



2021

PROJECTS

APEX CENTER





Invest

Project Proposals

- | | |
|--------------------------------|-------------|
| 1. Design for Future Expansion | \$2,500,000 |
| 2. Near-term Enhancements | \$1,000,000 |

EXPANSION

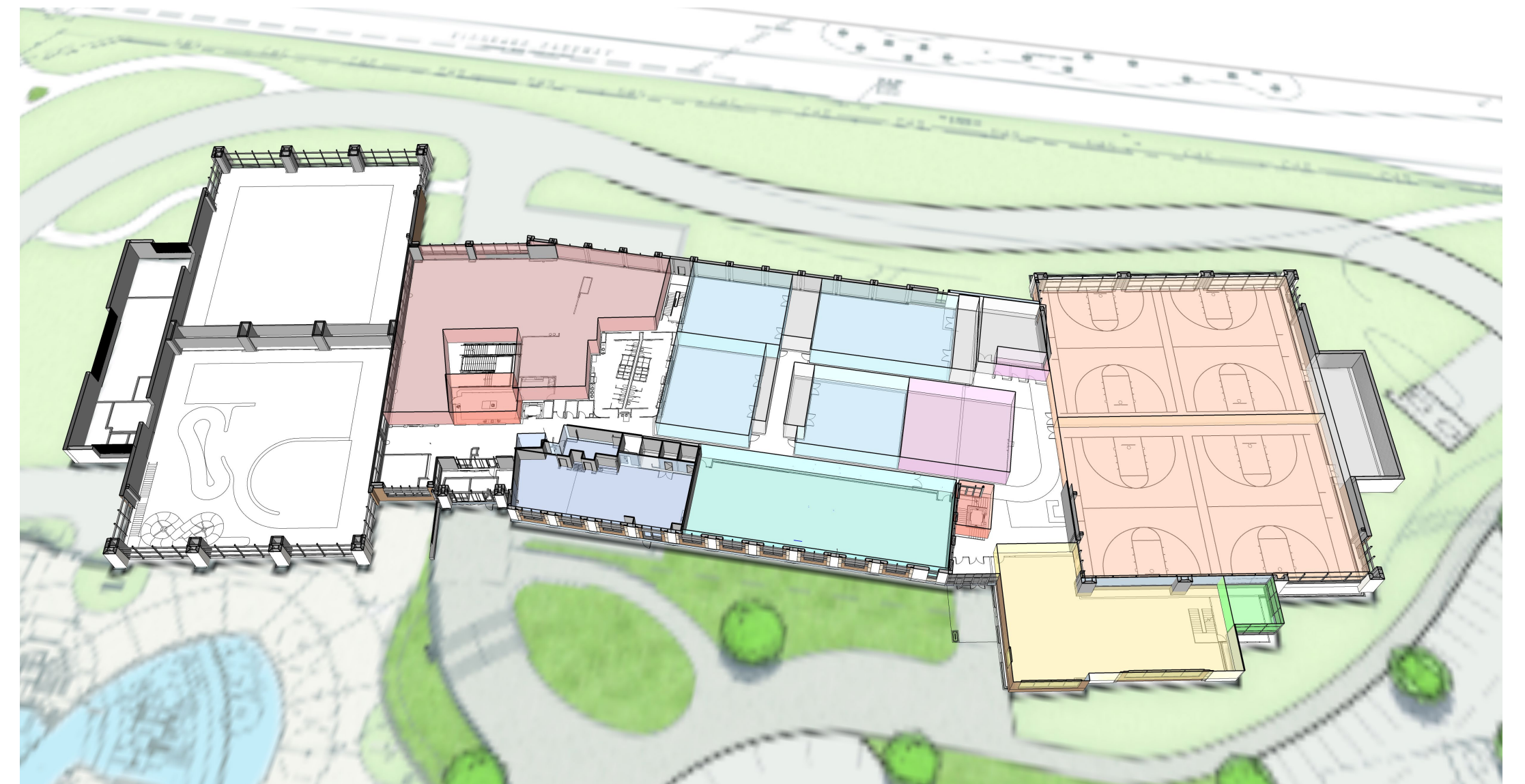
These funds will be used to advance the conceptual studies completed in 2019/2020 in partnership with the MCDC, Parks, Recreation & Open Space Advisory Board, and other stakeholders.

The goal is to further explore the expansion option(s) and complete construction documents over the next 18-months.

No construction funding has been identified to date.



