

2014 Budget

Recreation Department



Mission

Through strong leadership and in partnership with volunteer, public and private service providers, the Recreation Department promotes and contributes to a healthy community and enhances the quality of life for residents and visitors of Penticton, through planning, management and delivery of recreation, sport, events and active living opportunities.

Vision

The Recreation Department - a vibrant & innovative City champion delivering exceptional service and programs making Penticton a sustainable, diverse, active community in which to live, work and play.



2014 Strategic Objective

To deliver exceptional programs & services that attract, capture & retain customers which will deliver a cost recovery of 35% and increase net participation by 5% versus 2013.



Strategic Priorities

- Community Centre & Recreation Facilities
- Programs & Services
- Marketing, Communications & Connections
- Operations, Finance & Technology
- People & Employee Relations



Department Overview

Recreation Programming



Department Overview



Aquatics

Department Overview

Parks & Facility Bookings



Department Overview



Reception Services

Department Overview - Staffing

	FTE	Staff
Management/Exempt	3	3 FT
Recreation Coordinators	3	3 FT
Aquatics	14.4	4 FT; 26 PT
Reception	6.1	3 FT; 7 PT
Arena Public Skating	0.69	5 PT
Youth Park	0.57	3 Seasonal
Daycamp	1.93	8 Seasonal
Total	29.7 FTE	62 Staff

Plus 100 contract instructors and 85 volunteers

2014 Department Goals

- Aquatics Staff Structure Review
- Expansion of Active Membership Program
- Expansion of Beach, Park, Street and Mobile Vending
- Advertising and Sponsorship Program
- Fitness Room Expansion
- Implementation of Fees & Charges Review

Recreation Budget

	2012 Budget	2012 Actual	2013 Budget	2013 Projected	2014 Budget
Revenues	\$ 1,589,975	\$ 1,807,534	\$ 1,666,500	\$ 1,956,515	\$ 1,964,500
Expenses	\$ 2,241,552	\$ 2,219,570	\$ 2,216,160	\$ 2,348,890	\$ 2,372,230
(Subsidy)	(\$651,577)	(\$412,036)	(\$549,660)	(\$392,375)	(\$407,730)

