



Comparative Recreational Rental Rates Study

Ryan Minicola

Table of Contents:

Research Introduction.....	3
2011 Census Data	4-5
Ice & Floor Rates Complete Chart.....	5
Youth Ice Rates.....	6
Adult Ice Rates.....	7
Floor Rates.....	8
Field/Diamond Complete Chart.....	9
Field Rates.....	10
Baseball Diamond Rates.....	11
Surrounding Communities Ice Usage.....	12
Major Findings/ Further Research.....	13
References.....	14
Complete Facility Rental Charts.....	15-16

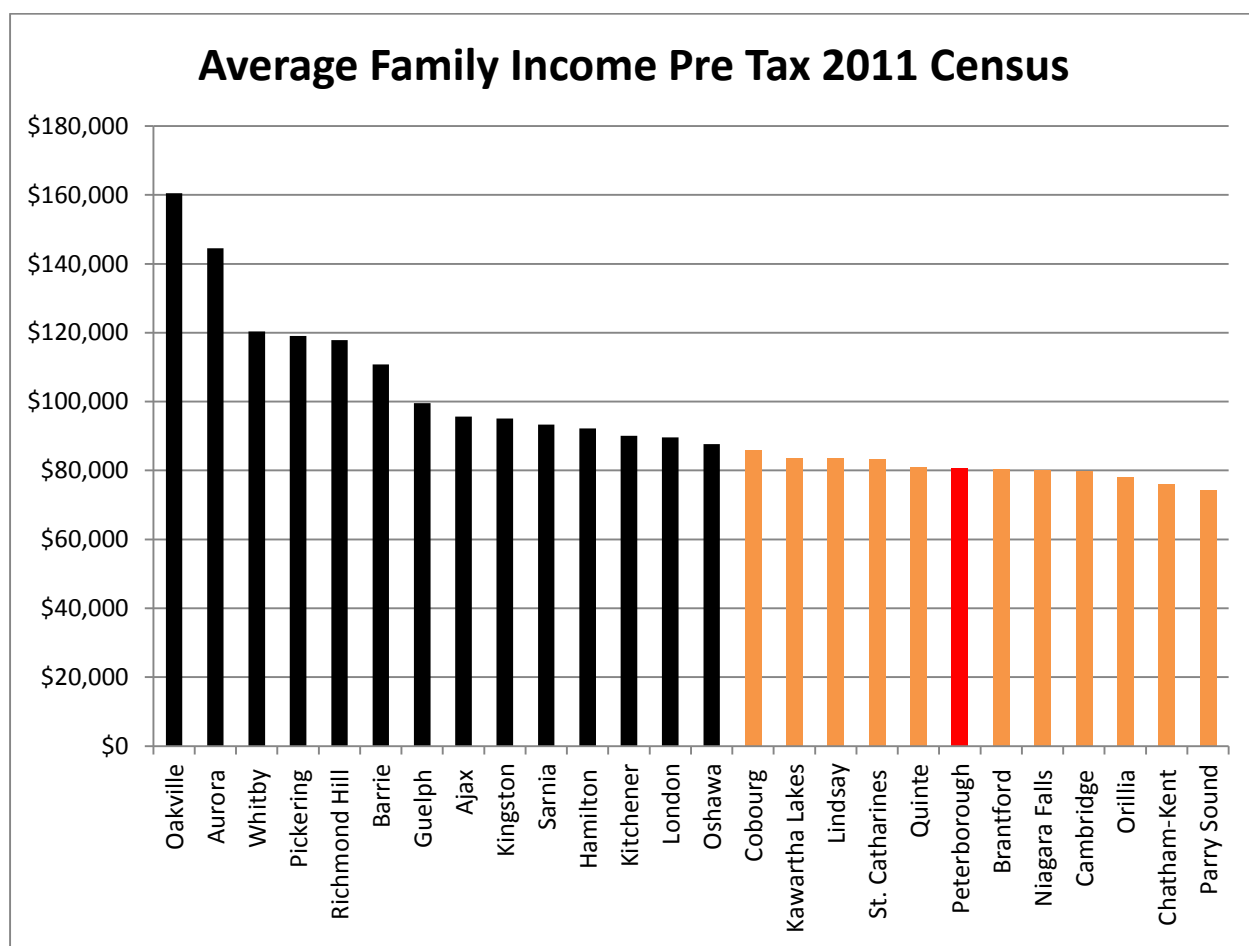
Research Introduction:

- This study was commissioned through Sport Kawartha with financial assistance from the city of Peterborough.
- Timeline of the study ran from December 2014 – April 2015.
- Intention of the study was to determine how Peterborough compares to similar size communities for recreational rental rates and usage.
- Contacted over 30 communities across Ontario with similarities to Peterborough.
- Information was obtained through phone calls, meetings, emails, and online access.
- The data presented will be based on hourly rates, unless indicated otherwise.
- Rates are based on the timeline from December 2014 – March 2015.
- Average Family Income data was gathered from 2011 National Census Survey results.
- The following graphs will have Peterborough in red.

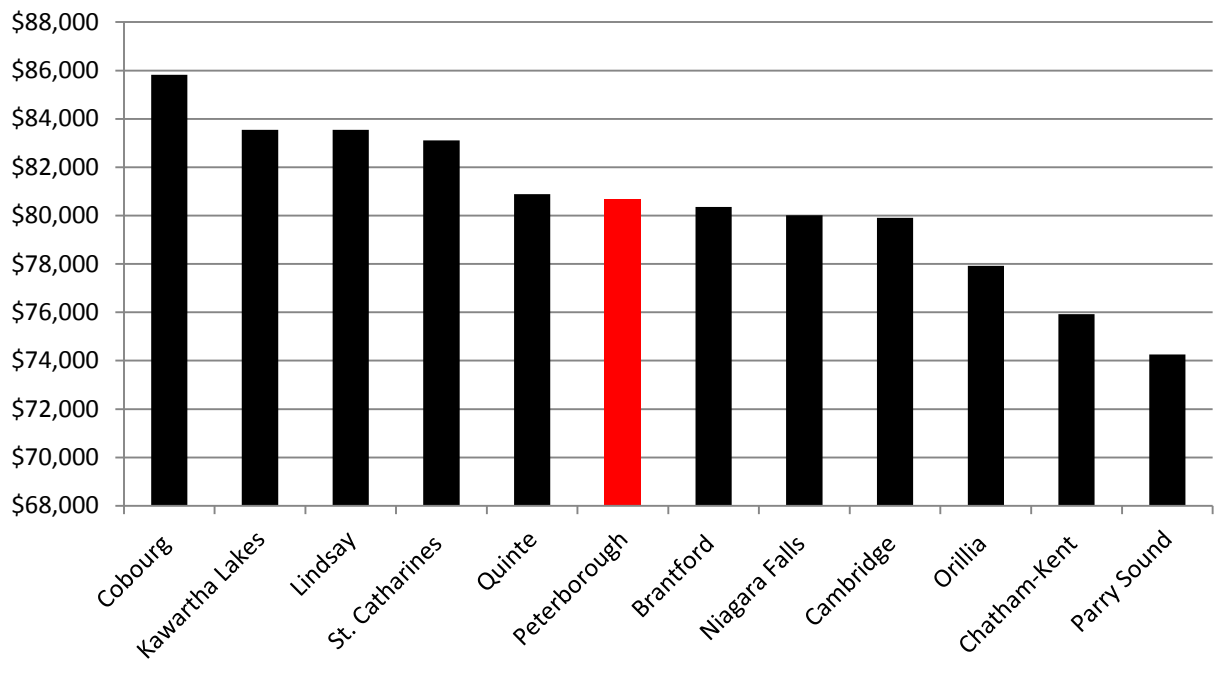
The following chart displays the average family income according to the 2011 National Census Survey. We can see here that Peterborough has one of the lowest average family incomes at \$80,656 compared to the 26 communities contacted.

