



**PORT COLBORNE**

**Subject: User Fee Update and 2025 Sugarloaf Marina User Fees**

**To: Council**

**From: Corporate Services Department**

Report Number: 2024-157

Meeting Date: August 27, 2024

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**Recommendation:**

That Corporate Services Department Report 2024-157 be received; and

That the updated Beach User Fees attached as Appendix A be approved effective October 15, 2024; and

That the 2025 Sugarloaf Marina User Fees attached as Appendix C be approved effective September 1, 2024, to provide for early registration discounts.

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**Purpose:**

This report has two components. The first is to propose an update to the structure of parking fees at beaches to include an off-season hourly parking fee for use of zone 1 and zone 2 parking at Nickel Beach, as well as paid parking spaces at Centennial – Cedar Bay. Off-season dates would be defined as Thanksgiving to Victoria Day annually.

The second is to approve the 2025 Sugarloaf Marina User Fees in advance to provision for early registration discounts, and clarity with respect to next year's fees prior to boaters "opting in" on registration deadlines.

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**Background:**

Historically, the beach season has operated from Victoria Day to Labour Day annually.

In advance of the 2023 beach season, Council approved the construction of new non-beachfront parking lots at Nickel Beach as well as the construction and installation of new accessible public washroom amenities. With the enhancements to beach parking and washroom amenities, staff extended the operating season at Nickel Beach to

Thanksgiving in 2023. There have not been defined parking fees for users accessing parking at Nickel Beach or Centennial – Cedar Bay during the off-season (Thanksgiving to Victoria Day).

Further, users of Sugarloaf Marina have asked for earlier knowledge of the following year's user fees to support their decision to opt into (or not opt into) applicable early registration and deposit deadline processes introduced in the 2022 marina user fees schedule.

Staff brought forward a report to Council on July 18, 2023, which approved the 2024 marina fees in advance of the annual budget process. The early approval of marina fees was appreciated by boaters and allowed for a more organized and efficient storage and launch operation.

Since 2022, marina rates have increased annually by 10%.

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## **Discussion**

### **Nickel Beach**

Increasingly pedestrians are using the beach as a recreational zone for running, walking, dog walking, and sightseeing during defined offseason months. Increased pedestrian traffic adds to the staffing requirements at the beach such as garbage removal, parking monitoring, and lot maintenance.

This report, as outlined in Appendix A, recommends an update to the current 2024 user fee model at beaches to include an hourly parking fee model from Thanksgiving to Victoria Day. Revenue generated during the off-season months will offset increased costs associated with maintaining programs and services at Nickel Beach. Port Colborne residents will be able to park for free at Nickel Beach and Centennial-Cedar Bay Beach with their PORTicipate pass displayed during the off season. To maintain parity with all other paid parking options within the city, off-season fees would be operationalized through the HONK mobile parking management system.

Further updates to beach user fees will be proposed through the 2025 budget process.

### **Sugarloaf Marina**

In proposing the 2025 user fees, and attached as Appendix B, staff compared marina fees to other marinas while analyzing metrics on occupancy patterns within the marina over the past several years as rates have increased.

The table below illustrates metrics on seasonal boaters at the marina since 2022, as well as numbers on specific boat sizes that have realized the most significant drop in seasonal occupancy over several years.

| <b>Seasonal Boaters</b>               |     |
|---------------------------------------|-----|
| 2022                                  | 440 |
| 2023                                  | 401 |
| 2024                                  | 383 |
| <b>Dock Occupancy (Boats 16-24ft)</b> |     |
| 2022                                  | 59% |
| 2023                                  | 52% |
| 2024                                  | 41% |

Staff have noted a most significant decrease on smaller seasonal boats sized 16-24 feet annually in the marina and are proposing to maintain current rates for smaller, un-serviced docks, while increasing rates by 5% for all other dock sizes in the 2025 user fees.

The Sugarloaf Marina budget for 2025 will be proposed during the City’s budget process in the fall. The fees proposed in this report, and attached as Appendix C, will be incorporated into the budget to ensure a balanced budget for Sugarloaf Marina.

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### **Internal Consultations:**

This user fee review was conducted within the Recreation Services Division and in consultation with the Parks and Roads Division.

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### **Financial Implications:**

The financial implication of the recommended update to beach user fees is anticipated to provide a marginal increase to annual beach revenues.

The Sugarloaf Marina fees are recommended to maintain the marina as a self-sustaining entity during the City’s budget process in the fall.

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### **Public Engagement:**

Staff consulted with other beachfront municipalities on parking fee rates and reviewed fees at other comparable marinas when setting fees. Users of this report will see in Appendix B the proposed fees at Sugarloaf Marina are in the middle, or higher than other marinas.

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## **Strategic Plan Alignment:**

The initiative contained within this report supports the following pillar(s) of the strategic plan:

- Welcoming, Livable, Healthy Community
  - Economic Prosperity
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## **Conclusion:**

This report proposes an hourly fee model structure for parking at beaches during off season months and recommends the 2025 Sugarloaf Marina fees. The fees proposed are consistent with the user fee principles and cost models adopted by Council.

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## **Appendices:**

- a. Appendix A – Proposed Beach User Fees
- b. Appendix B – Marina Rate Comparison 2024
- c. Appendix C – Sugarloaf Marina 2025 User Fees

Respectfully submitted,

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## **Report Approval:**

All reports reviewed and approved by the Department Director and also the City Treasurer when relevant. Final review and approval by the Chief Administrative Officer.