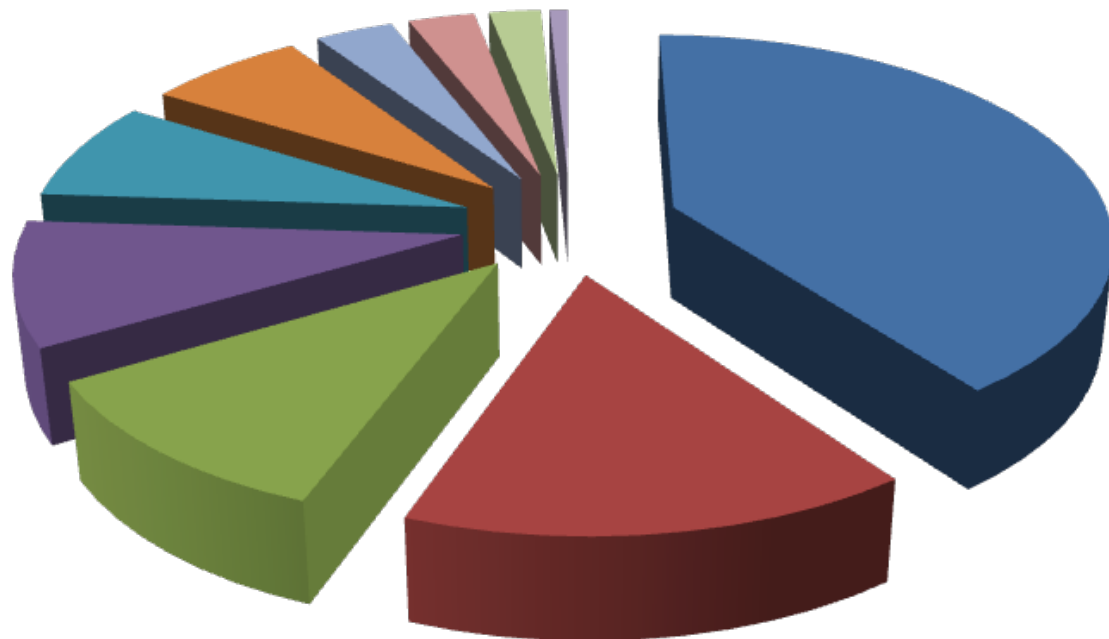
Recreation Budget - Revenue

REVENUE	2012 Budget	2012 Actual	2013 Budget	2013 Project	2014 Budget
Library/Museum Aud.	\$ 25,250	\$ 18,391	\$ 17,300	\$ 18,500	\$ 18,500
School Facility Rentals	\$ 19,000	\$ 9,586	\$ 9,500	\$ 7,500	\$ 7,500
McLaren Arena Rentals	\$ 194,300	\$ 160,405	\$ 162,900	\$ 162,900	\$ 163,000
McLaren-Public Skate	\$ 23,900	\$ 22,683	\$ 23,900	\$ 23,900	\$ 24,500
Park Bookings	\$ 57,000	\$ 90,247	\$ 64,000	\$ 67,000	\$ 67,000
School Park Fees	\$ 9,000	\$ 8,017	\$ 8,100	\$ 8,100	\$ 8,100
Fitness Room	\$ 109,000	\$ 112,726	\$ 114,000	\$ 148,000	\$ 152,000
Meeting Room	\$ 7,500	\$ 16,925	\$ 11,900	\$ 18,500	\$ 14,000
Dance Studio	\$ 2,150	\$ 1,751	\$ 2,200	\$ 1,600	\$ 1,600
Gym	\$ 11,800	\$ 8,106	\$ 12,200	\$ 16,500	\$ 9,000
Pool Rentals	\$ 90,000	\$ 60,836	\$ 59,000	\$ 63,000	\$ 64,000
Swim Lessons	\$ 176,400	\$ 186,594	\$ 180,000	\$ 180,000	\$ 182,000
Public Swim	\$ 449,900	\$ 538,653	\$ 525,000	\$ 540,000	\$ 540,000
Adult Program	\$ 22,050	\$ 36,525	\$ 32,000	\$ 39,000	\$ 40,000
Advertising	\$ 1,200	\$ 838	\$ 800	\$ 140	\$ 300
Youth Program	\$ 7,200	\$ 8,568	\$ 8,000	\$ 7,500	\$ 8,000

Recreation Budget - Revenue

REVENUE (cont'd)	2012 Budget	2012 Actual	2013 Budget	2013 Project	2014 Budget
Active Memberships				\$ 8,500	\$ 11,500
Fitness Classes	\$ 36,750	\$ 61,201	\$ 52,500	\$ 63,500	\$ 63,000
Tennis Lessons	\$ 6,600	\$ 6,470	\$ 7,000	\$ 2,975	\$ 4,000
Daycamp	\$ 60,900	\$ 72,441	\$ 70,000	\$ 84,400	\$ 82,500
Preschool	\$ 34,100	\$ 29,790	\$ 31,000	\$ 33,000	\$ 33,000
Equipment Rentals	\$ 15,050	\$ 33,011	\$ 29,000	\$ 30,000	\$ 31,000
Theatre	\$ 55,250	\$ 58,600	\$ 57,000	\$ 53,000	\$ 57,000
Childrens	\$ 35,175	\$ 42,832	\$ 39,000	\$ 45,500	\$ 45,500
Pacific Sport	\$ 19,000	\$ 21,110	\$ 21,000	\$ 18,500	\$ 18,500
Misc Revenue	\$ 25,500	\$ 12,977	\$ 10,000	\$ 13,000	\$ 13,000
Sport Insurance	\$ 8,000	\$ 10,105	\$ 8,000	\$ 8,000	\$ 8,000
Leases & Beach Vending	\$ 18,000	\$ 27,397	\$ 41,200	\$ 79,000	\$ 83,000
Recoverable Accounts	\$ 70,000	\$ 150,749	\$ 70,000	\$ 215,000	\$ 215,000
TOTAL	\$ 1,589,975	\$ 1,807,534	\$ 1,666,500	\$1,956,515	\$ 1,964,500