The twelve communities highlighted in orange represent a range of approximately +/- \$5,000 to Peterborough's average family income. This subset data group provides a focus on similar socio-economic communities that Peterborough compares to for recreational rental rates. Therefore, the following data will be shown for this subset group only.

Peterborough is plotted in the middle of these twelve communities with an average family income of \$80,656. Therefore in the upcoming data Peterborough's rental rates should be towards the middle of the pack.

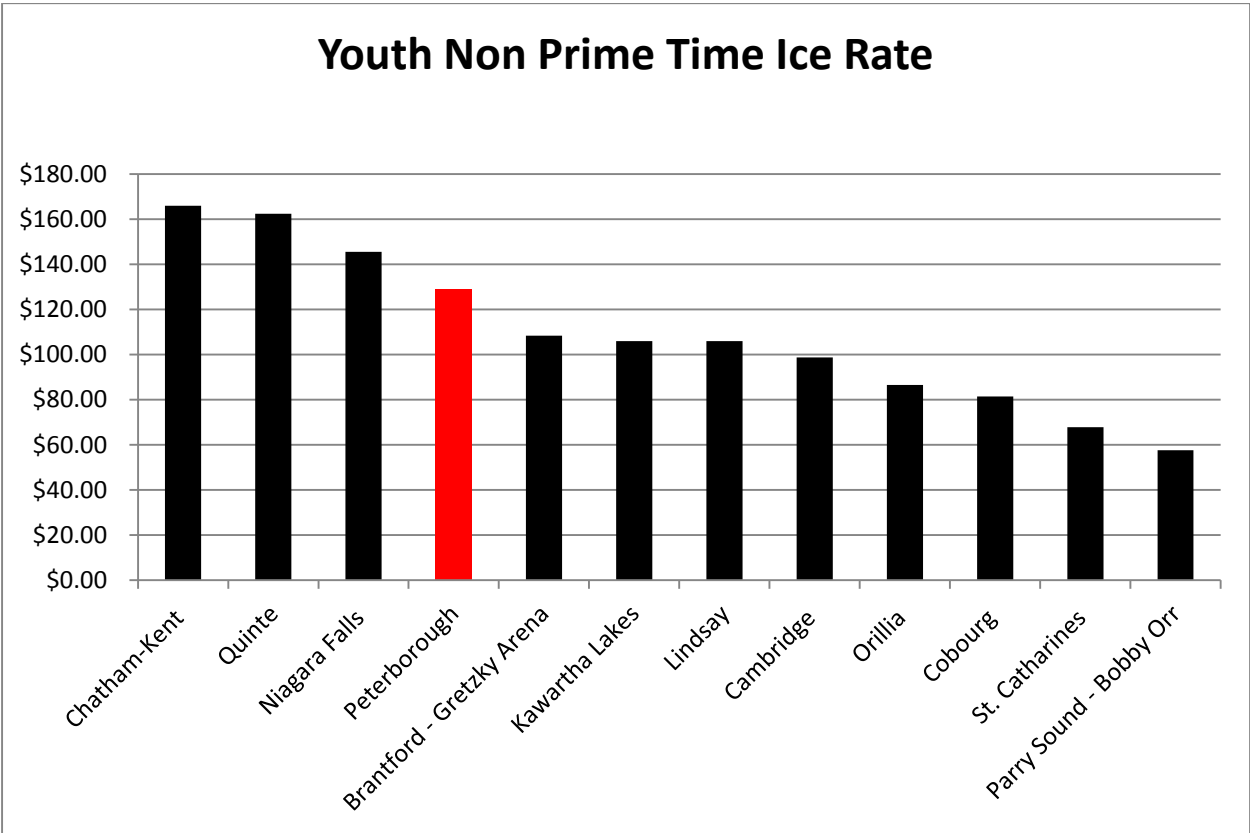
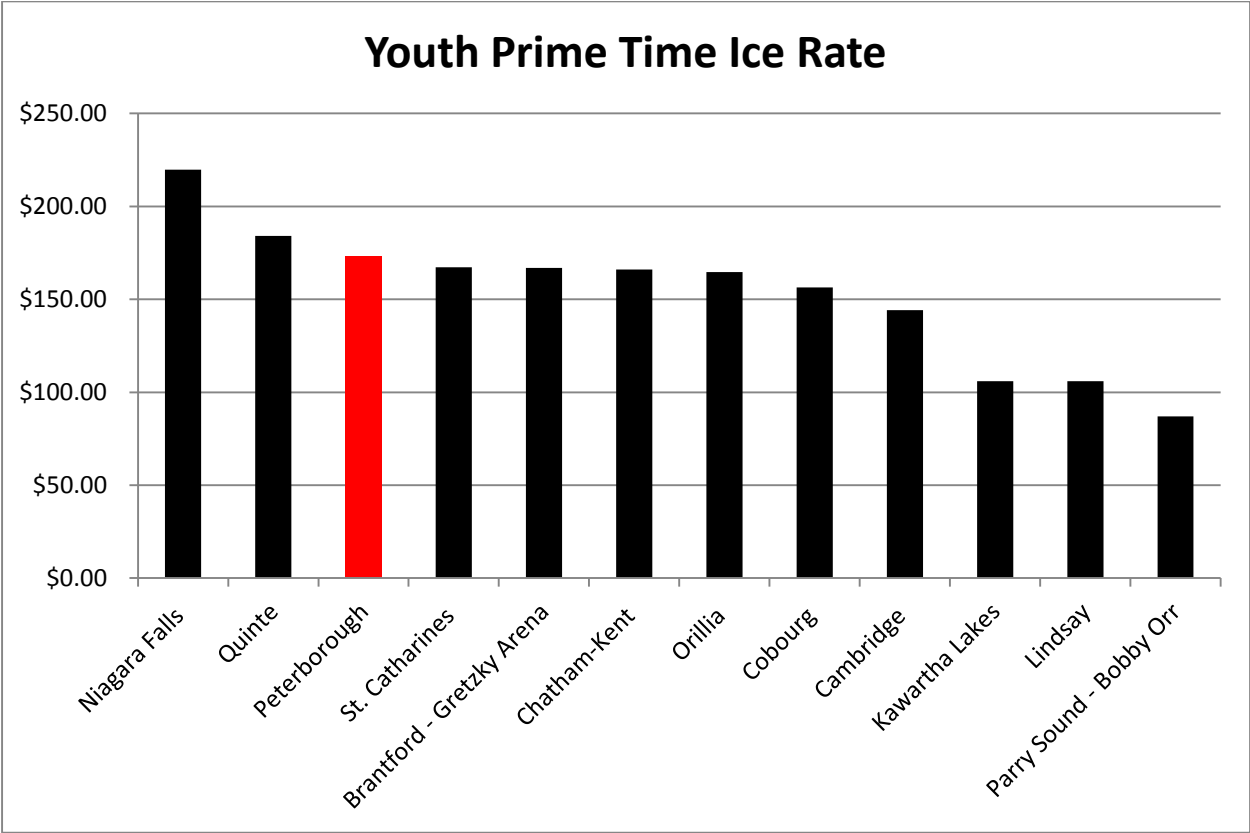


