



# Committee Report

<b>To:</b>	Warden Milne and Members of Grey County Council
<b>Committee Date:</b>	January 26, 2023
<b>Subject / Report No:</b>	EDTC-CW-02-23
<b>Title:</b>	Group Tours Fee Adjustment
<b>Prepared by:</b>	Jill Paterson, Doug Cleverley
<b>Reviewed by:</b>	Savanna Myers
<b>Lower Tier(s) Affected:</b>	All
<b>Status:</b>	Recommendation adopted by Committee as presented per Resolution CW26-23; Endorsed by County Council February 9, 2023, per Resolution CC18-23.

## Recommendation

1. **That report EDTC-CW-02-23 regarding Group Tours Fee Adjustment be received; and**
2. **That the proposed fees be included in the 2023 Fees and Service Charges Schedule G of By-law 5090-20, as amended.**

## Executive Summary

Grey Roots Museum and Archives offers group tours at a discounted price for groups of 15-40 people. Staff are seeing a growing interest in this service and groups are requesting a guided tour more often. To encourage growth in this program while also covering the staff time needed to offer a guided experience, staff recommend adding a flat fee of \$35.00 to group tour bookings as a cost recovery measure. Staff also recommend applying the enhanced admissions price per person, accounting for the addition of Moreston Heritage Village's operating season.

## Background and Discussion

Grey Roots Museum & Archives welcomes groups to explore our galleries, which combine in-house exhibits detailing local history and culture with travelling exhibits that help explore the larger world around us. Upon request, tours can also include a focus on Grey Root's collections and archives. During the summer months, groups can also explore Moreston Heritage Village.

Groups book in advance to receive a special group admission rate with a minimum group size of fifteen. Offering a discounted rate helps encourage the attendance of larger groups. Self-guided group tours will remain available. The current fees, however, do not cover the staff resources

required to offer a guided group tour. If approved, adding a flat fee of \$35 per group to our bookings would cover the staff time needed to provide a customized guided experience of the site while maintaining an affordable price for group visitors.

As approved in the 2022 County’s Fees and Services Bylaw, Grey Roots charges an extra \$2.50 across categories for admission during July and August to account for the increase in public offerings due to the opening of Moreston Heritage Village. To be consistent with these rates while maintaining the discount for group bookings, staff propose adding \$2.50 to our discounted group rates during July and August.

With the proposed changes, Grey Roots’ pricing was and remains comparable with similar organizations, . Staff are not proposing changes to children’s groups or education programs as these groups often struggle to cover additional transportation costs for field trips.

## Legal and Legislated Requirements

Municipal Act, 2001 - Part XII (Fees and Charges)

## Financial and Resource Implications

The following chart illustrates the current and proposed (green) fees based on each category. With Council endorsement, these fees will be added to Schedule G beginning in 2023 through an update to the Fees and Services by-law.

Adult Group	\$6.00	Per person - Minimum group size is 15 people, booked in advance
Adult Group + Village	\$8.50	Per person - Minimum group size is 15 people, booked in advance July/August
Seniors' Groups	\$5.00	Per person - Minimum group size is 15 people, booked in advance
Seniors' Groups + Village	\$7.50	Per person - Minimum group size is 15 people, booked in advance July/August
Group Guided Tour Fee	\$35.00	Flat Fee for guided experience - Minimum guided group size 15 people. Max 40 people.

## Relevant Consultation

- Internal – Grey Roots Museum & Archives, Economic Development, Tourism & Culture, Finance
- External - Comparison purposes only, rates reviewed at Bruce County Museum and Archives, Museum of Dufferin, Huron County Museum, Royal Ontario Museum

## Appendices and Attachments

None.