Recreation Budget - Revenue

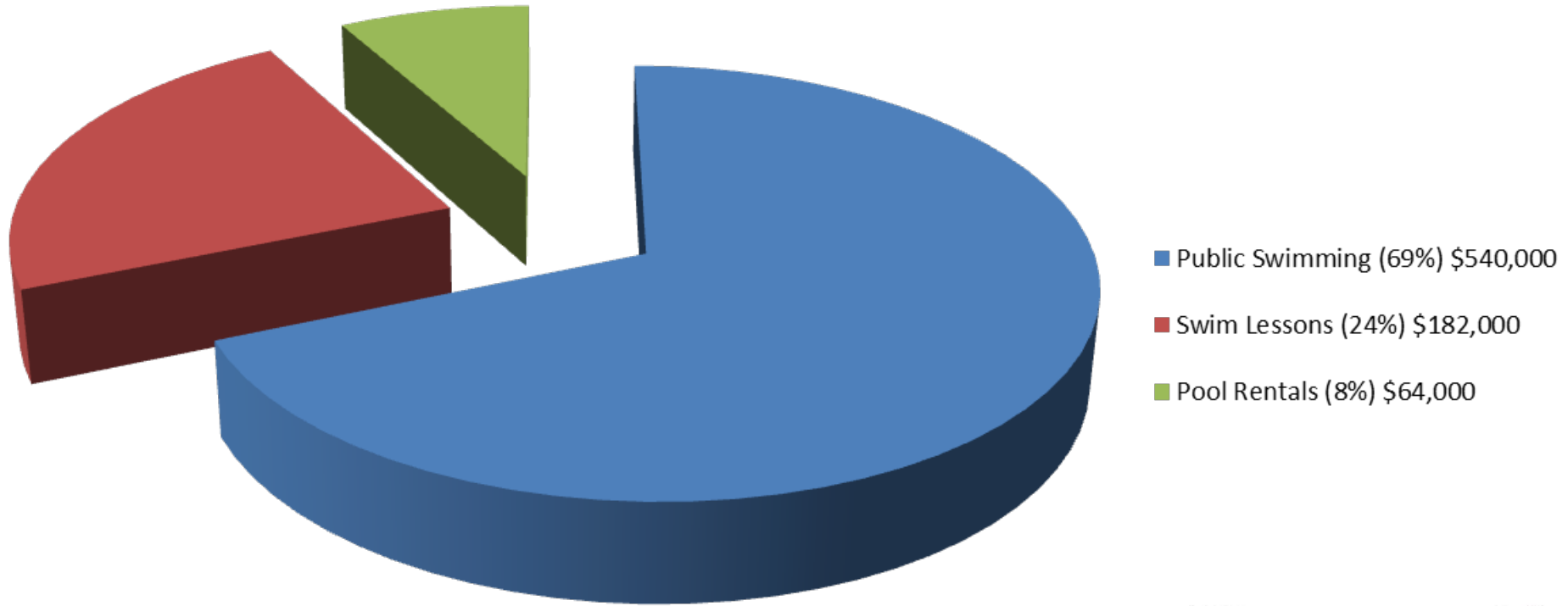


- Aquatics (40%) \$786,000
- Programs (16%) \$306,000
- Recoverable Accounts (11%) \$215,000
- McLaren Arena (10%) \$187,500
- Fitness Room (8%) \$152,000
- Facility Rentals & Leases (7%) \$94,100
- Park Bookings (3%) \$67,000
- Theatre (3%) \$57,000
- Misc Revenue (2%) \$44,300
- School Board Bookings (1%) \$15,600

Aquatics Revenue

REVENUE	2012 Budget	2012 Actual	2013 Budget	2013 Project	2014 Budget
Public Swimming	\$ 449,900	\$ 538,653	\$ 525,000	\$ 540,000	\$ 540,000
Swim Lessons	\$ 176,400	\$ 186,594	\$ 180,000	\$ 180,000	\$ 182,000
Pool Rentals	\$ 90,000	\$ 60,836	\$ 59,000	\$ 63,000	\$ 64,000
TOTAL	\$ 716,300	\$ 786,083	\$ 764,000	\$ 783,000	\$ 786,000

