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Town of Aurora

Committee of the Whole Report

No. CMS026-006

Subject: Roller Skating Programming Options

Prepared by: Lisa Warth, Manager, Recreation

Department: Community Services

Date: March 10, 2026

Recommendation

1. That Report No. CMS26-006 be received; and
2. That roller skating be offered as a drop-in program.

Executive Summary

In October, 2025, Council passed a motion to direct staff to investigate and report back to Council on potential partnerships, programming options and operational considerations for roller skating activities in Aurora for the 2026 season.

- Staff were only able to find one mobile roller skating program provider called SUSO Skate Co. Their proposal includes equipment rentals but comes with a financial commitment.
- Staff recommend offering roller skating drop-ins as a more economical option to the SOSU proposal.

Background

On October 28, 2025, Council passed a motion which directed staff to consult with roller skating service providers and report back to Council on potential partnerships, programming options, and operational considerations for introducing roller skating activities in Aurora for the 2026 season.

Roller skating is a popular recreational and athletic activity that combines physical exercise with entertainment. Roller skating is experiencing revival throughout Ontario, as it is relatively easy to learn and can be enjoyed by people of all ages. Roller skating venues are popping up around the Greater Toronto Area, and include rinks, parks and urban spaces.

Analysis

Staff were only able to find one mobile roller skating program provider called SUSO Skate Co. Their proposal includes equipment rentals but comes with a financial commitment.

Suso Skate Co. ("Suso") is a reputable, mobile roller skating company. They operate throughout North America and partner with venues to provide roller skates, and protective gear (helmet, wrist guards, knee pads, and elbow pads). They do not include any music, or seating, perimeter fencing, or other venue requirements such as waste receptacles, etc.

Suso's business model is one where they charge a flat fee to come to a venue, set up, and distribute equipment. This is the only business model SUSO uses, and they would not consider a model where a venue is provided for them, and they charge a fee to individuals to use their services and generate revenue that way.

The quotes received from SUSO are as follows:

3 hour session once per week for six weeks - \$16,038 (\$2,673 per week)

5 hour session once per week for six weeks - \$23,760 (\$3,960 per week)

A one day, 5 hour event is priced at \$4,950.

SUSO recommends that each session be broken into one hour blocks, and each one hour block accommodates no more than 30 skaters. For a 3 hour session this would be a maximum of 90 skaters and for a 5 hour session this would be a maximum of 150 skaters.

At this time, Community Services does not have funds in the operating budget to cover SUSO's fees. The program would have to run as a "pay to play" model, similar to many other programs.

In order to generate enough revenue to cover the fee charged by SUSO, the charge per person per one hour skate would range from \$26.40 - \$29.70. This assumes a

maximum of 30 skaters per hour. This does not take into account additional costs the Town would incur such as staff, music, set up and clean up etc.

Staff are not confident that the fees that need to be charged would resonate with the community. A family of four would have to pay over a \$100 for one hour of roller skating and many families may find this prohibitive, thus affecting attendance.

Some communities have been able to offer the SUSO service at no charge or a lower fee and offset the cost with sponsorships or grants. This is something staff could pursue; however, the Town is always seeking sponsorships and grants for other initiatives.

Because of the uncertainty in generating the revenue required to partner with SUSO, staff are recommending to not pursue this option at this time.

Staff recommend offering roller skating drop-ins as a more economical option to the SOSU proposal.

Roller skating could be offered as a drop-in activity very similar to the Town's other drop-in activities such as leisure ice skating. However, equipment would not be available for use and participants would have to bring their own roller skates or inline skates and protective equipment. This activity could be done indoors on one of the arena floors while the ice is out or outdoors if a suitable, safe venue could be found.

Staff would be on site to ensure safety, provide crowd control, music and set up and clean up. A roller skating drop-in admission fee would be similar to existing fees which range from \$3.09 - \$4.38 per person, per drop in time.

This model is low risk for the Town, but limits participation to those who have skates and protective equipment to use, similar to ice skating, shinney and other drop ins where participants need to bring their own equipment.

Advisory Committee Review

None applicable.

Legal Considerations

The proposed drop-in roller skating program carries a risk profile similar to the Town's existing drop-in activities, including leisure skating, shinny, and open gym. Participants voluntarily assume the inherent risks of skating, such as falls and collisions.

Under the Occupiers' Liability Act, the Town is required to take reasonable steps to maintain a safe environment, not to eliminate all risk. As long as the skating surface is properly maintained, hazards are addressed, and general supervision is provided, the Town's exposure remains consistent with other passive recreation programs.

Since participants supply and are responsible for their own skates and protective equipment, the Town's exposure to equipment-related liability is minimal. The activity would fall under the Town's existing municipal recreation liability coverage. Overall, the legal and liability risks are not materially greater than those associated with other approved drop-in programs.

Financial Implications

The cost for the provision of roller-skating programming through a third party provider, such as SOSU, is prohibitive, and funds are not included in the budget for this enhanced service level. However, this program being offered as a drop in activity is financially feasible for the Town and can be managed within the existing budget.

Communications Considerations

There are no communications considerations as a result of this report, but communications will inform residents of any new activities or programming at the Town with a fulsome campaign.

Climate Change Considerations

The recommendations from this report do not impact greenhouse gas emissions or impact climate change adaptation.

Link to Strategic Plan

The recommendations in this report support the Strategic Plan goal of **Supporting an exceptional quality of life for all** in its accomplishments in satisfying requirements in the following key objective of this goal statement:

Objective 4: **Encouraging an active and healthy lifestyle**

Alternative(s) to the Recommendation

1. Council may provide further direction.

Conclusions

The recommendations in this report allow staff to offer a new activity to the community while working within the constraints of the existing operating budget. Staff will continue to explore opportunities (such as grants or sponsorships), in order to potentially expand roller skating activities while continuing to be fiscally responsible.

Attachments

None

Previous Reports

None

Pre-submission Review

Agenda Management Team review on February 19, 2026

Approvals

Approved by Robin McDougall, Director, Community Services

Approved by Doug Nadorozny, Chief Administrative Officer