Average Family Income Pre Tax 2011 Census (Subset 12 Communities)

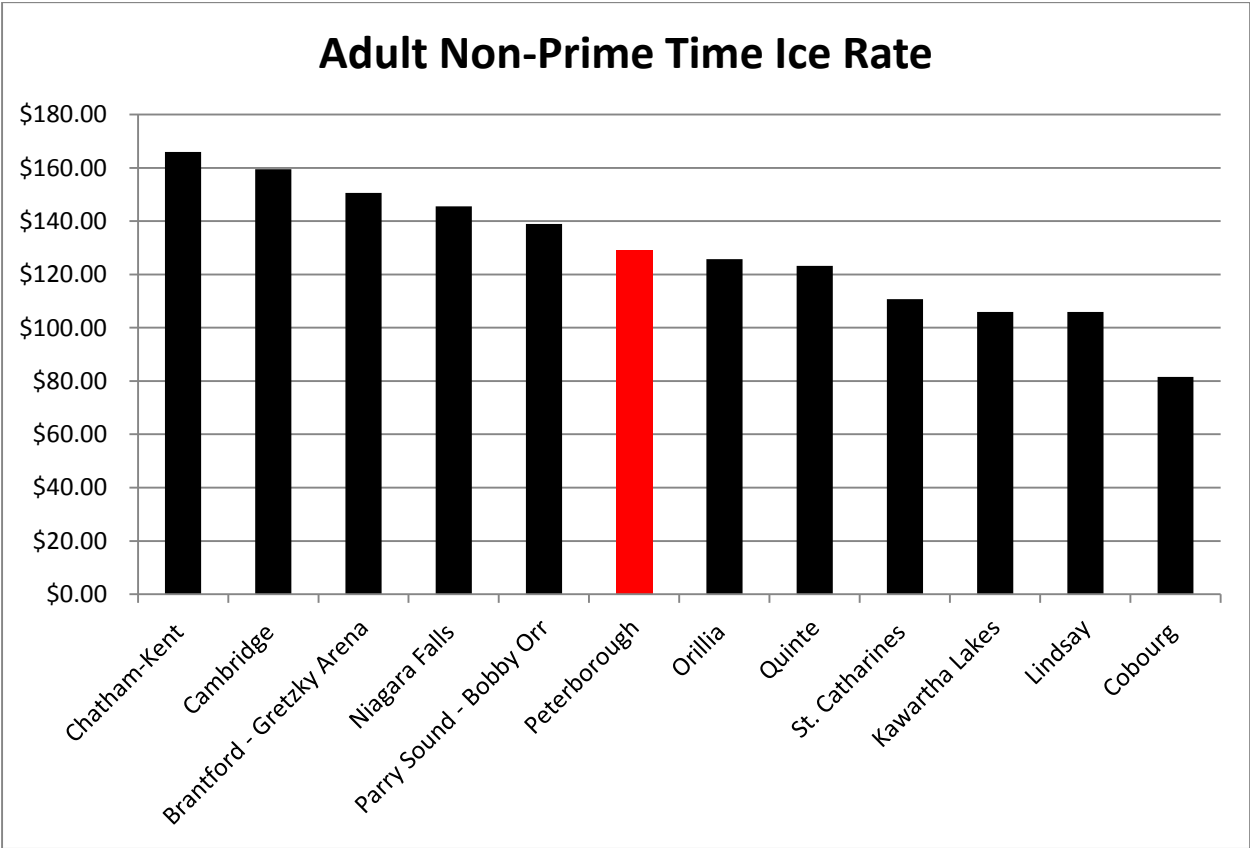
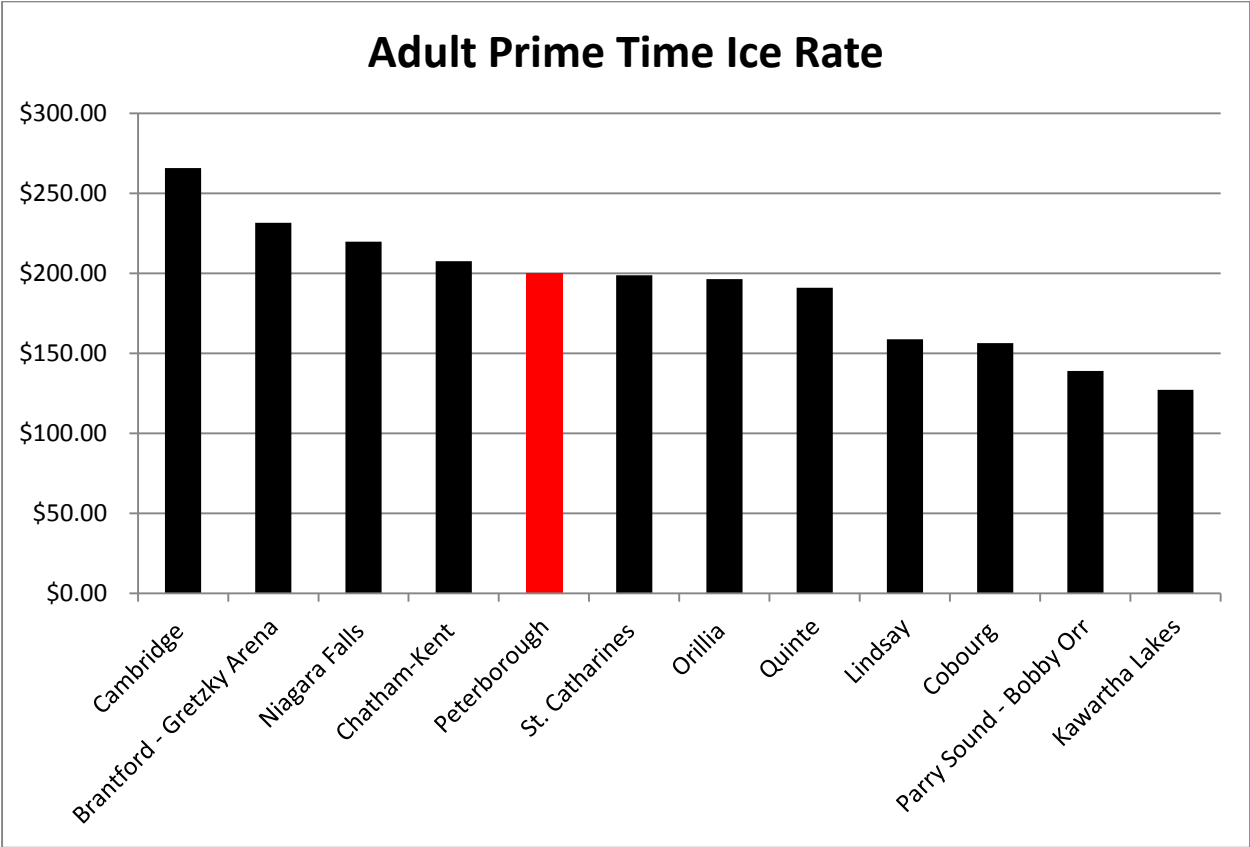