Conceptual Design





GROWING OUR BUSINESS BACK



REFOCUS. REBUILD. RENEW.

BACKGROUND

- Fy 2019 5400 MEMBERS – Net \$550,000
- FY 2020 – COVID -19 – 3386 Members
- FY2021 – Rebuild – 3,075 Members today

Membership Campaign FY 2021

- Goal: Increase Apex Centre memberships
 - Objective: 4,000 total memberships
- Target Audiences
 - Frozen accounts
 - Upcoming renewals
 - Non-members: Primarily families, seniors, individuals
 - Current members that are not actively using the facility
- Key Messages: Focus on health and wellness, community engagement within facility, clean environment
- Tactics
 - PSA Video(s): Member testimonials; feeling safe and enjoying workouts
 - PSA Video: Facility programming, “new normal” / safety procedures
 - Frozen accounts: Inviting members back for a free trial day: email, social media targeting
 - Continue virtual offerings (membership only once software is obtained)

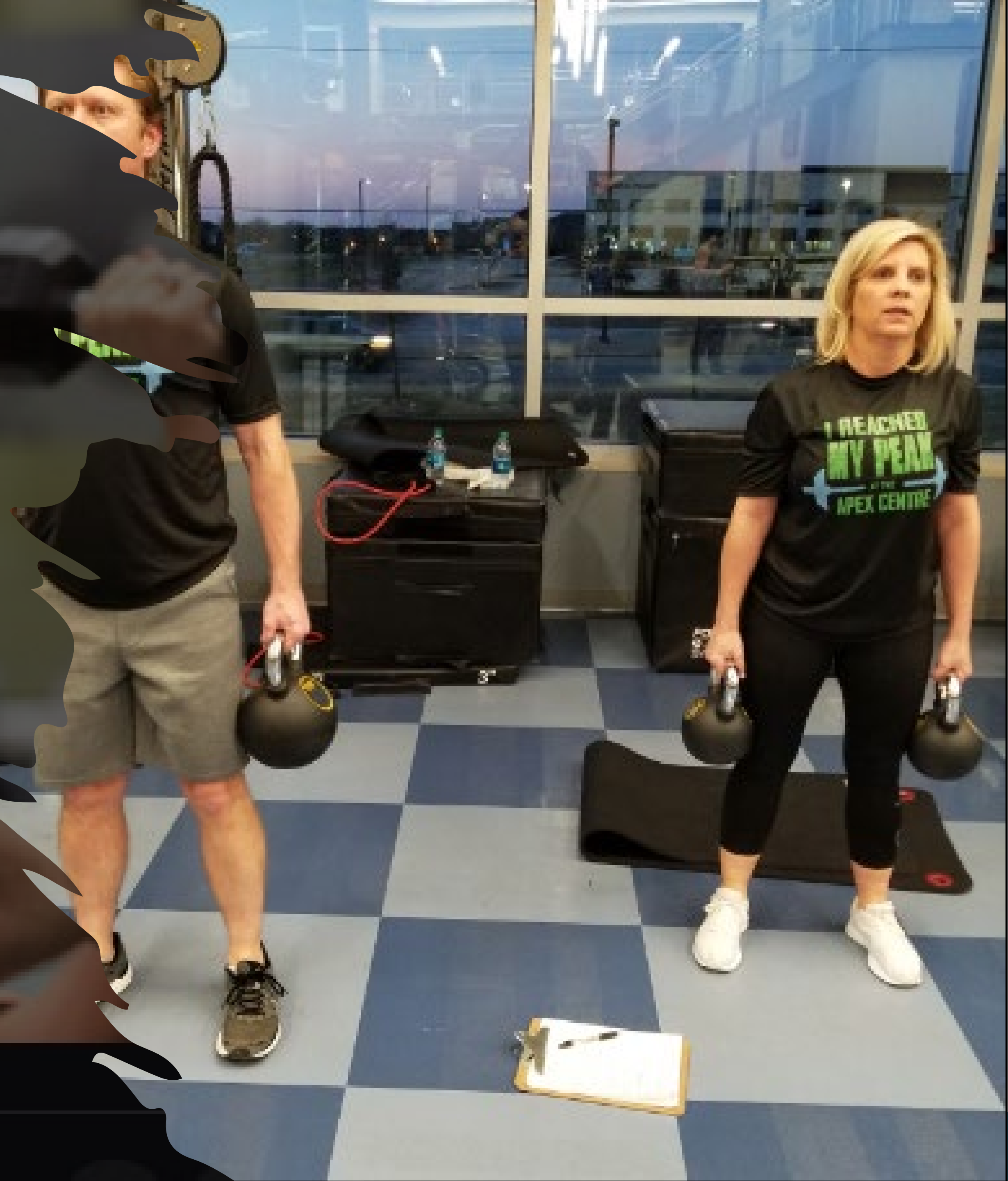
The logo for 'insight' features the word in a lowercase, pink, sans-serif font. Above the 't' are two stylized, overlapping diamond shapes in shades of pink and magenta.The logo for 'digital' features the word in a lowercase, blue, sans-serif font. Above the 'l' are two stylized, overlapping diamond shapes in shades of blue.The logo for 'interact' features the word in a lowercase, orange, sans-serif font. Above the 't' are two stylized, overlapping diamond shapes in shades of orange and red.

