

Memo

To: Mayor and Members of Council
From: Julie Mitchell, Director Recreation and Culture
Date: August 9, 2022
Subject: Expanded online booking period for last-minute ice rentals

Comments

In August 2021, new recreation and booking software was introduced which allows for more online and self-serve options. In addition to registering online for seasonal and drop-in programs, residents are now able to purchase various membership offerings and rent select facilities.

In February 2022, last-minute ice bookings were introduced as the first online rental opportunity for arena users. Since that time, approximately 50% last-minute ice booking have been completed online. Historically, approximately 1,000 hours of last-minute ice time was booked. Last-minute ice rentals allow customers to rent available ice at a reduced rate within a short advance timeframe. As identified in the 2021/2022 Recreation and Culture Rates and Fees report, the current advance booking window for last-minute ice is two days/48 hours. Given the popularity of the service and available capacity of non-prime / weekday hours, the last-minute ice booking window will expand to five days/120 hours to enhance the customer service experience and increase facility utilization.

The targeted implementation of this change is September 1, 2022 to align with the fall ice-season and implementation of the 2022 rental rate increase of 2%. The hourly rate for last-minute ice rentals is approximately \$170. This recommended change to the advance booking window will be reflected in the 2023 rates and fees documents during the development of the 2023 annual budget.

Should you have any questions regarding this change, please feel free to connect with Darryl McWilliam, Manager Support Services in the Recreation and Culture department. Darryl can be reached at ext. 3503 or darryl.mcwilliam@oakville.ca

Regards,

Julie Mitchell