City	Adult Prime Time Ice Rate	Adult Non-Prime Time Ice Rate	Youth Prime Time Ice Rate	Youth Non-Prime Time Ice Rate	Floor Rental Rate	Youth Floor Rental Rate	Capital Surcharge	Average Family Income Pre Tax 2011 Census
Brantford - Gretzky Arena	\$231.75	\$150.65	\$166.85	\$108.45	\$75.00	\$65.00	NO	\$80,363
Cambridge	\$265.78	\$159.44	\$144.26	\$98.71	\$66.87	\$53.51	No	\$79,905
Chatham-Kent	\$207.71	\$165.99	\$165.99	\$165.99	\$70.46	\$60.13	Yes	\$75,925
Cobourg	\$156.50	\$81.50	\$156.50	\$81.50	\$75.00	\$56.50	No	\$85,818
Kawartha Lakes	\$127.10	\$105.98	\$105.98	\$105.98	\$65.26	\$65.26	No	\$83,541
Lindsay	\$158.78	\$105.98	\$105.98	\$105.98	\$76.23	\$63.53	No	\$83,541
Niagara Falls	\$219.85	\$145.50	\$219.85	\$145.50	\$75.70	\$72.11	No	\$80,011
Orillia	\$196.48	\$125.74	\$164.75	\$86.51	\$78.33	\$68.94	No	\$77,920
Parry Sound - Bobby Orr	\$139.00	\$139.00	\$87.00	\$57.63	\$57.63	\$57.63	No	\$74,260
Peterborough	\$200.00	\$129.00	\$173.00	\$129.00	\$107.25	\$86.25	\$5	\$80,656
Quinte	\$190.97	\$123.17	\$184.19	\$162.37	\$63.00	\$62.99	No	\$80,882
St. Catharines	\$198.88	\$110.74	\$167.24	\$67.80	\$88.14	\$67.80	\$10	\$83,112
Average Cost	\$191.07	\$128.56	\$153.47	\$109.62	\$74.91	\$64.97	\$7.50	\$80,494.50
Standard Deviation of Mean	\$30.50	\$19.71	\$28.44	\$27.40	\$8.55	\$5.92	\$2.50	\$2,430.50

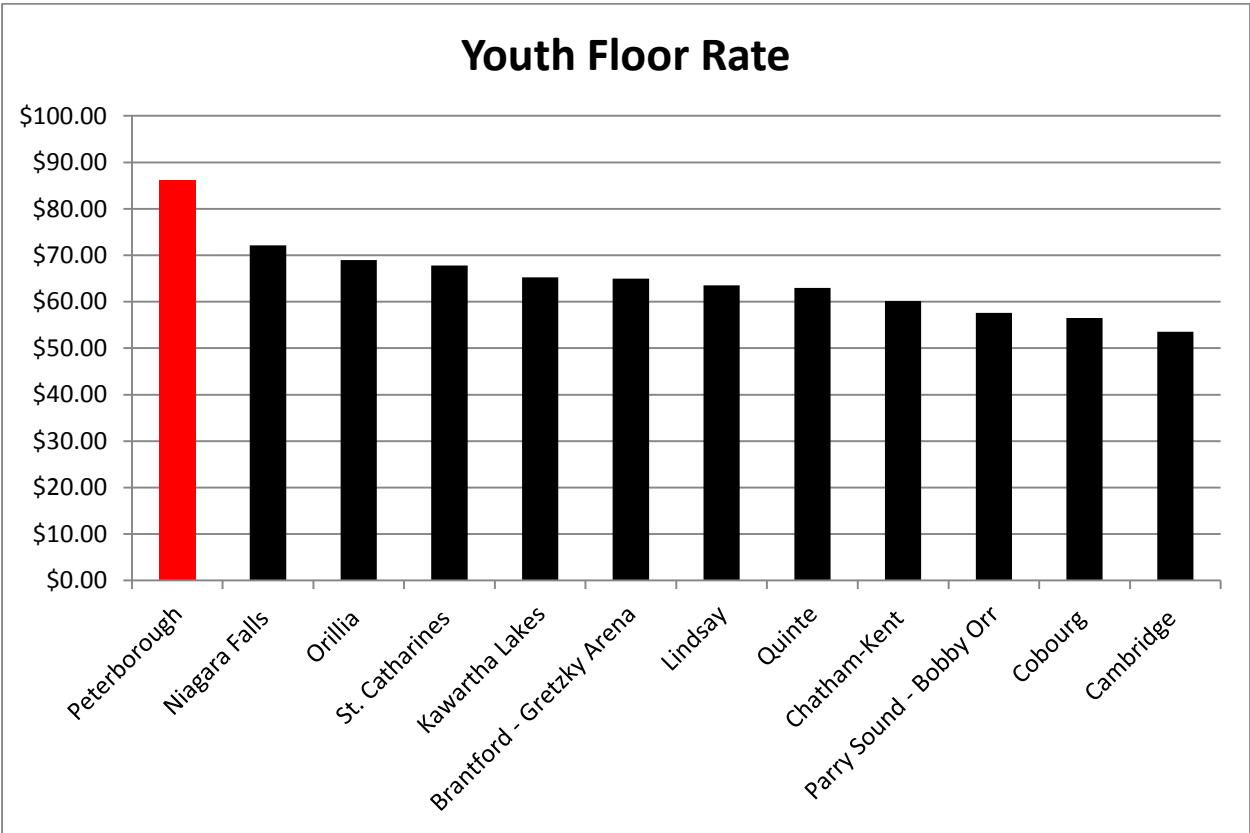
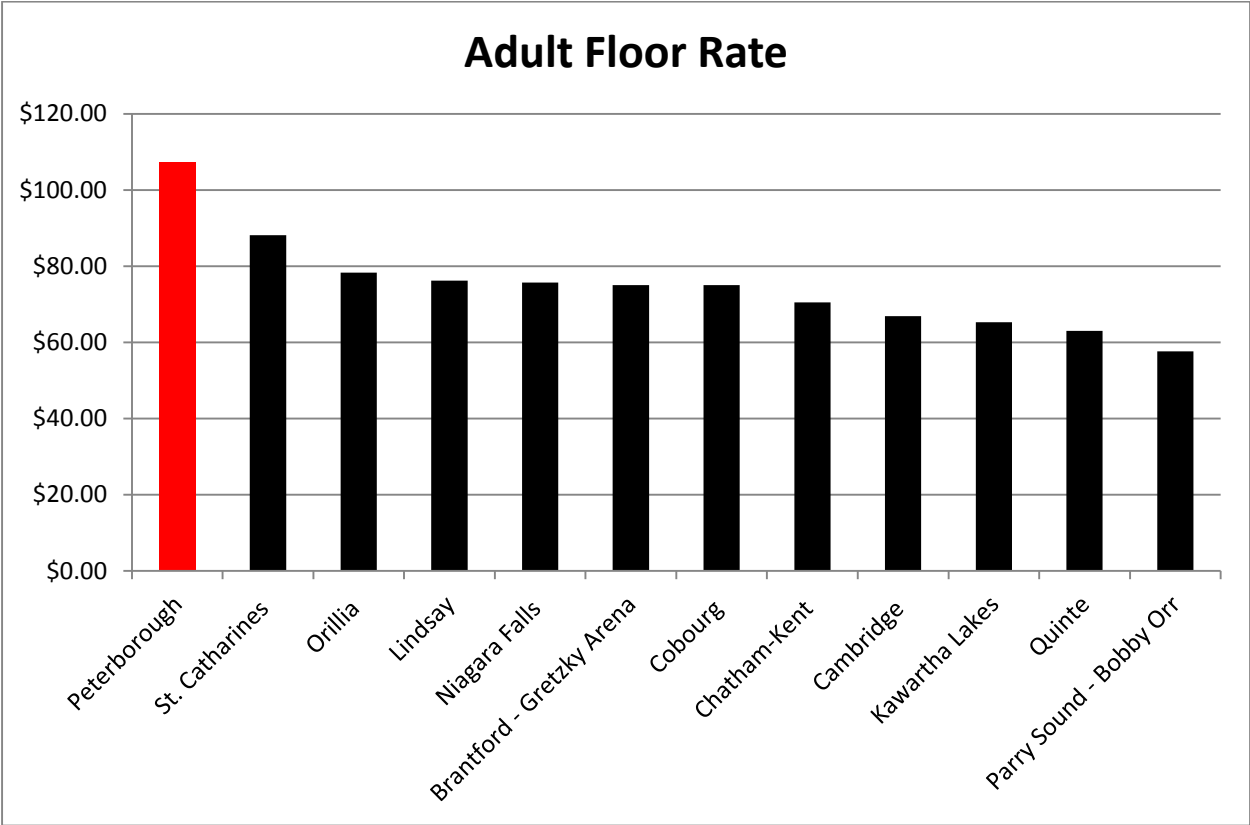
These next two charts reveal that Peterborough charges one of the highest rates for youth prime (\$173/Hr.) and non-prime (\$129/Hr.) time ice rentals.



