

Nickel Plate 2024/25 Membership Fees Proposal
May 16, 2024

The board is recommending to membership a fee increase of 15%. The fee structure for 2024/25 would look like:

Type	Current	Proposed
Adult membership	\$195	\$225
Youth membership	\$67	\$77
Family Membership	\$425	\$465
Snowshoe	\$70	\$80
Family Snowshoe	\$170	\$195
Day pass adult	\$18.50	\$21.25
Youth /K9 trail/Snowshoe	\$10	\$11.50
Child snowshoe	\$5	\$5.75

Early bird discounts are expected to continue for ski memberships purchased before November 1st.

The proposed day pass increase is subject to approval from Recreation Sites and Trails BC.

Rationale for the increase:

Nickel Plate membership prices have not stayed current with the rate of inflation. Since 2016 our membership fees (adult) have gone up by about 10.8% while inflation has increased by about 25.5%. Besides inflation, we've added to our cost structure in that many positions that were previously resourced by volunteers, we now expect our management team to do. This includes items like membership registrations, facility maintenance, public relations, newsletters, grant writing, social events organization, interactions with logging, school programs etc.

The recent survey sent to members this spring indicated that most respondents were OK with trying to balance grooming frequency /intensity and keeping membership price increases reasonable. This rate proposal tries to strike that balance.

We expect with this fee increase we still need to do a modest decrease in the amount of hours we groom every year; our current estimate is about 14%. The specifics of how we do this so that we get maximum benefit from each grooming hour will be communicated to members at or before memberships go on sale in August / September.

Comparison with other Nordic Centers:

Telemark Nordic in West Kelowna currently charges \$199 for an adult season membership; we do not know what their rate will be next year. The season at Telemark is about 40 days shorter than that at Nickel Plate, resulting in about \$35 -\$40K less in grooming costs. Given that, it is reasonable to expect Nickel Plates membership cost to be somewhat higher.

Sovereign Lakes has a similar operating season to Nickel Plate. Their adult membership fee (2023/24) runs at \$262.50.