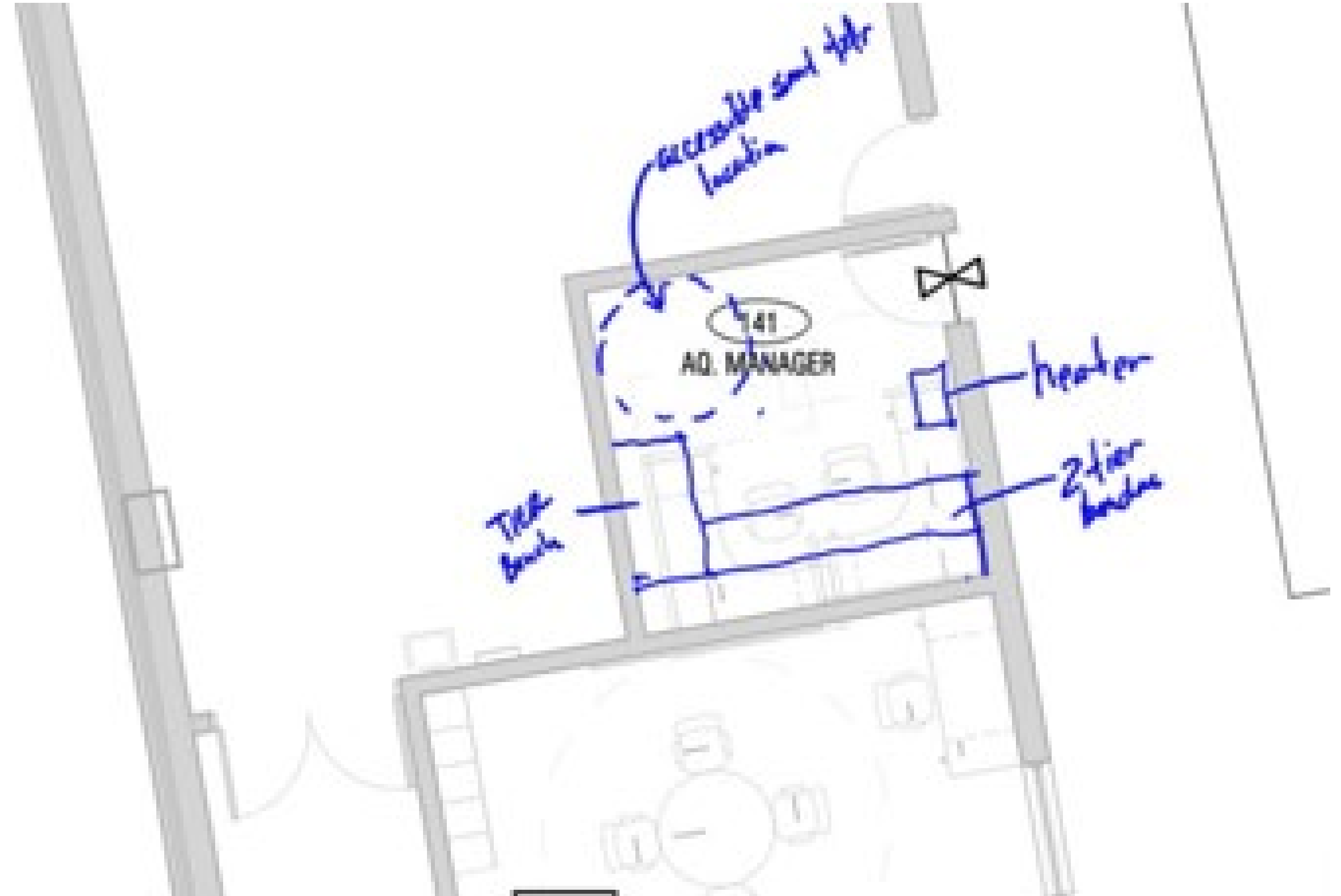
Membership Engagement

- The Retention People Software
- Onboarding
- At Risk
- Prospects
- Expired Annual