Similarly, Adult ice rental rates for in Peterborough are on the higher side (Prime time \$200/Hr. & Non-Prime \$129/Hr.), as shown in the next two charts.



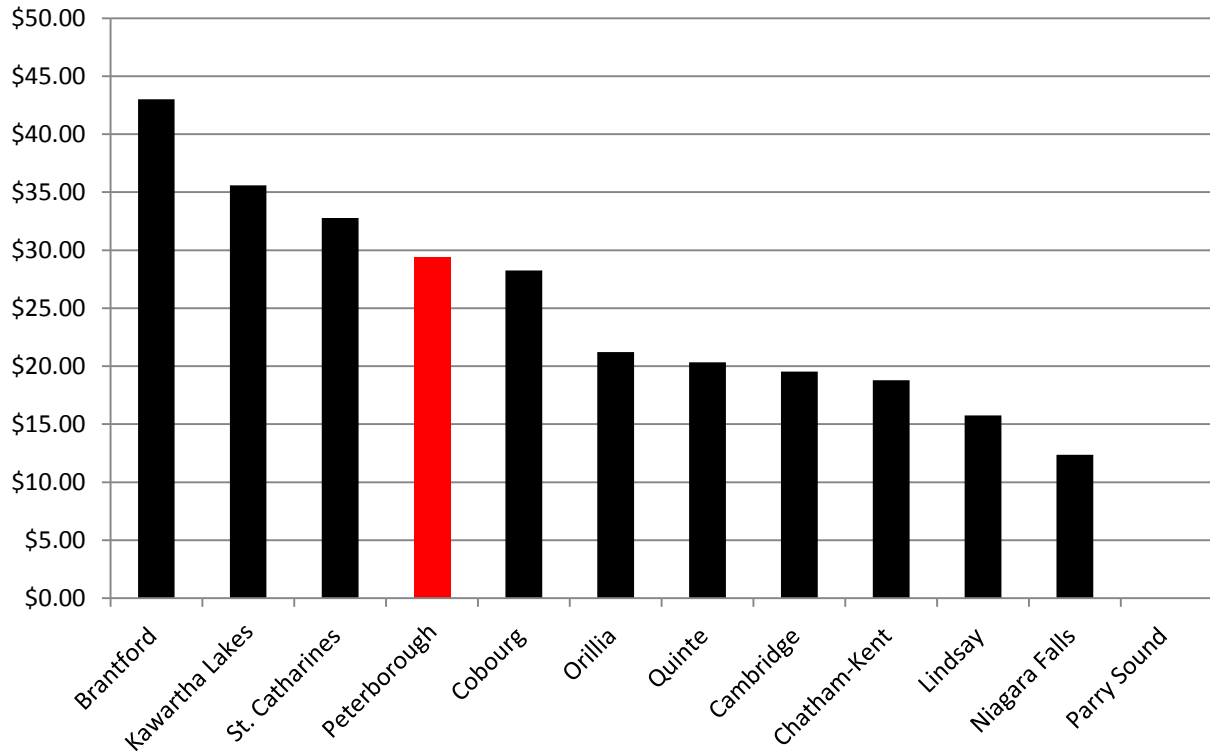
Summer floor time clearly is at a premium according to the next two charts, as we can see Peterborough charges the highest amount for summer floor times (Adult \$107.25/Hr. & Youth \$87.25). This could be due to the significant demand for Lacrosse in the city, along with ball hockey, and sports camps.



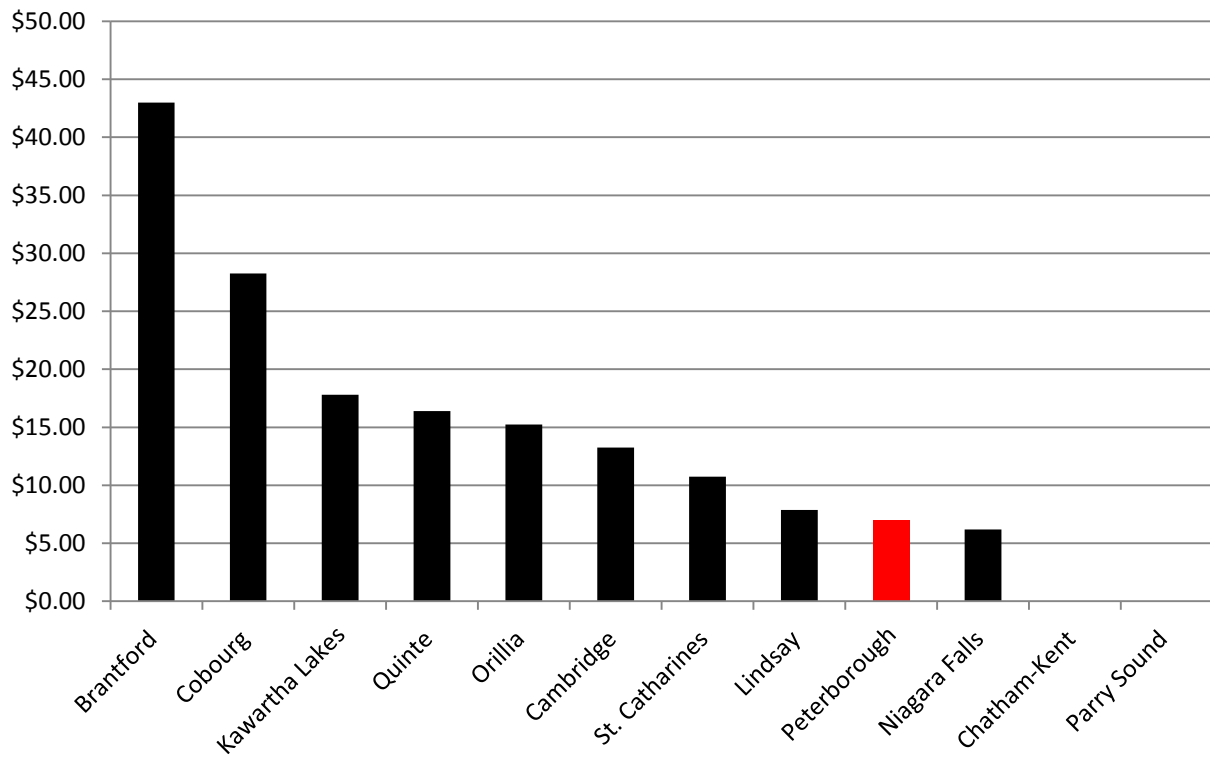
- The next few charts will display the “Class A” Field and “Class A” Baseball Diamond rental rates.
- Communities such as Orillia, Quinte, Chatham-Kent, and Lindsay all charge by either a two hour rate or 2 and half hour rate (Orillia). Therefore, the bar graphs will display adjusted rates for those communities to show what their hourly rate would be and provide a clear comparison.
- Parry Sound does not charge for single use field rentals. They only charge for tournaments and leagues.
- Chatham-Kent does not charge for Youth field and baseball diamond rentals.

