



City of
Kelowna

ALC Fees & Charges Update

Date: April 7, 2025



Agenda

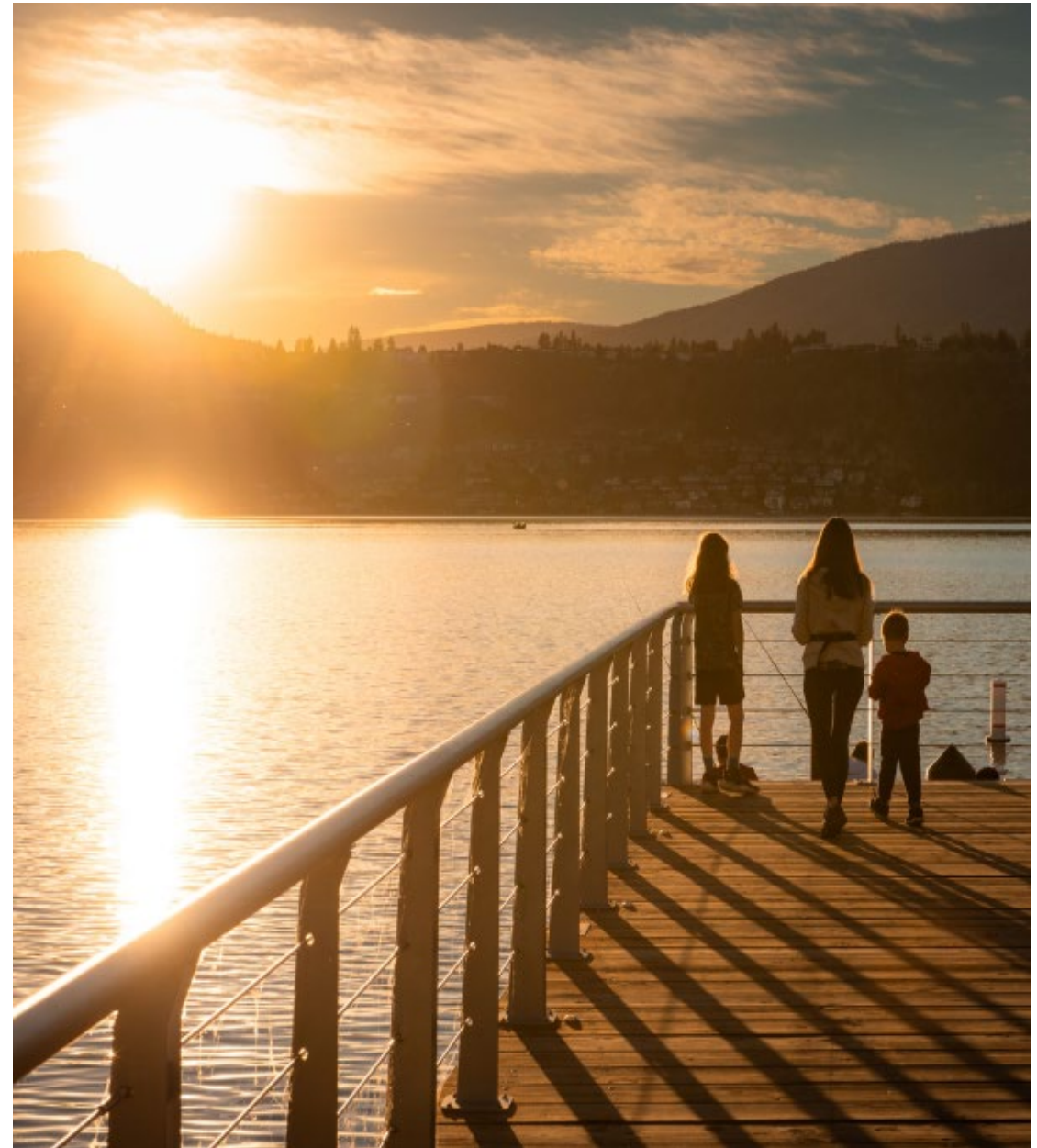
- Background | Update
- Cost Methodology
- Observations
- Resident First Discussion

