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Date June 20, 2022 **Report No.** 2022-387

To Chair and Members
User Fee and Non-Resident Task Force

From Inderjit Hans, P.Eng, PMP
General Manager of Public Works

1.0 Type of Report

Consent Item ☐
Item For Consideration ☒

2.0 Topic Responses from Ice User Groups to Proposed Fee Increase

3.0 Recommendation

- A. THAT Report 2022-387 – Responses from Ice User Groups to Proposed Fee Increase BE RECEIVED; and
- B. THAT a 5% increase to ice rental rates to take effect (for the 2023-2024 season) in the fall 2022 update to the fees and charges by-law BE APPROVED.

4.0 Background

At the User Fee and Non-Resident Task Force meeting held on March 28, 2022 staff were directed to seek feedback from ice user groups about an across-the-board 5% increase to ice rental rates and come back with a final recommendation. Staff held a meeting with user groups on May 4, 2022 at which meeting this item was discussed.

5.0 Analysis

At the user group meeting, the ice user groups responded verbally with mixed opinions to the potential for a larger-than-usual increase to ice rental rates. Some groups were resigned to the fact that increases were inevitable, but obviously preferred a smaller increase rather than a larger one. Some identified that price sensitivity may lead them to using more time in other jurisdictions. All user groups were invited to take the issue back to their organization and provide a more detailed response. One organization provided an email response directly which included comments on a variety of issues beyond the fee increase. The Brantford Sports Council provided a summary of comments collected from user groups, also on a wide variety of issues. The theme of the responses relate to them being resigned to an increase but having a strong desire from the user groups to see better value for their money through process improvements and access to more or different ice times. Staff are committed to continual improvement of processes to make them easier on user groups and staff and are exploring ways to leverage technology so that ice time that becomes available due to cancellations or schedule changes can more easily be picked up by a different user.

User groups were advised that the fees and charges by-law would come forward to Council in the fall and there would be an opportunity to provide comments at that time as well.

6.0 Financial Implications

Incorporating an increase of 5% on all ice rates for the 2023-2024 season could generate an additional \$40,000 in revenue.

7.0 Conclusion

Ice user groups were given an opportunity to provide feedback on the potential of a 5% increase in ice fees for the 2023-2024 season. The feedback was collected via a user group meeting and through email correspondence.



Inderjit Hans, P.Eng., PMP
General Manager of Public Works

Prepared By:

Rick Cox, Director of Parks & Facilities Services

Attachments (if applicable)

Copy to:

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required ☐ yes ☒ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk ☐ yes ☒ no

Is the necessary by-law or agreement being sent concurrently to Council? ☐ yes ☒ no