<u>City</u>	<u>Adult Field Rentals Fee</u>	<u>Youth Field Rental Fee</u>	<u>Adult Baseball Diamonds</u>	<u>Youth Baseball Diamonds</u>
Orillia (2.5 Hrs.)	\$53.03	\$38.09	\$49.49	\$29.19
Brantford	\$43.00	\$43.00	\$43.00	\$43.00
Quinte (2 Hrs.)	\$40.68	\$32.77	\$40.68	\$32.77
Chatham-Kent (2 Hrs.)	\$37.56	\$0.00	\$37.56	\$0.00
Kawartha Lakes	\$35.60	\$17.80	\$41.53	\$20.77
St. Catharines	\$32.77	\$10.74	\$32.77	\$7.35
Lindsay (2 Hrs.)	\$31.50	\$15.75	\$36.75	\$18.38
Peterborough	\$29.40	\$7.00	\$29.40	\$7.00
Cobourg	\$28.25	\$28.25	\$28.25	\$28.25
Cambridge	\$19.54	\$10.12	\$19.54	\$10.12
Niagara Falls	\$12.36	\$6.18	\$12.36	\$6.18
Parry Sound	\$0.00	\$0.00	\$0.00	\$0.00

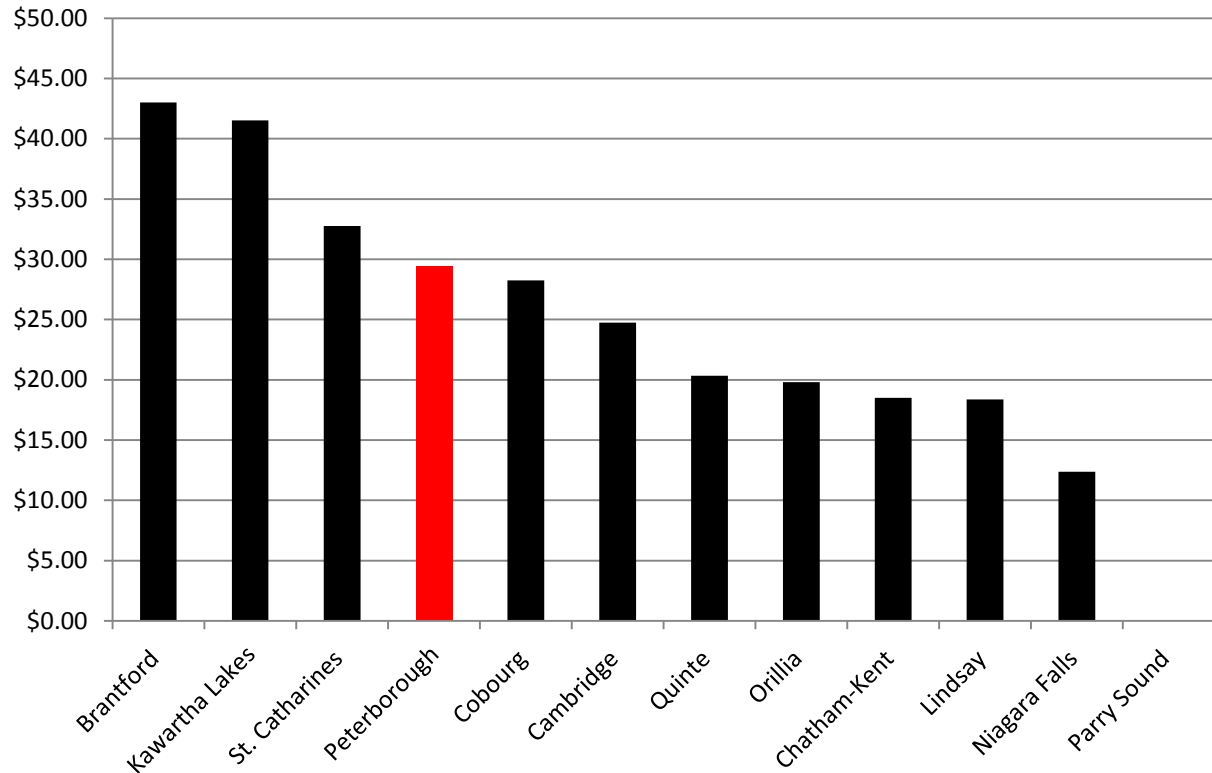
Adult "Class A" Field Rate



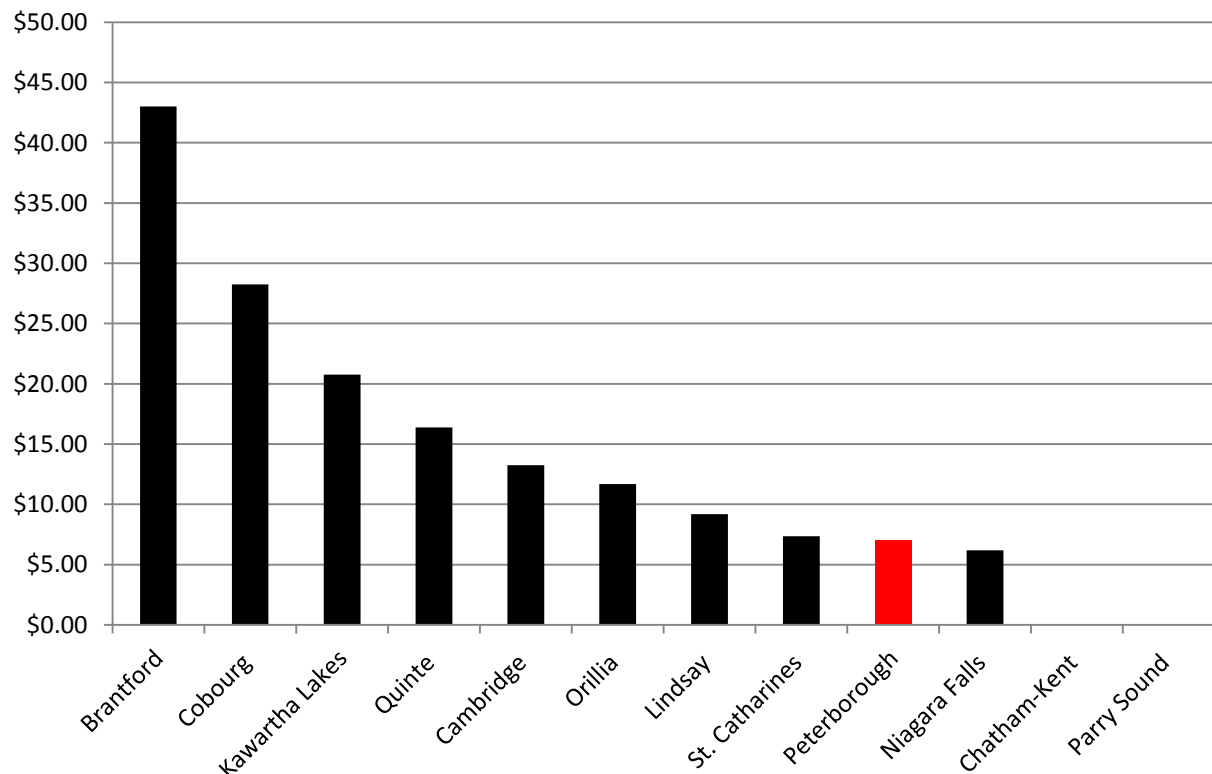
Youth "Class A" Field Rate



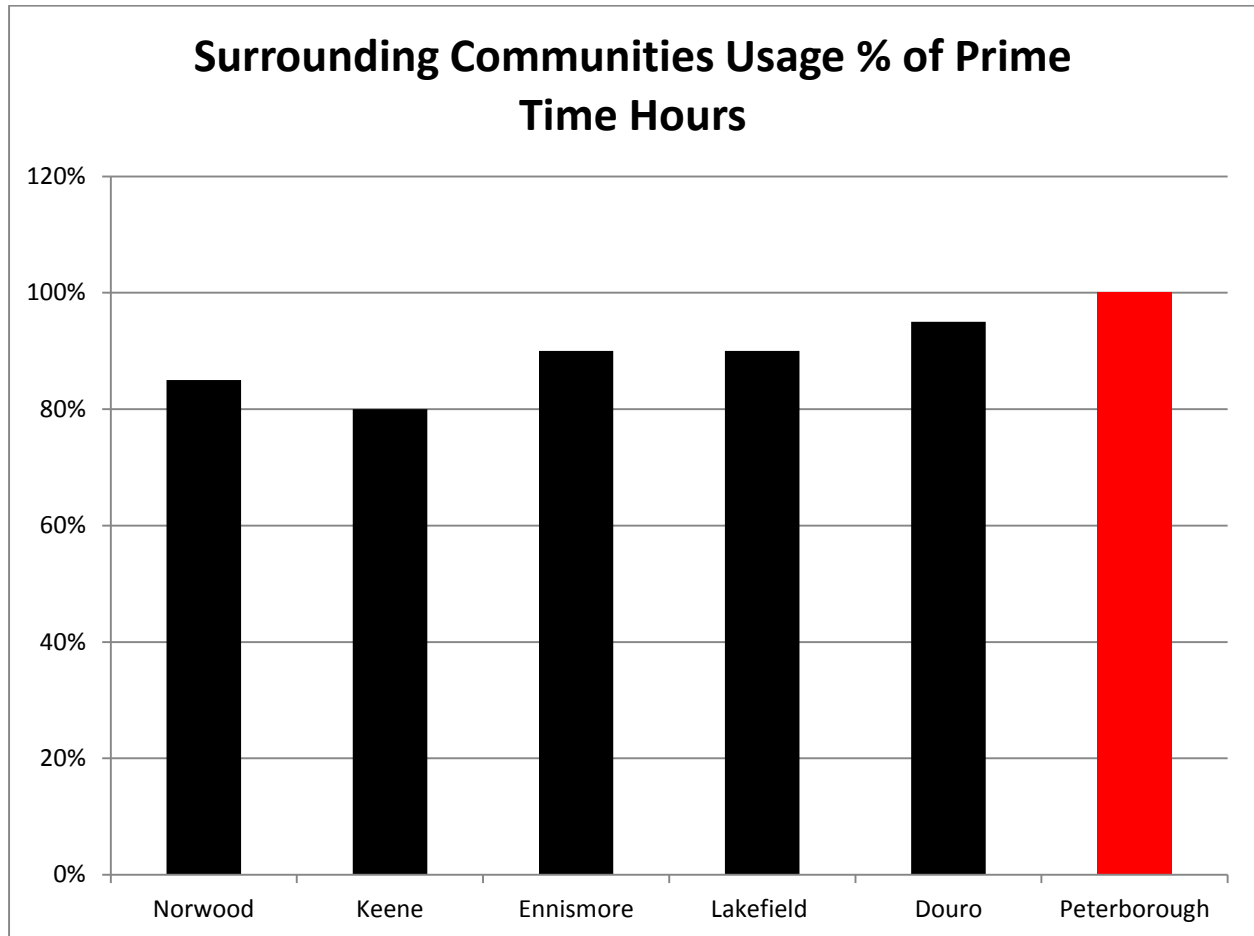
Adult “Class A” Baseball Diamond Rate



Youth “Class A” Baseball Diamond Rate



This next chart will show the percentage of use of prime time ice rental hours from our local communities. What this chart reveals that our surrounding communities have similar extremely high usage rates and that the expansion of arenas in Peterborough will not hurt the demand of ice in these surrounding communities.



Major Findings and Conclusions from Report:

- In comparing the ice rates of the twelve communities similar socioeconomically to Peterborough, nine of eleven offer lower rates to Youth compared with Adult. (Two Cobourg and Niagara Falls) have Youth and Adult rates the same,
- In Peterborough, rental rates per player for each hour vary significantly from one facility to another. For example, suppose a game involving 22 adult hockey players compared with 22 playing on a diamond or field. Each adult hockey player pays \$9.09 per hour. Each of the diamond or field players pays \$1.39 per hour. (Youth pay .31¢ per hour). These are very significant differences. Rationales for these discrepancies would be helpful.
- Peterborough has some of the highest rates for ice rentals amongst the twelve communities with similar socio-economic conditions. Especially the youth ice rental rates.
- Peterborough charges the highest rate for summer floor times.
- Conversely, Peterborough charges some of the lowest rates for Youth “Class A” field and baseball diamond rentals.
- Building new arenas in Peterborough will alleviate the demand for ice rentals; without hurting the small neighbouring communities.
- Although not a straight correlation, communities with higher average household income have higher rates and vice versa.
- When large institutions or entities such as school boards and municipalities combine to support recreational needs; fees are lower, and participation increases.