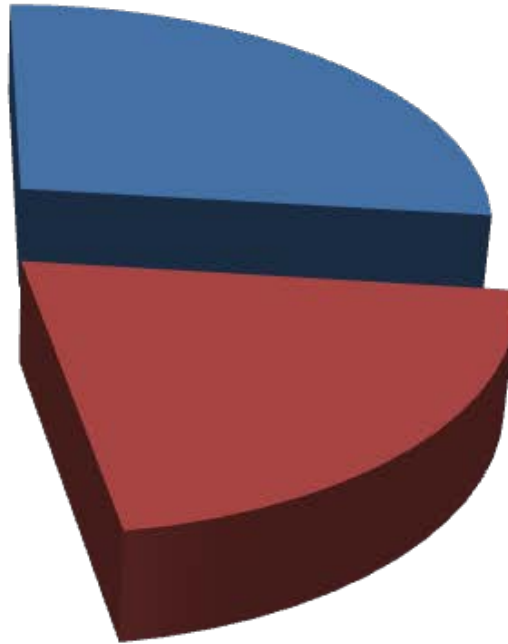
Aquatics Revenue



Program Revenue

REVENUE	2012 Budget	2012 Actual	2013 Budget	2013 Project	2014 Budget
Summer Daycamp	\$ 60,900	\$ 72,441	\$ 70,000	\$ 84,400	\$ 82,500
Fitness Classes	\$ 36,750	\$ 61,201	\$ 52,500	\$ 63,500	\$ 63,000
Children	\$ 35,175	\$ 42,832	\$ 39,000	\$ 45,500	\$ 45,500
Adult	\$ 22,050	\$ 36,525	\$ 32,000	\$ 39,000	\$ 40,000
Preschool	\$ 34,100	\$ 29,790	\$ 31,000	\$ 33,000	\$ 33,000
Pacific Sport	\$ 19,000	\$ 21,110	\$ 21,000	\$ 18,500	\$ 18,500
Active Membership				\$ 8,500	\$ 11,500
Youth	\$ 7,200	\$ 8,568	\$ 8,000	\$ 7,500	\$ 8,000
Tennis	\$ 6,600	\$ 6,470	\$ 7,000	\$ 2,975	\$ 4,000
TOTAL	\$ 221,775	\$ 278,937	\$ 260,500	\$ 302,875	\$ 306,000

Program Revenue



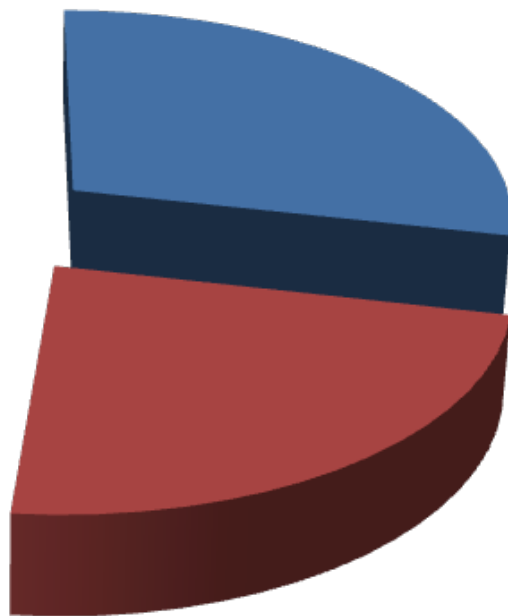
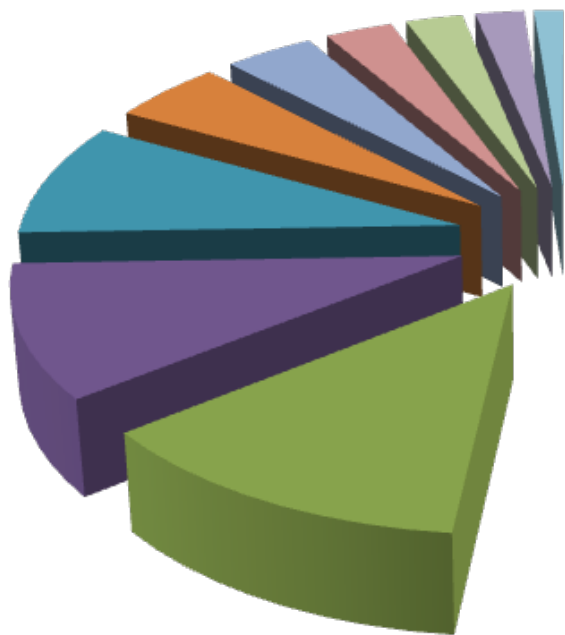
- Summer Daycamp (27%) \$82,500
- Fitness Classes (21%) \$63,000
- Children (15%) \$45,500
- Adult (13%) \$40,000
- Preschool (11%) \$33,000
- Pacific Sport (6%) \$18,500
- Active Memberships (4%) \$11,500
- Youth (3%) \$8,000
- Tennis (1%) \$4,000