Incentives

Purchase or renewal
of a membership
during the month of
January – free
personal training





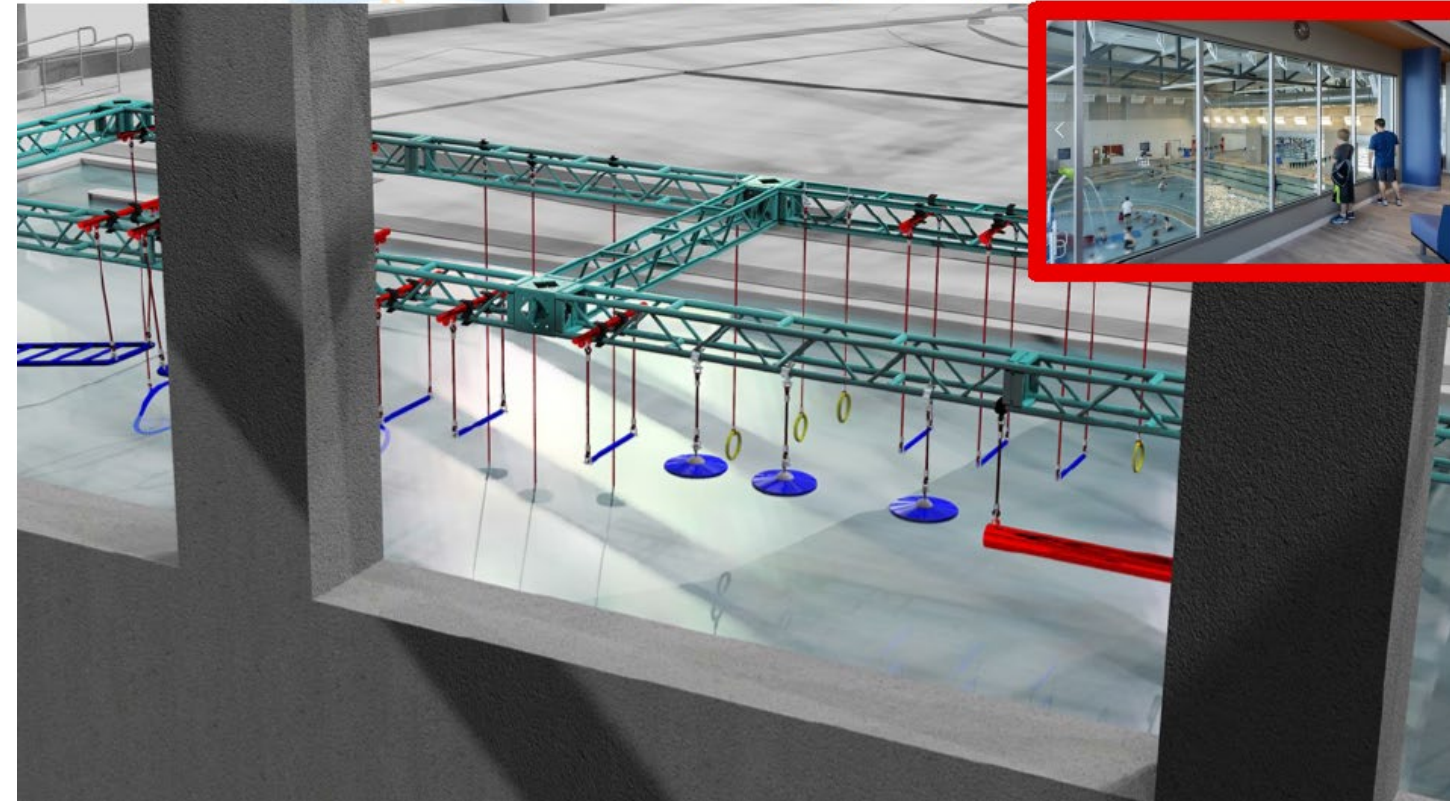
SAUNA INSTALLATION - \$100,000

• These funds will be used to deliver by January 2022 a sauna room within the aquatics area. These costs are inclusive of required design fees.