Background



Update

- July 8th Meeting
- Action Items from Council
- Service Areas reviewed



Investment Framework

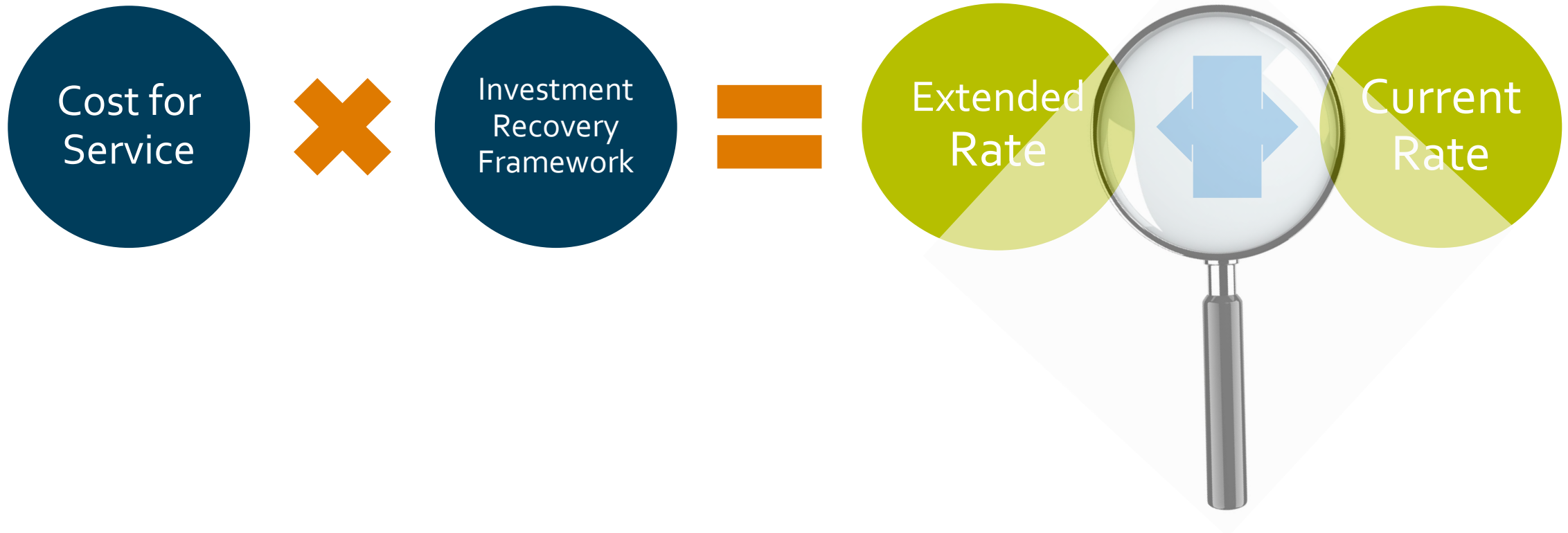
INDIVIDUAL USERS	Drop In Admission	Programs
Preschool + (0-6yrs)	100%	75%
Child (7-12)	75%	50%
Youth (13-18) Student (ID)	50%	50%
Adult (19-64yrs)	25%	25%
Senior (65+yrs)	50%	50%
Family	2x adult rate	2x adult rate

GROUPS		Regular Recurring Activity	Community Non-Ticketed Special Events	Tournament	Community Ticketed Special Events	Private Event	Commercial Use
users	Non-Profit Minor	50%	50%	50%	50%		
	Non-Profit Adult	25%	25%	25%	25%		
	Private Group					0%	
	Commercial entity: Sport/Rec/Culture	0%	0%	0%	0%	0%	0%
	Commercial other						-25% ²
	School Groups	50%	50%	50%	50%	50%	

