

COUNCIL REPORT

M&C No.	M&C 2019 - 210
Report Date	August 14, 2019
Meeting Date	August 19, 2019
Service Area	Transportation and Environment Services

His Worship Mayor Don Darling and Members of Common Council

SUBJECT: Arena Booking Annual Comparison

OPEN OR CLOSED SESSION

This matter is to be discussed in open session of Common Council.

AUTHORIZATION

Primary Author	Commissioner/Dept. Head	City Manager
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RECOMMENDATION

Your City Manager recommends Common Council receive and file this report.

EXECUTIVE SUMMARY

There is a level of interest in how arena bookings for the upcoming 2019-2020 season may have been affected by recent policy changes. This report compares booking data currently available for the 2019-2020 with last season. Generally, City staff anticipate no significant changes (at least reductions) in the amount of revenue generating ice booked this coming season compared with last.

PREVIOUS RESOLUTION

In June and July of 2019, respectively, Common Council endorsed policy changes related to operations of City arenas such as introduction of Recreation Cards & Non-Resident User Fees, increases in rental fees, replacement of the Youth Ice Sports Subsidy with a new youth prime rate, elimination of certain rates or rate arrangements not approved by Council, changes to the Ice Allocation Policy, etc.

REPORT

Applications for the 2019-2020 season were due August 2, 2019 in order for various user groups to book seasonal ice according to the City's Ice Allocation Policy. City staff have since been analyzing these applications to book requests into available time slots at each of the four arenas. The target date to finalize and communicate confirmed ice times back to the applicants was August 16, 2019. Further applications are expected to be received and ice times confirmed as available in the schedule.

During this analysis, City staff have been also gathering data on how these 2019-2020 applications and resulting ice bookings compare to the previous season. Following are the highlights:

- Thus far, 38 seasonal ice applications have been processed for the 2019-2020 season with 86% of Prime Time ice* booked. Last season, 45 applications were received with 87% of Prime Time ice booked. Additional applications for the 2019-2020 season are still expected, also expected to increase the amount of Prime Time booked.
- All major leagues that applied for ice times in 2018 also applied in 2019.
- Eleven (11) tournament applications were received for the 2019-2020 season, up from 8 applications last season. Only 8 tournaments could be approved this season without significantly impacting seasonal renters.
- As has been the case in previous years, some ice requests have been denied due to capacity being reached on some dates and times, particularly during Prime Time periods.
- Five (5) schools that requested ice last season have yet to provide applications for this season. This is typical because some schools do not apply for ice until the school year starts. Assuming all five schools still intend to apply, 43 applications would be received without considering other late applications.
- All high schools that booked time last season have also booked this season. One high school that has not in previous years requested ice time for games are doing so for the upcoming season.
- Two (2) individual teams that play in one adult league that have requested a combined 2 hours of ice weekly in previous years have yet to submit an application.
- One adult league submitted its application late and are reviewing remaining (later evening) ice times available to them. They have not confirmed either way by the time this report was finalized.
- One weekly 6:30 AM ice time has been requested and accommodated that was not booked in previous years. Staff increased arena operating hours each morning for the upcoming season without an increase in labour costs to respond to ice associations' request for earlier ice availability.
- Some user groups with day time weekday bookings last season that yielded little to no revenues have not requested ice again. These groups would now be required to pay advertised rates. City staff's plan to continue (as commenced last season) to "brown out" arenas during low use daytime weekday periods, combine bookings and free skates to fewer days at a given arena, and redeploy arena staff to other duties are being implemented to save labour costs and/or enhance service in other operational areas.

* Analyzed Prime Time hours were consistent between the two seasons, defined as middle of October to end of February, Monday-Friday, 4PM-10 PM and Saturday-Sunday, 7 AM-10 PM, totaling 4800 hours each of the two seasons.