Facility Revenue

REVENUE	2012 Budget	2012 Actual	2013 Budget	2013 Project	2014 Budget
McLaren Arena Rentals	\$ 194,300	\$ 160,405	\$ 162,900	\$ 162,900	\$ 163,000
Fitness Room	\$ 109,000	\$ 112,726	\$ 114,000	\$ 148,000	\$ 152,000
Park Bookings	\$ 57,000	\$ 90,247	\$ 64,000	\$ 67,000	\$ 67,000
Theatre	\$ 55,250	\$ 58,600	\$ 57,000	\$ 53,000	\$ 57,000
Leases & Beach Vending	\$ 18,000	\$ 27,397	\$ 41,200	\$ 79,000	\$ 83,000
Equipment Rentals	\$ 15,050	\$ 33,011	\$ 29,000	\$ 30,000	\$ 31,000
McLaren-Public Skate	\$ 23,900	\$ 22,683	\$ 23,900	\$ 23,900	\$ 24,500
Library/Museum Aud.	\$ 25,250	\$ 18,391	\$ 17,300	\$ 18,500	\$ 18,500
Meeting Room	\$ 7,500	\$ 16,925	\$ 11,900	\$ 18,500	\$ 14,000
Misc Revenue	\$ 25,500	\$ 12,977	\$ 10,000	\$ 13,000	\$ 13,000
Gym	\$ 11,800	\$ 8,106	\$ 12,200	\$ 16,500	\$ 9,000
School Park Fees	\$ 9,000	\$ 8,017	\$ 8,100	\$ 8,100	\$ 8,100
Sport Insurance	\$ 8,000	\$ 10,105	\$ 8,000	\$ 8,000	\$ 8,000
School Facility Rentals	\$ 19,000	\$ 9,586	\$ 9,500	\$ 7,500	\$ 7,500
Dance Studio	\$ 2,150	\$ 1,751	\$ 2,200	\$ 1,600	\$ 1,600
Advertising	\$ 1,200	\$ 838	\$ 800	\$ 140	\$ 300
TOTAL	\$ 581,900	\$ 591,765	\$ 572,000	\$ 655,640	\$ 657,500