Cost Methodology



Fee Recommendation



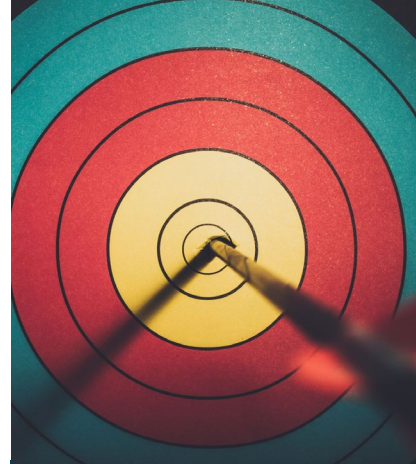
Costing Methodology



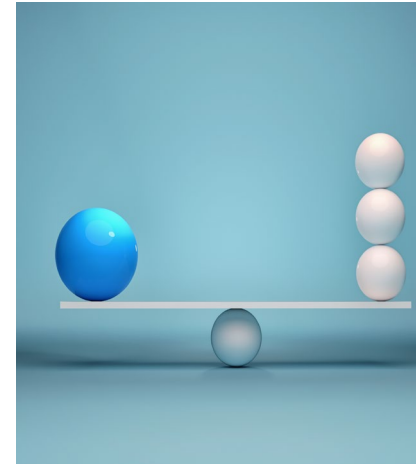
Cost for
Service



Apply
Investment
Framework



Extended
Rate



Review for
Impacts



User Rate

Observations



Draft Fee Example

PRC Admission: Cost/Participant \$17.15	User Category	Current Rate	% recovery	Extended Rate	Draft Rate
	Youth	\$6.00	50%	\$8.58	\$6.30 (5%)
	Adult	\$8.00	75%	\$12.86	\$8.40 (5%)
Arena Ice Rental Rate: Cost/hour \$336.35	User Category	Current Rate	% recovery	Extended Rate	Draft Rate
	Minor	\$111.43	50%	\$168.18	\$117.00 (5%)
	Adult	\$222.85	75%	\$252.26	\$234.00 (5%)

Resident First Program

- Resident Priority Registration
- Resident Discount Program



Merits

- Prioritization of Residents
- Value for Services
- Financial Opportunity
- Facility Capacity



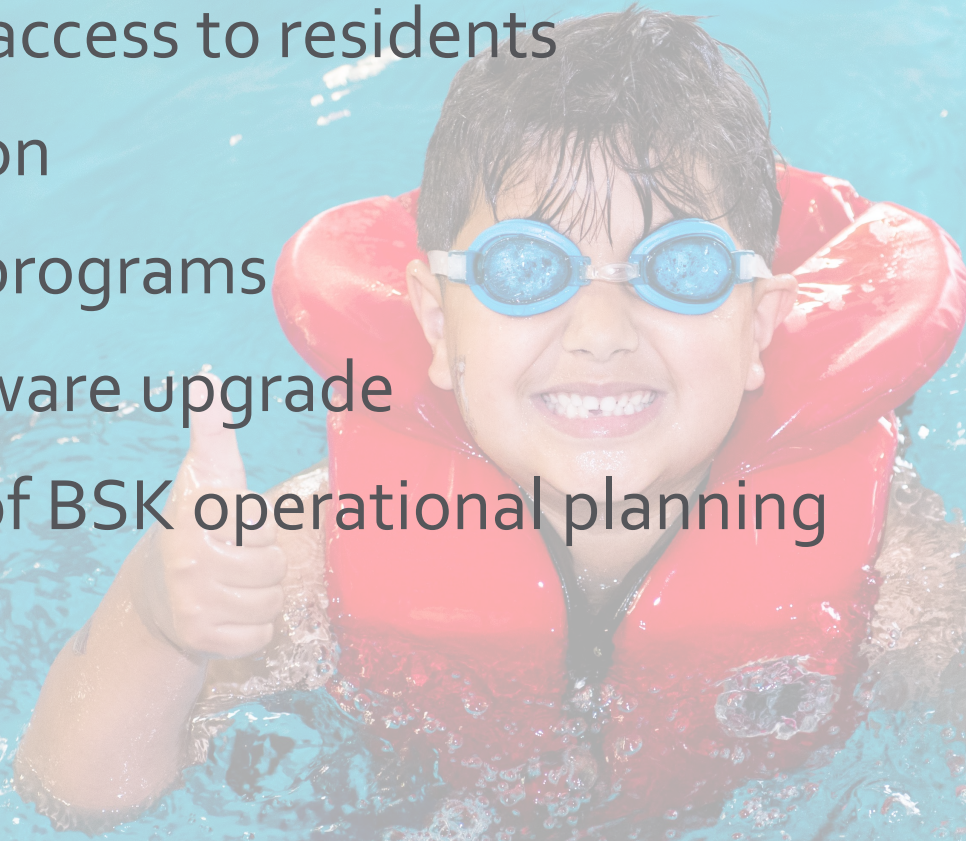
Implications

- Revenue/Participation Reduction
- Program Administration
- 3rd Party-Operated Facilities
- Perceived Unfairness



Resident Priority Registration

- Provides priority access to residents
- Current application
- General interest programs
- Registration software upgrade
- Advance as part of BSK operational planning



Resident Discount



Municipal Review



Program based on municipal objectives



Two-tiered pricing



Admissions, Rentals and Programs



Fee for Service Agreement or Resident Card



Administrative Oversight

Current picture (facilities)

- Per cent based on facility rental contract holder
- Participants resident location not tracked

Service Area	2024 Resident %	2024 Non-Resident %
Arena Rentals	97%	3%
Sports field & Stadium Rentals	90%	10%
Building Rentals	75%	25%

Current picture (admissions/programs)

