



# Committee Report

<b>To:</b>	Warden Hicks and Members of Grey County Council
<b>Committee Date:</b>	January 13, 2022
<b>Subject / Report No:</b>	EDTC-CW-03-22
<b>Title:</b>	<b>Economic Development, Tourism &amp; Culture Fees Update</b>
<b>Prepared by:</b>	Savanna Myers, Director of Economic Development, Tourism & Culture
<b>Reviewed by:</b>	Randy Scherzer, Deputy CAO
<b>Lower Tier(s) Affected:</b>	All
<b>Status:</b>	

## Recommendation

1. That Report EDTC-CW-03-22 regarding an Economic Development, Tourism and Culture Fees Update be received; and
2. That the proposed fees be included in the 2022 Fees and Service Charges Schedule G and Schedule I of Bylaw 5090-20, as amended; and
3. That the new fees be retroactively applied to January 1, 2022 and effective prior to Council approval as per Section 25.6 of Procedural By-law 5003-18.

## Executive Summary

Staff monitor and assess fees and services as part of regular operations. Several fees have been noted for updating in 2022 for both Grey Roots and Sydenham Campus. The reviews are based on environmental scans, competitor analysis and administrative experience.

## Background and Discussion

KidsCamp at Grey Roots have been paused for the past two seasons as a result of Covid. This break has given staff time to reflect on best practice and feasibility moving forward. Heading into 2022, staff plan to relaunch KidsCamp with a slightly reduced camper cohort, early and late drop off/pick ups have been removed, and staffing has been adjusted. Along with these changes, competitor analysis and increased cost of doing business demonstrated a need to increase fees once again. Though these increases may seem significant in some cases, they are only slightly increased over the annual CPI inflation rates of the past two years, and are equal to our neighbours in Bruce County, less than our neighbours in Simcoe County, and par with YMCA.

Sydenham Campus operations now provide over one year of rental and lease experience. Staff have determined areas for improvement in the fee structure. The amended fees allow for greater flexibility, ease of communication, and more streamlined administrative functions.

At this time, staff recommend parking fees and lease rates be withheld from annual CPI increases and adjusted through a report to Council when market rates reflect a need for adjustment.

## Legal and Legislated Requirements

Bylaw 5090-20 is the County’s Fees and Services bylaw. If approved by Council, these fees will be added to Schedule G beginning in 2022.

## Financial and Resource Implications

The proposed price increases are meant to accurately reflect the cost of doing business while also remaining competitive. Fees will be regularly monitored for future adjustments.

<b>Grey Roots KIDSCAMP</b>	<b>Current Prices</b>	<b>Proposed Price</b>
PA Day, Grey Roots Member	\$28.50	\$31.50
PA Day, Non-Member	\$31.00	\$35.00
7 PA Day Bundle, Member	\$165.00	\$209.50
7 PA Day Bundle, Non-Member	\$186.00	\$232.75
Long Weekend (4 Day Week) Grey Roots Member	\$100.00	\$119.00
Long Weekend (4 Day Week) Non-Member	\$116.00	\$132.00
Full Week, Non-Member	\$145.00	\$165.00
Full Week, Grey Roots Member	\$125.00	\$148.50
Early drop off fee, per half hour	\$3.00	
<b>Item Description</b>	<b>Unit</b>	<b>2022 Base Fee</b>
Parking Daily	Daily	\$6.19 (\$7 w/ tax)
Parking Group Rate (10+)	Daily	\$2.65 (\$3 w/tax)
Locker Rental	Monthly	\$10.50
Hot Desk	First Three Days	\$0

	Daily	\$10.00
	Weekly	\$20.00
	Monthly	\$60.00
Gym Rental	Per Use	\$157.50
	Per Week	\$669.00
	4 per month	<del>\$263.00</del>
	12 per quarter	\$630.00
Classroom Training Rental	Per Use	\$52.50
	Per Week	\$223.00
	4 per Month	<del>\$131.50</del>
Classroom Rental	Per Use	\$79.00
	Per Week	\$335.75
	4 per month	<del>\$210.00</del>
Long Term Classroom Lease	Sq. Ft.	\$12.00
Fabrication Lab Membership	Monthly	\$26.30
Green Space Field Rental	Per Use	\$26.30
Community Group Rate	Discount	30%

## Relevant Consultation

- Internal – Grey Roots, Economic Development, Finance
- External – comparison research only

## Appendices and Attachments

None.