



Meeting Date: February 19, 2020

Submitted by: Scott Mairs

Report No: CMS-01-2020

Subject: Fees & Charges By-Law Amendment – 20 Visit Public Skate Pass

Recommendation:

THAT the Fees & Charges By-Law, 2020 (2019-108) be amended to include the addition of a 20 Visit Public Skating Pass for General and 55+ Admissions.

Purpose:

To obtain Council approval to add a 20 Visit Public Skate Pass to the Fees & Charges By-Law 2020 (2019-108).

Background:

Staff have recently received requests to have a public skate pass/punch card available for skaters to make use of at our Public Skates similar to what the City of London offers.

Analysis:

The table below shows a breakdown of the pricing (taxes included):

	General Single Admission	55+ Single Admission	20 Visit Pass (General Admission – proposed rate)	20 Visit pass (55+ Admission – proposed rate)
City of London	\$4.25	\$3.50	\$69.21	\$54.24
Middlesex Centre	\$3.50	\$2.50	\$63.00	\$45.00

Financial Implications:

The City of London currently offers an 18% discount for General Admission and 22% for those 55+. In consultation with the Community Services Advisory Committee, a 10% discount was recommended to be applied to both the General and 55+ Admission Pass. Staff feels this will incentivize skaters to purchase the pass as they will receive two free skates per pass. Staff do not anticipate to see a reduction in anticipated Public Skate Revenues as a result.

Strategic Plan:

This matter aligns with following strategic priorities:

- 3a. Quality of Life: Building recreational opportunities.
- 3c. Quality of Life: Meeting the needs of both current and future citizens.
- Choose an item.

Attachments:

N/A