

# Reference Committee Staff Report



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To	Finance and Responsible Governance Committee
Subject	Priority Resident Registration For Recreation Programs
Date	June 4, 2025
Ward	All
From	K. Datema, Director Recreation Services
Executive Member Approval	J. Schmidt, GM Corporate and Community Services
CAO Approval	M. Prowse, Chief Administrative Officer

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## Recommendation(s):

1. That staff in Recreation and Culture Services be directed to implement a priority registration process for Barrie residents for recreation programs as described within the Report to Finance and Responsible Governance Committee dated June 4, 2025.

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## Executive Summary:

The purpose of this report is to seek approval to implement a priority registration process that allows residents of the City of Barrie to register for recreation programs in advance of non-residents. Currently, registration is open to residents and non-residents at the same time; however, non-residents pay a premium in the form of a 15% non-resident surcharge.

## Key Findings:

**Staff in Recreation & Culture Services have been investigating and benchmarking a priority registration window for residents for registered programs.** Other municipalities provide registration priority for residents by staggering the registration window whereby registration opens to residents several days ahead of non-residents which provides residents first opportunity for registration.

**Staff have reviewed previous registration data and have identified that non-residents are securing registered program spaces ahead of residents.** In certain circumstances, this equates to an average of 10%-15% non-residents being registered ahead of residents. This results in residents being placed on a waitlist instead of being registered ahead of non-residents.

**A benchmarking exercise was conducted and is further described within this report below.** A seven-day priority registration window for residents is the typical approach for those that responded to a request for information. Therefore, staff propose that the non-resident registration window opens seven days following resident registration.

**Staff propose to have the priority registration process for Barrie residents in place for fall 2025.** Registration for fall programs will open on August 26, 2025, for residents and non-residents would follow on September 2, 2025, if approved.

### **Financial Implications:**

Non-residents are currently able to register at the same time as a Barrie resident; however the non-residents are required to pay a 15% non-resident surcharge. Shifting to a priority registration window for Barrie residents may impact revenue as outlined in the example below from 2025 Summer Camp registration metrics.

Summer Camps represent one of the City's highest demand registered programs. Offering priority to residents for registration will defer non-residents to a registration date seven days later. The chart below depicts potential revenue loss corresponding to the percentage decrease from the current 10.4% of non-resident registrants.

### **2025 Summer Camps:**

<b>Non-Resident Ratio</b>	<b>Non-Resident Fees Collected</b>	<b>Potential Revenue Lost</b>
Current (10.4%)	\$17,857.65	\$0
7.50%	\$12,878.11	\$4,979.54
5%	\$8,585.41	\$9,272.24
2.50%	\$4,292.70	\$13,564.95
0%	\$0	\$17,857.65

Staff anticipate that the current ratio of resident to non-resident registrants will result in the non-resident ratio decreasing from 10.4% to a lesser ratio. Non-residents will be able to access registration following residents and staff predict that a percentage of non-resident revenue will be realized but cannot predict the precise percentage but anticipate it will be less than the current 10.4%.

Staff also submit that putting tax paying residents first in a priority registration approach is preferred over non-resident revenue. Resident access to City programs is the key driver of this approach.

## Alternatives:

The following alternatives are available for consideration by Finance and Responsible Governance Committee:

Alternative #1 – Finance and Responsible Governance Committee could maintain the existing registration process whereby registration opens to all residents and non-residents at the same time with non-residents paying a 15% non-resident surcharge. This alternative would negate a priority registration process for Barrie residents and is not recommended by staff.

## Strategic Plan Alignment:

Affordable Place to Live	X	Access to cost effective programming for residents ahead of non-residents.
Community Safety		
Thriving Community	X	Providing access to highly coveted recreation programs for residents ahead of non-residents.
Infrastructure Investments		
Responsible Governance	X	Enshrining policies that favour tax paying residents ahead of non-residents.

## Additional Background Information and Analysis:

Recreation staff have solicited benchmarking as follows below:

Municipality	Priority Resident Registration Window? (Y/N)	Delay	Non-Resident Fee? (If yes, amount)
Barrie	N	N/A	15%
Innisfil	Y	7 days	20%
Orillia	N	N/A	25%
Newmarket	Y	7 days	\$30
Bradford	Y	2 days	15%
New Tecumseth	N	N/A	20%
Richmond Hill	Y	7 days	\$15

## Consultation and Engagement:

**Staff have not engaged in community consultation or survey.** Source data indicates that residents are losing out on registered program spaces to non-residents and without community consultation, staff feel strongly that this approach would be supported by residents.

**Environmental and Climate Change Impact Matters:**

There are no environmental and/or climate change impact matters related to the recommendation.

**Report Author:**

K. Datema Director Recreation & Culture Services

**File #:****Pending #:**

Not Applicable