Facility Revenue

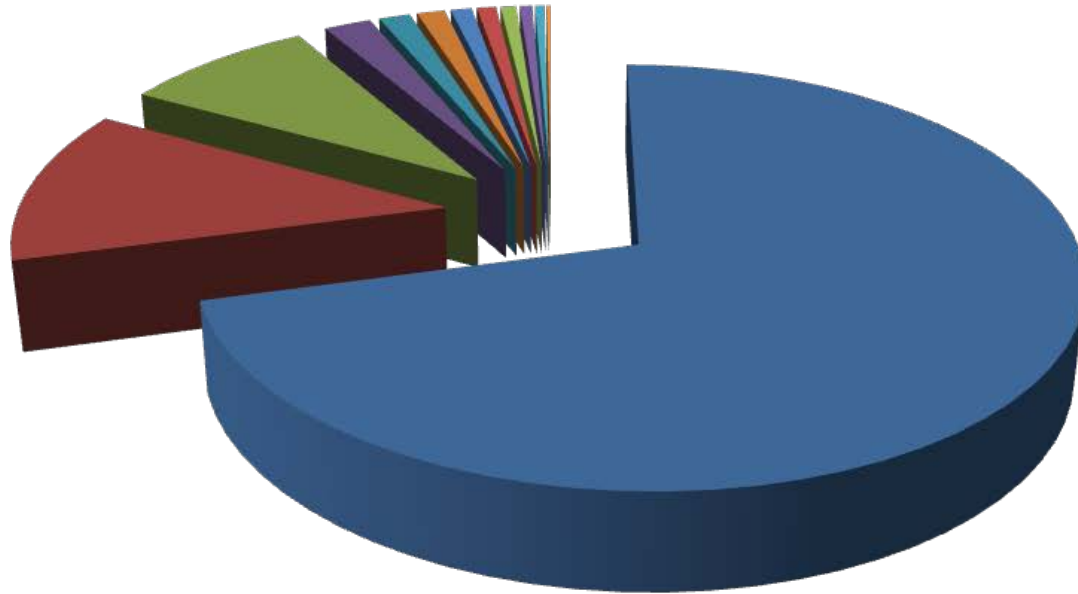


- McLaren Arena (29%) \$187,500
- Fitness Room (23%) \$152,000
- Leases & Beach Vending (13%) \$83,000
- Parks (10%) \$67,000
- Cleland Theatre (9%) \$57,000
- Equipment Rentals (5%) \$31,000
- CC Rooms/Gym (4%) \$24,600
- Museum Auditorium (3%) \$18,500
- School District Rentals (2%) \$15,600
- Misc Revenue (2%) \$13,300
- Sport Insurance (1%) \$8,000

Recreation Budget - Expenses

EXPENSES	2012 Budget	2012 Actual	2013 Budget	2013 Project	2014 Budget
Recreation Coordinators	\$ 188,811	\$ 181,489	\$ 192,550	\$ 192,550	\$ 189,355
Aquatic Staff	\$ 888,616	\$ 853,019	\$ 828,700	\$ 828,700	\$ 828,700
Reception	\$ 328,500	\$ 311,264	\$ 332,250	\$ 325,000	\$ 331,425
Management/Exempt	\$ 295,300	\$ 290,056	\$ 316,300	\$ 313,000	\$ 330,765
Vehicle Expenses	\$ 16,500	\$ 16,746	\$ 16,500	\$ 16,500	\$ 16,500
Marketing & Promotions	\$ 30,000	\$ 29,008	\$ 33,000	\$ 33,000	\$ 33,000
Communication (Phones)	\$ 20,400	\$ 15,263	\$ 20,400	\$ 20,400	\$ 20,400
Contract Wages	\$ 132,375	\$ 144,914	\$ 153,750	\$ 154,315	\$ 154,200
Equipment & Maintenance	\$ 15,000	\$ 11,606	\$ 16,200	\$ 16,700	\$ 22,200
First Aid	\$ 2,900	\$ 2,220	\$ 2,900	\$ 2,900	\$ 2,900
Program Supplies	\$ 141,350	\$ 133,872	\$ 147,350	\$ 154,250	\$ 158,850
Public Skate Wages	\$ 15,500	\$ 15,970	\$ 18,000	\$ 17,000	\$ 17,500
Staff Uniforms	\$ 4,000	\$ 3,039	\$ 4,000	\$ 4,000	\$ 4,000
Volunteers	\$ 4,800	\$ 3,841	\$ 4,800	\$ 4,800	\$ 4,800
Special Projects	\$ 35,200	\$ 32,930	\$ 16,000	\$ 13,550	\$ 13,875
Youth Park Ambassadors	\$ 18,500	\$ 17,640	\$ 18,500	\$ 18,500	\$ 18,500
Strategic/Master Planning	\$ 20,000	\$ 198	\$ 20,000	\$ 15,000	\$ 10,000
School District (facility use)	\$ 23,800	\$ 14,963	\$ 14,960	\$ 13,725	\$ 13,260
Recoverable Accounts	\$ 60,000	\$ 141,532	\$ 60,000	\$ 205,000	\$ 202,000
TOTAL EXPENSES	\$ 2,241,552	\$ 2,219,570	\$ 2,216,160	\$ 2,348,890	\$ 2,372,230

