

**CORPORATION OF THE  
TOWN OF GEORGINA**

**COMMITTEE OF THE WHOLE  
ADDENDUM**

Monday, October 15, 2012  
(9:00 a.m.)

17. COMMITTEE RECOMMENDATIONS AND STAFF REPORTS:

17.3 Report from the Recreation and Culture Department:

17.3.2 The ROC – Season Pass

Report No. RC-2012-0021

1. **THAT REPORT RC2012-0021 BE RECEIVED.**
2. **THAT MAYOR AND COUNCIL APPROVE THE TUBE AND TERRAIN PARK SEASON PASS RATE OF \$150.00 AND PROMOTIONAL EARLY BIRD RATE OF \$99.00 WITH THE 20% RESIDENT DISCOUNT APPLICABLE TO BOTH FEES.**

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT RC2012-0021

FOR CONSIDERATION OF  
COMMITTEE OF THE WHOLE  
MONDAY, OCTOBER 15, 2012

**SUBJECT: THE ROC – SEASON PASS**

**RECOMMENDATIONS:**

1. THAT REPORT RC2012-0021 BE RECEIVED.
2. THAT MAYOR AND COUNCIL APPROVE THE TUBE AND TERRAIN PARK SEASON PASS RATE OF \$150.00 AND A PROMOTIONAL EARLY BIRD RATE OF \$99.00 WITH THE 20% RESIDENT DISCOUNT APPLICABLE TO BOTH FEES.

**BACKGROUND:**

Following a review of the 2012 ROC Season Pass, it was evident that the rate of \$300 was too high to be competitive with other 'like' Ski and Tube resorts.

The parks that are similar to The ROC in size and amenities are Snow Valley, Kelso, Chicopee and Mount Chinguacousy. The following is a summary of what each resort offers and their comparisons:

| Resort                                 | Resort Amenities        | Size of Hill  | Season Pass Rates   |
|--|-------------------------|---|---|
| The ROC                                | Tube, Ski and Snowboard | Vertical drop<br>Ski and Tube = 110ft.<br>Longest Ski run = 665ft.<br>Longest Tube run = 885ft.           | <b>Proposed</b><br>\$150 Tube and Ski Season Pass<br>(\$99 Early Bird – prior to Dec 21)<br>*+20% resident discount   |
| Snow Valley                            | Tube, Ski and Snowboard | Vertical drop<br>Ski = 279ft.<br>Tube = 108ft.<br>Longest Ski run = 3,280ft.<br>Longest Tube run = 984ft. | NO Tube Season Pass<br>Night Alpine Pass \$249<br>(\$149 Early Bird – prior to Sept 30)<br>Anytime Alpine Pass \$499<br>(\$399 Early Bird – prior to Sept 30) |
| Glen Eden (Kelso)                      | Tube, Ski and Snowboard | Vertical drop<br>Tube = 240ft.<br>Longest Ski run = 1,800ft.  | NO Tube Season Pass<br>Adult Alpine Pass \$499<br>(\$379 Early Bird)  |
| Chicopee Tube Park & Chicopee Ski Park | Tube, Ski and Snowboard | Vertical drop<br>Ski and Tube = 200 ft.<br>Longest Ski run = 2,000ft.<br>Longest Tube run = 1,000ft.      | \$99 Tube Season Pass<br>(\$75.99 Early Bird Tube)<br>Alpine \$580 first person, discounts for additional family<br>(\$300 Early Bird Alpine)                 |
| Mt. Chinguacousy                       | Tube, Ski & Snowboard   | Vertical drop<br>Ski and Tube = 68ft.<br>Longest Ski/Tube run = 617ft.                                    | NO Tube Season Pass<br>Student/Youth \$110.85 Alpine<br>Adult \$188.35 Alpine   |

**ANALYSIS:**

The unique factor that The ROC has to offer is the central lift serves multiple purposes. Someone could choose to Tube, Ski or Snowboard off of the top of the lift. The other resorts don't have that scenario; they are built separately, so that the lifts used are specific to the activity. For example, Snow Valley has a separate lift for their Tubing from their Ski hills; similarly, Chicopee offers a totally separate park, one for skiing and one for tubing. Therefore, their pricing models can be specific to the activity. The ROC pricing is built to offer the public choices when they come to The ROC. The season pass proposed enables the patrons to have a choice each time they come. This is why the pricing is set higher than that of Chicopee Tube Park.

By offering a season pass at The ROC as a marketing tool, we encourage repeat visits and hopefully increase the potential of additional revenue being generated through food purchases and the pass holder bringing friends and family with them.

The ROC season pass proposed of \$150 means that someone would need to come to The ROC a minimum of approximately seven (7) times throughout the season to make their money back (five visits for the early bird price). Similarly, Chicopee Tube season pass would mean the pass holder would need to come a minimum of five (5) visits to make their money back.

**Summary**

Through this fees analysis, staff recommend the Tube and Terrain Park Season Pass Rate of \$150.00 and a promotional early bird rate of \$99.00 with the 20% resident discount applicable to both fees.

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