



## Staff Report

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**Report To:** South Huron Council  
**From:** **Dan Best, Chief Administrative Officer/Deputy Clerk**  
**Date:** July 17 2017  
**Report:** CAO 17.22  
**Subject:** Ice Rental Fees

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### Recommendations:

**That** South Huron Council receives the report of Dan Best, Chief Administrative Officer regarding ice rental fees; AND

**That** Council authorize tiered discounted pricing for South Huron minor sports teams as follows effective the 2017/18 ice season:

- Ice Rental Fees up to \$25,000 would result in a 1% discounted rate;
  - Ice Rental Fees from \$25,001 - \$50,000 would result in a 2% discounted rate;
  - Ice Rental Fees from \$50,001 - \$100,000 would result in a 3% discounted rate;
  - Ice Rental Fees from \$100,001 - \$150,000 would result in a 5% discounted rate;
  - Ice Rental Fees from \$150,001 - \$200,000 would result in a 7% discounted rate;
  - Ice Rental Fees from \$200,001 would result in a 10% discounted rate;
- AND

**That** Schedule D - Community Services Fees be amended in By-law 34-2015; AND

**That** the necessary By-law be forwarded to the next Council meeting.

**Purpose:**

Council approval and authorization

**Background and Analysis:**

Positive youth development (refers to development of personal skills or assets, including cognitive, social, emotional, and intellectual qualities necessary for youth to become successfully functioning members of society). Developmental sport and exercise psychologists add physical assets (e.g., motor and sport-specific skills, health-related fitness) to the list of social and psychological assets emphasized by developmental psychologists. Positive youth development occurs when young people experience opportunities to develop competencies through interactions with important others in family, peer, school, and community settings. Effective youth development programs emphasize three main components:

- (a) personal or life skills development;
- (b) positive adult, peer, and community relationships, and
- (c) a psychological climate focused on learning, mastery, and autonomy support.

Life skills refer to acquisition of competencies (e.g., interpersonal, self-management, goal setting) in one domain (e.g., physical activity) that generalize or transfer to school, family, community, and job settings. Life skills development is connected to positive physical, social, and psychological outcomes, such as physical health (e.g., motor skills, physical fitness), character (e.g., respect, integrity), social and emotional qualities (e.g., responsibility, empathy), and behavioral characteristics (e.g., initiative, perseverance).

Coaches, teachers, and parents are responsible for ensuring that youth glean positive developmental outcomes from physical activity participation. This means that best practices involve teaching broadbased competencies deliberately, systematically, and seamlessly.

Within this context, Administration has met with the South Huron Minor Hockey Association (SHMHA) to discuss ongoing partnerships and collaboration moving forward.

One of the topics in those discussions was regarding the potential of discounting of ice rental fees based on hours used for South Huron minor sports programs.

In order to provide equity to all minor sports programs, it would be important to ensure that access to a discount would be accessible to all. It was determined that the easiest method of discounting would be based on contracted fees.

At this time, making any changes to the fee structure for the 2017/18 ice rental season would be very disruptive and volatile to the existing revenue stream. However; discounted pricing for the upcoming 2017/18 ice rental season could be implemented for South Huron minor sports programs only.

Should Council wish to proceed, the Schedule D - Community Services Fees will require to be amended in By-law 34-2015.

### **Operational Considerations:**

1. Do nothing. This is not the preferred option. Should Council move forward with the new Community Hub/Recreation Centre, it will be important to promote maximize the utilization of our facilities.
2. Implementation of a change in rental fees. At this time, the data has not been gathered to make a valid recommendation regarding a change in the fees. Furthermore, there would be requirements of notice, a public meeting and changes to the Fees and Charges By-law that would need to be met. In short, this option is not viable.
3. Do not provide discounted pricing but review the ice rental fees for the 2018/19 season. This option is not recommended as we are trying to maximize ice utilization and involvement in sports/recreation
4. Provide discounted pricing for South Huron minor sports programs. This is the preferred option and supports South Huron's standing as a Youth Friendly Community.

### **South Huron's Strategic Plan:**

Section 6.2.1 of the Municipality of South Huron 2015- 2019 Strategic Plan identifies key priorities and strategic directions. The following elements are supported by the actions outlined in this report:

- ✓ Improve and enhance the quality of recreation facilities
- ✓ Increased Communications and Municipal Leadership
- ✓ Economic development as a priority
- ✓ Transparent, Accountable, and Collaborative Governance

**Financial Impact:**

The financial impact as a result of the actions outlined in this report can only be estimated at this time. It is estimated that there could be a reduction of \$30,000 in ice rental fees for the 2016/17 ice rental season

**Legal Impact:**

There are no legal implications as a result of the actions outlined in this report

**Staffing Impact:**

There are no staffing implications as a result of the actions outlined in this report.

**Policies/Legislation:**

None

**Consultation:**

Manager of Community Services

**Related Documents:**

None

Respectfully submitted,



Dan Best MPA, BA  
Chief Administrative Officer