Recreation Budget - Expenses

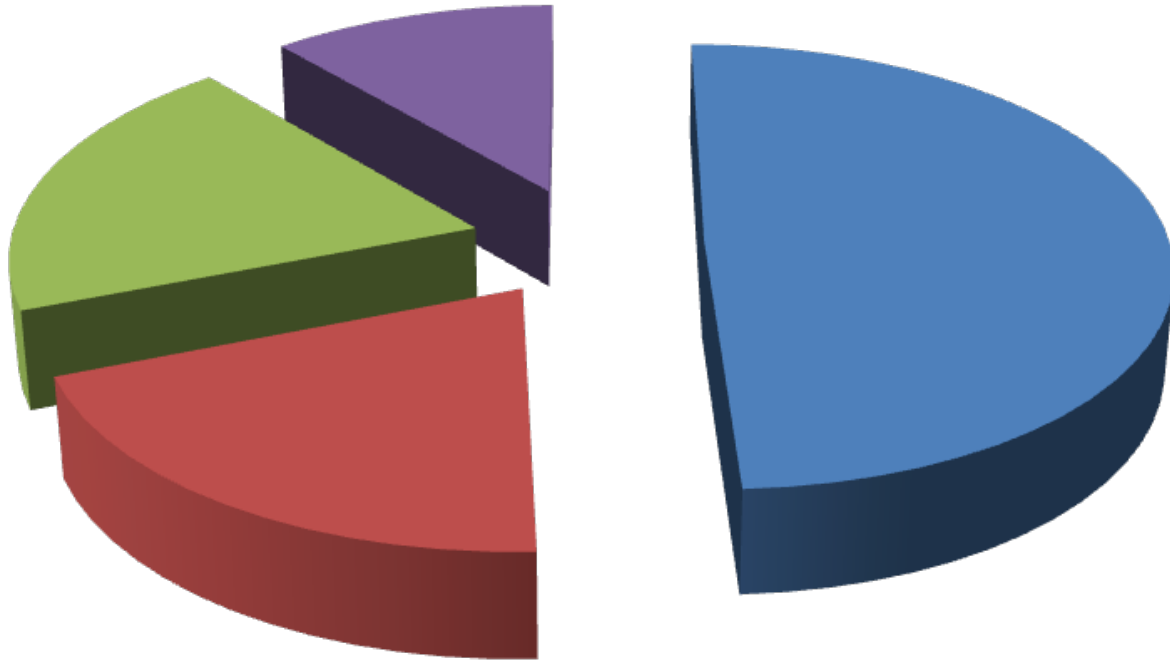


- Salaries & Wages (71%) \$1,680,245
- Program Wages/Supplies (12%) \$290,575
- Recoverable Accounts (8.5%) \$202,000
- Administration Expenses (2.1%) \$49,550
- Marketing/Promotions (1.4%) \$33,000
- Aquatic Supplies/Expenses (1.3%) \$29,700
- Equipment (0.9%) \$22,200
- Communication (0.9%) \$20,400
- Vehicles (0.7%) \$16,500
- School District (0.6%) \$13,260
- Strategic/Master Planning (0.4%) \$10,000
- Volunteers (0.2%) \$4,800

Expenses – Salaries

EXPENSES	2012 Budget	2012 Actual	2013 Budget	2013 Project	2014 Budget
Recreation Coordinators	\$ 188,811	\$ 181,489	\$ 192,550	\$ 192,550	\$ 189,355
Aquatic Staff	\$ 888,616	\$ 853,019	\$ 828,700	\$ 828,700	\$ 828,700
Reception	\$ 328,500	\$ 311,264	\$ 332,250	\$ 325,000	\$ 331,425
Management/Exempt	\$ 295,300	\$ 290,056	\$ 316,300	\$ 313,000	\$ 330,765
Total Salaries	\$ 1,701,227	\$ 1,635,828	\$ 1,669,800	\$ 1,659,250	\$ 1,680,245

Expenses – Salaries



- Aquatics Staff (49%) \$828,700
- Reception Staff (20%) \$331,425
- Management/Exempt (20%) \$330,765
- Recreation Coordinators (11%) \$189,355

Revenue & Expenses - Aquatics

Aquatic Budget					
	2012 Budget	2012 Actual	2013 Budget	2013 Project	2014 Budget
Revenues	\$ 716,300	\$ 786,083	\$ 764,000	\$ 783,000	\$ 786,000
Expenses:					
Aquatic Staff	\$ 888,650	\$ 853,019	\$ 828,700	\$ 828,700	\$ 828,700
Supplies/Equip	\$ 29,700	\$ 25,114	\$ 29,700	\$ 29,700	\$ 29,700
(Subsidy)	(\$202,050)	(\$92,050)	(\$94,400)	(\$75,400)	(\$72,400)