Further Research:

- 1) Transparency of entire rationales for rental rates is crucial. We recommend this practice strongly for Peterborough. Does a budget drive the rate, does full cost recovery drive the rate, and does it include any revenue for capital replacement and other factors? Communities vary as to the sources of the expenses associated with the current rates. Possible sources of the revenues that produce the rental cost begin with the redistribution of local taxes, complemented by work completed by another municipal department or outside source but not at cost to recreation, decisions made by local governments to subsidize participation additionally (eg. Parry Sound), private and public philanthropy, building efficiencies and more.
- 2) The impact of rental rates on participation. How do lower rental rates impact on participation?
- 3) The impact of cost to play on participation. Some activities require relatively much more expense to participate while some quite a bit less - contrast hockey with ultimate Frisbee. This also may suggest that support for participation may require more assistance as for example with figure skating.
- 4) Cobourg’s ice rates are up to \$47.50 an hour less than Peterborough. This potential for lesser costs for participation should be investigated (not only for Cobourg) and could have significant learning for Peterborough and impact on participation.

References:

- 2011 National Census Household Survey
<http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/index.cfm?Lang=E>
- Various Municipal Recreational Departments between December 2014 – March 2015, contacted via email, phone, and online resources.

City	Adult Prime Time Ice Rate	Adult Non-Prime Time Ice Rate	Youth Prime Time Ice Rate	Youth Non Prime Time Ice Rate	Floor Rental Rate	Youth Floor Rental Rate
Ajax	\$210.00	\$143.00	\$162.50	\$102.00	\$80.00	\$73.15
Aurora	\$193.00	\$118.00	\$193.00	\$118.00		
Barrie	\$255.40	\$255.40	\$207.10	\$207.10	\$91.11	\$79.10
Brantford - Gretzky Arena	\$231.75	\$150.65	\$166.85	\$108.45		
Cambridge	\$265.78	\$159.44	\$144.26	\$98.71	\$66.87	\$53.51
Chatham-Kent	\$207.71	\$165.99	\$165.99	\$165.99	\$70.46	\$60.13
Cobourg	\$156.50	\$81.50	\$156.50	\$81.50	\$75.00	\$56.50
Guelph	\$282.21	\$148.15	\$148.15	\$148.15	\$117.36	\$61.61
Guelph Sleeman Centre	\$324.95	\$190.73	\$170.60	\$170.60	N/A	N/A
Hamilton - Mohawk 4 Centre	274.03	274.03	\$188.71	\$188.71		
Kawartha Lakes	\$127.10	\$105.98	\$105.98	\$105.98	\$65.26	\$65.26
Kingston	\$260.64	\$148.07	\$195.06	\$112.02		
Kitchener Multi Pad Arena	\$243.55	\$151.65	\$243.55	\$151.65	\$72.00	\$72.00
Kitchener Single Pad Arena	\$217.65	\$143.05	\$217.65	\$143.05	\$72.00	\$72.00
Lindsay	\$158.78	\$105.98	\$105.98	\$105.98		
London	\$239.50	\$175.40	\$175.40	\$175.40	\$59.22	\$44.42
London - Western University	\$248.60	\$129.95	\$248.60	\$129.95		
Niagara Falls	\$219.85	\$145.50	\$219.85	\$145.50	\$75.70	\$72.11
Oakville	\$314.50	\$208.50	\$241.00	\$208.00	\$94.65	\$76.65
Orillia	\$196.48	\$125.74	\$164.75	\$86.51	\$78.33	\$68.94
Oshawa	\$231.15	\$153.35	\$183.64	\$122.19		
Oshawa - UOIT Campus Ice	\$231.15	\$135.60	\$183.64	\$135.60		
Parry Sound - Bobby Orr	\$139.00	\$139.00	\$87.00	\$57.63	\$57.63	\$57.63
Peterborough	\$200.00	\$129.00	\$173.00	\$129.00	\$107.25	\$86.25
Pickering	\$219.47	\$161.33	\$219.47	\$161.33	\$86.49	\$86.49
Quinte	\$190.97	\$123.17	\$184.19	\$162.37	\$63.00	\$62.99
Richmond Hill	\$272.17	\$152.04	\$209.81	\$135.40	\$98.86	\$77.87
Sarnia	\$241.82	\$181.37	\$120.91	\$90.68	\$97.18	\$72.89
St. Catharines	\$198.88	\$110.74	\$167.24	\$67.80	\$88.14	\$67.80
Whitby	\$261.66	\$151.66	\$204.07	\$137.53	\$90.92	\$70.58
Average Cost	\$227.14	\$152.13	\$178.48	\$131.76	\$81.31	\$68.47
Standard Deviation of Mean	\$36.31	\$26.95	\$30.81	\$30.67	\$13.35	\$8.23

<u>City</u>	<u>Capital Surcharge</u>	<u>Fee Rationale</u>	<u>Usage % of Prime Time Hours</u>	<u>Average Family Income Pre Tax 2011 Census</u>	<u>Who gets which hours</u>	<u>Comments</u>
Ajax	No	2.5-3% increase per year,	2011 - 95% Weekday Weekend 90%	\$95,657	Reviewed and Based on Previous Years	
Aurora				\$144,490		
Barrie	\$7.50	Compare similar size communities then balance out.	94% weekday 93% weekend	\$110,794	Reviewed and Based on Previous Years	
Brantford - Gretzky Arena				\$80,363		
Cambridge	No	3%	100%	\$79,905		
Chatham-Kent	Yes	CPI	80%-98% depending on arena	\$75,925	Reviewed and Based on Previous Years	
Cobourg	No	City Council	85-95%	\$85,818	Facility manager meets & Reviews Based of previous Year.	
Guelph	No, 1.50 on concert or shows	3%	100%	\$99,587	Reviewed and Based on Previous Years	Municipality subsidy on youth is 42%
Guelph Sleeman Centre			100%	\$99,587		
Hamilton - Mohawk 4 Centre				\$92,240		
Kawartha Lakes	No	CPI		\$83,541		
Kingston				\$95,059		
Kitchener Multi Pad Arena	No	3%		\$90,106		
Kitchener Single Pad Arena	No	3%		\$90,106		
Lindsay				\$83,541		
London	No		95%	\$89,591	Previous Year Regeistration #'s and Historical Data	
London - Western University				\$89,591		
Niagara Falls	No	CPI, did not raise rates this year	90%	\$80,011	Reviewed and Based of Previous Years. Youth gets first priority	
Oakville			100%	\$160,442		
Orillia	No			\$77,920		
Oshawa				\$87,701		
Oshawa - UOIT Campus Ice				\$87,701		
Parry Sound - Bobby Orr	No	CPI, ice is subsidized 42% by the city	80% Prime 50% Non Prime	\$74,260	Strict guidelines based on members. Youth get first crack.	42% subsidized through municipality to create more affordabel ice rental, which runs a \$500,000 deficit
Peterborough	\$5	City Council	100%	\$80,656	Review and Renewal	
Pickering				\$119,040	Reviewed and Based on Previous Years. Youth gets first priority	
Quinte	No	CPI	95%	\$80,882		
Richmond Hill				\$117,876		
Sarnia	No	Currently Reviewing, Council Approval. Frozen Rates.		\$93,316	Reviewed and Based on Previous Years. Youth gets first priority	
St. Catharines	\$10			\$83,112		
Whitby	Ice rate \$25, Floor \$9 including HST	2%, Base off similar communities		\$120,396	Reviewed and Based on Previous Years. Youth gets first priority	
Average Cost				\$94,974		
Standard Deviation of Mean				\$14,213		