



# INFORMATION REPORT

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| <b>TO:</b>                | Chair and Members<br>Emergency & Community Services Committee   |
| <b>COMMITTEE DATE:</b>    | September 8, 2014   |
| <b>SUBJECT/REPORT NO:</b> | Recreation Concessions at City Operated Facilities<br>(CES14014(a)) (City Wide)<br>(Outstanding Business List Item) |
| <b>WARD(S) AFFECTED:</b>  | City Wide   |
| <b>PREPARED BY:</b>       | Romas Keliacius 905-546-2424 ext. 4722  |
| <b>SUBMITTED BY:</b>      | Joe-Anne Priel<br>General Manager<br>Community & Emergency Services Department                                      |
| <b>SIGNATURE:</b>         |   |

## Council Direction:

At their meeting on March 24, 2014, Council approved the Recreation Concessions at City Operated Facilities (CES14014) report and the implementation of a pilot program to test the feasibility of volunteer run concessions in City operated arenas.

## Information:

On April 15, 2014, Recreation staff invited all affiliated arena user groups (hockey, figure skating and lacrosse) to a meeting at Dave Andreychuk Arena to share the details of the pilot program and to identify potential pilot locations. Based on the feedback from this meeting along with financial, geographical and several other variables, four arena sites were selected for the pilot program namely Beverly Arena, Glanbrook Arena, Inch Park Arena and Rosedale Arena.

On June 20, 2014, a Request for Proposals (RFP) was issued to the targeted user groups to select volunteer operators to run the concession stands at the four selected arenas.

In order to help familiarize these groups with the RFP, an optional question and answer meeting was held on June 26, 2014 at Dave Andreychuk Arena. The presentation and all questions and answers were added to the RFP document as an addendum.

The closing date for the RFP was 3:00 p.m. on July 15, 2014. The RFP was not downloaded or picked up by any of the groups and no proposals were submitted. As a result, the Recreation Division will continue to provide concession services in municipal arenas for the 2014/15 Ice Season. The volunteer pilot will not be implemented.

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During the 2014/15 ice season, the Recreation Division will look for efficiencies in the current business model. This will include exploring the feasibility of adjusting the hours of operation after completion and analysis of hourly sales volume vs. staffing costs, and exploring the possibility of expanding point of sale (CLASS) terminals from 6 to 15 concessions.

The Recreation Division will continue to work collaboratively with user groups to identify and facilitate additional fundraising opportunities for these groups throughout the year. Historically, the Food Services unit has worked with groups to help facilitate fundraisers during high volume periods in arenas (e.g. tournaments). The Division will work in a more proactive manner to encourage groups to hold these fundraisers throughout the ice season.

In an effort to address the financial loss identified in the Service Delivery Review, the Division will utilize the time during the 2014/15 Ice season to gather more information and prepare a recommendation report for Q2 of 2015 with regard to the Recreation Division's Concessions sustainability over the long term.