Revenue & Expenses - Programs

Program Budget					
Programs	2012 Budget	2012 Actual	2013 Budget	2013 Project	2014 Budget
Revenues	\$ 226,675	\$ 280,510	\$ 263,400	\$ 299,775	\$ 300,500
Expenses:					
Contract Wages	\$ 143,725	\$ 167,837	\$ 171,250	\$ 174,715	\$ 177,200
Supplies/Equip	\$ 18,500	\$ 13,634	\$ 18,000	\$ 21,500	\$ 22,500
Net Revenue	\$ 64,450	\$ 99,039	\$ 74,150	\$ 103,560	\$ 100,800
Fitness Room					
Revenues	\$ 109,000	\$ 112,726	\$ 114,000	\$ 148,000	\$ 152,000
Expenses:					
Supplies/Equip	\$ 4,800	\$ 4,129	\$ 6,000	\$ 10,000	\$ 12,000
Net Revenue	\$ 104,200	\$ 108,597	\$ 108,000	\$ 138,000	\$ 140,000
TOTAL Net Rev	\$ 168,650	\$ 207,636	\$ 182,150	\$ 241,560	\$ 240,800

Recreation Budget

	2012 Budget	2012 Actual	2013 Budget	2013 Projected	2014 Budget
Revenues	\$ 1,589,975	\$ 1,807,534	\$ 1,666,500	\$ 1,956,515	\$ 1,964,500
Expenses	\$ 2,241,552	\$ 2,219,570	\$ 2,216,160	\$ 2,348,890	\$ 2,372,230
(Subsidy)	(\$651,577)	(\$412,036)	(\$549,660)	(\$392,375)	(\$407,730)

Cost Recovery

COMMUNITY CENTRE	2012 Budget	2012 Actual	2013 Budget	2013 Project	2014 Budget
CC Revenue	\$ 1,376,975	\$ 1,624,453	\$ 1,479,720	\$ 1,769,715	\$ 1,777,000
CC Expenses					
Salaries	\$ 1,671,138	\$ 1,574,359	\$ 1,586,200	\$ 1,586,200	\$ 1,586,200
Facilities & Utilities	\$ 719,274	\$ 841,797	\$ 803,900	\$ 860,000	\$ 801,900
Rec Expenses	\$ 524,775	\$ 567,772	\$ 527,860	\$ 698,690	\$ 722,030
Depreciation & Debt	\$ 1,400,000	\$ 1,400,000	\$ 1,400,000	\$ 1,400,000	\$ 1,400,000
City Hall Overhead	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000	\$ 400,000
Total Expenses	\$ 4,715,187	\$ 4,783,928	\$ 4,717,960	\$ 4,944,890	\$ 4,910,130
CC Cost Recovery	29.2%	34.0%	31.4%	35.8%	36.2%

Cost Recovery

MCLAREN ARENA	2012 Budget	2012 Actual	2013 Budget	2013 Project	2014 Budget
McLaren Revenue	\$ 213,000	\$ 183,090	\$ 186,780	\$ 186,800	\$ 187,500
McLaren Expenses					
Salaries	\$ 45,500	\$ 61,470	\$ 64,000	\$ 64,000	\$ 64,000
Facilities & Utilities	\$ 288,788	\$ 378,667	\$ 366,300	\$ 390,000	\$ 390,124
Depreciation & Debt	\$ 132,000	\$ 132,000	\$ 132,000	\$ 132,000	\$ 132,000
	\$ 466,288	\$ 572,137	\$ 562,300	\$ 586,000	\$ 586,124
McLaren Cost Recovery	45.7%	32.0%	33.2%	31.9%	32.0%
TOTAL RECREATION					
Total Revenue	\$ 1,589,975	\$ 1,807,543	\$ 1,666,500	\$ 1,956,515	\$ 1,964,500
Total Expense	\$ 5,181,475	\$ 5,356,065	\$ 5,280,260	\$ 5,530,890	\$ 5,496,254
Total Cost Recovery	30.7%	33.7%	31.6%	35.4%	35.7%
Historical Cost Recovery was 20%					



Questions?