- Not inclusive of all program areas
 - Adult Sport Leagues

Service Area	2024 Resident %	2024 Non-Resident %
Child/Youth Programs	92%	8%
Membership at PRC	88%	12%
Swim Lessons at PRC	87%	13%
Access Programs	81%	19%
Drop In at PRC	72%	28%

Balanced Direction

- Return on investment
- Value to residents
- City-owned 3rd party-operated facilities

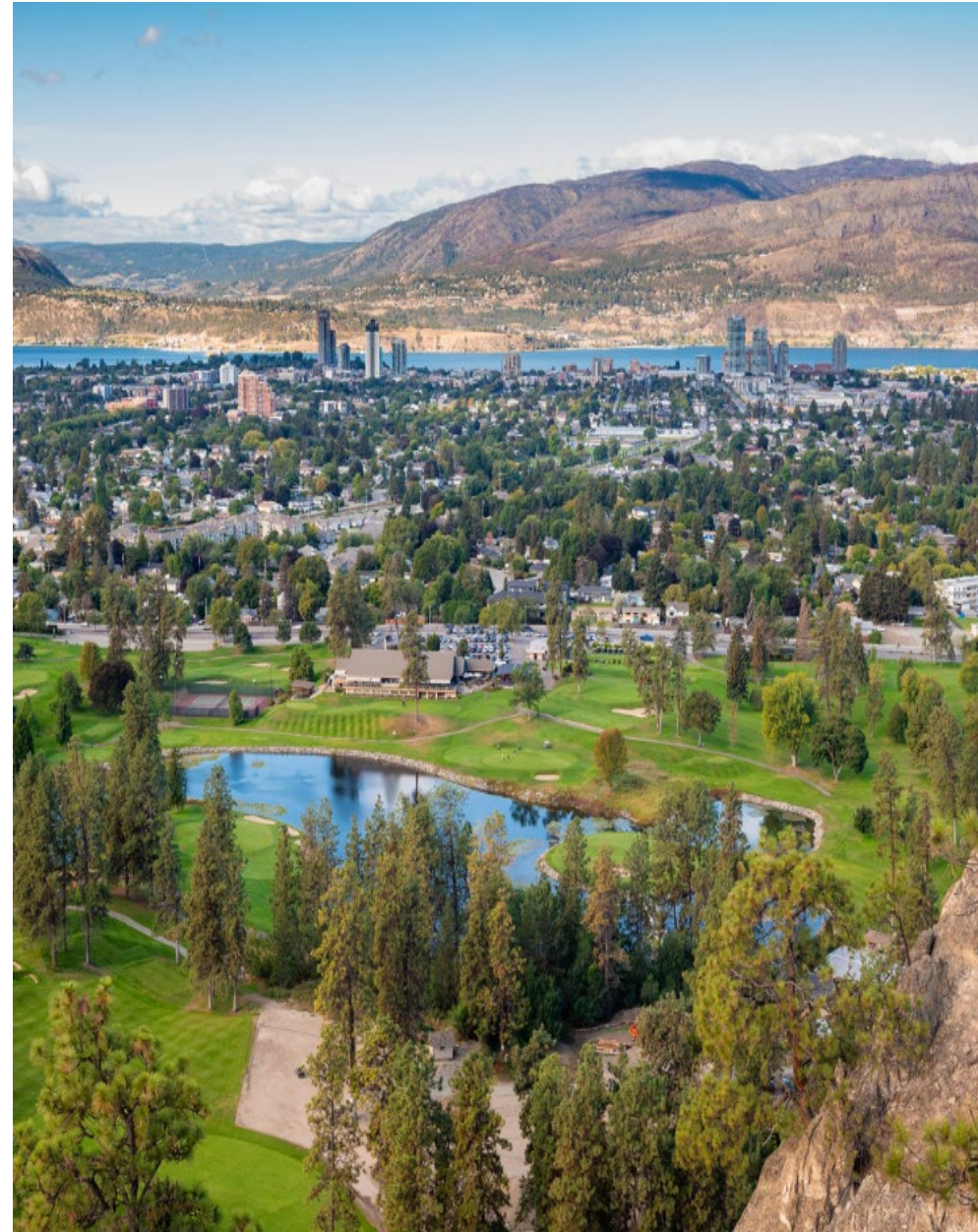


Business Case Development

- City operated facilities, programs and services
 - Admissions and rentals
 - Exclude programs and sport leagues
- Align timing with BSK operational planning
- Review for practical application
- Application to 3rd party operated facilities
- Present back to Council Q4

Next Steps

- Fees & Charges Bylaw Updated – Q2
- Resident Registration Priority
- Resident Discount – Business Case Development





Questions?