NINJA CROSS COURSE - \$330,000



Second Floor Mezzanine Perspective (actual)



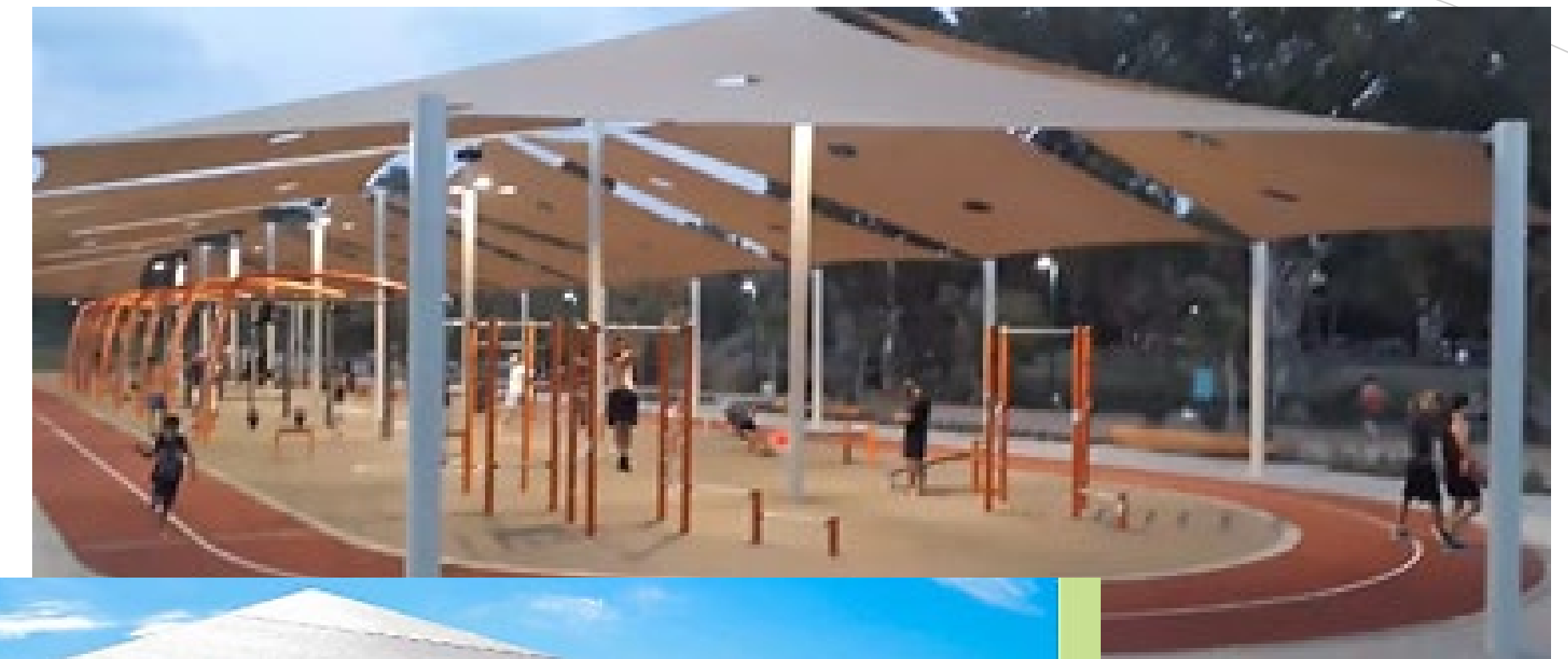
- These funds will be used to deliver by July of 2021 an obstacle course over the existing indoor pool



Provo Utah

Outdoor Fitness - \$256,000

- These funds will be used to deliver by October of 2021 a fenced outdoor fitness area for use by Apex Centre members and guests.



ENHANCEMENTS TO THE OUTDOOR SLIDES - \$126,019

These funds will be used to deliver by June of 2021 sound, lights and dragster timing system to the existing outdoor slides.

- 1.LED Lighting
- 2.Sounds System
- 3.Waterslide Audio System
- 4.Digital Sound Player
- 5.Timing System





Building and Monument Signage - \$200,000

- These funds will be used to deliver by the end of 2021 building signage and monument signage at the Alma Entrance



LANDSCAPING - \$100,000

- These funds will be used to deliver by June 2021 enhancements to the existing landscape on site, in particular the existing landscape beds. Since opening, some of the existing landscaping has not thrived and needs replanting and, in some cases, a redesign. These funds will be used to purchase the materials and hire installers as needed.



**Time for
Questions**

