



Committee Report

To:	Warden McQueen and Members of Grey County Council
Committee Date:	January 9, 2020
Subject / Report No:	EDTC-CW-04-20
Title:	Grey Roots KidsCamp Fees
Prepared by:	Savanna Myers, Director of Economic Development, Tourism & Culture Laura Arnold, Heritage Interpreter
Reviewed by:	Kim Wingrove, CAO
Lower Tier(s) Affected:	All
Status:	

Recommendation

1. That Report EDTC-CW-04-20 regarding Grey Roots KidsCamp Fees, be received; and
2. That the proposed fees be included in the 2020 Fees and Service Charges Schedule G of Bylaw 4735-11.

Executive Summary

Quality programming is the cornerstone of Grey Roots KidsCamp. Comparative research has shown that KidsCamp is the least expensive camp experience in Grey County. A modest price increase will ensure Grey Roots remains competitive while offering world class educational programming, maintaining a successful track record of returning participants and happy families.

Background and Discussion

KidsCamp at Grey Roots Museum is part of the core, mission-specific programming targeting the younger generation of museum goers and their families. Studies show that early exposure to museums fosters a love of life-long learning. Qualified Grey Roots staff work diligently to provide quality, educational day programming for school-aged children aged five to ten.

Grey Roots museum is a leader in offering quality educational programming in Grey County. Staff purposefully attract and hire summer staff from the education field, teachers-in-training or early childhood educators. Grey Roots knows that having knowledgeable, experienced staff means our participants benefit from a world-class, well-planned, and safe program.

Grey Roots KidsCamp fees have remained constant since 2011-2012 while the number of children accepted has increased to the maximum allowable. Programming runs 8:30am to 4:30pm. Combined with early drop off and a later pick up to better accommodate parents' schedules, a standard KidsCamp day runs from 8:00am to 5:00pm.

With increased numbers of children there is an increase in the number of participants requiring advanced care. Changing needs of children means staff must actively plan with classroom management in mind to mitigate potential issues with violence and other behavior concerns. Increased revenues will allow Grey Roots to better prepare staff and physical space. Parents trust Grey Roots to provide the safest and best learning environment for their children.

Legal and Legislated Requirements

Bylaw 4735-11 is the County's Fees and Services bylaw. If approved by Council, these fees will be added to Schedule G beginning in 2020.

Financial and Resource Implications

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

KIDSCAMP	Current Prices	Proposed Price
Single Day, Grey Roots Member	\$25.00	\$28.50
Full Week, Grey Roots Member	\$110.00	\$125.00
Four-Day Week, Grey Roots Member	\$90.00	\$100.00
Single Day, Non-Member	\$27.50	\$31.00
Full Week, Non-Member	\$125.00	\$145.00
Four-Day Week, Non-Member	\$100.00	\$116.00
Early Drop Off (8-8:30 am)	\$2.00	\$3.00
7 PA Day Bundle, Member	n/a	\$165.00
7 PA Day Bundle, Non-Member	n/a	\$186.00

In order to meet the

marketing cycle of the 2020 Grey Roots programming, staff are recommending that these fees be considered prior to the full Fees and Service Charges Schedule review in 2020.

Relevant Consultation

- Internal – Heritage Interpretation, Finance Officer, Clerk
- External – comparison research only

Appendices and Attachments

None.