Youth (10's)	\$ 45.00	no change
Group Adult	\$ 9.30	no change
Group Youth	\$ 5.40	no change
Cash Childcare	\$ 3.50	no change
Bulk Ticket Childcare (10's)	\$ 2.80	no change
Adult Monthly LeisureCard	\$ 45.00	\$ 50.00
Family Monthly LeisureCard	\$ 90.00	\$100.00
Youth Monthly LeisureCard	\$ 27.00	\$ 30.00

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