

POLICY TITLE <i>PROMOTION OF PARKS & RECREATION FACILITIES</i>	ADOPTED BY: <i>CITY COUNCIL</i>	EFFECTIVE DATE <i>DECEMBER 3, 1979</i>
ORIGIN/AUTHORITY <i>PARKS & RECREATION DEPARTMENT</i>	CITY FILE NO. <i>C-15-20</i>	PAGE NUMBER <i>1 of 2</i>

1. **PURPOSE**

To increase the usage of Parks and Recreation facilities and to reduce the time during which the facilities are idle.

2. **GENERAL POLICY**

2.1 It shall be the responsibility of the Parks and Recreation Department to operate parks and recreation facilities under its jurisdiction in an efficient, safe manner, compatible with the purpose of the facility and its revenue producing objectives, as established annually in the budget.

2.2 The Department shall also be responsible for the promotion of increased patronage and utilization of such facilities in order to maximize usage and to increase the overall return on investment.

2.3 Where an admission fee is established, such fees shall be collected and accounted for in the established manner. No waiver or variation of such fees shall be made unless authorized by Council or as provided for herein.

2.4 Where, in the interest of promoting future usage and patronage of a facility, the Manager, Parks and Recreation feels that such future benefit will be encouraged by reducing or waiving an admission fee, he shall be authorized to effect such reduction or waiver subject to the following criteria:

2.4.1 The number of such instance shall be kept to a minimum.

2.4.2 The anticipated benefit shall be in the interest of the City, the facility, and the public;

2.4.3 The reduction or waiver of admission fees shall, wherever possible be for identifiable groups, businesses or organizations and will be granted only if there is a reasonable indication of future benefit to the facility;

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2.4.4 The reduction or waiver shall not be applied to convenience bookings and shall not be made for commercial gain by the group involved;

2.4.5 The time periods allocated for the use of the facility under such circumstances shall not conflict adversely with bookings being paid for at standard rates and shall not take priority over such standard rate bookings.

2.5 The Department shall record all rentals and shall report annually on revenues, losses, and patronage. This report shall include a summary of all instance where fees were waived or reduced and an estimate of the resulting actual losses in revenue.

3. **RESPONSIBILITY**

The Manager, Parks and Recreation is responsible for the enforcement and/or update of this policy, as appropriate.