

# APEX CENTRE UPDATE

# MEMBERSHIP

Membership as of 5/17/2017

Grand Total: 3,634

Annual: 58%

Monthly: 42%

Adult: 9%	Resident: 304	Non-Resident: 15
Family: 75.5%	Resident: 2569	Non-Resident: 181
Senior: 14%	Resident: 479	Non-Resident: 28
Youth: 1.5%	Resident: 52	Non-Resident: 6

Percentage of non-resident members 6%



# Membership

Opening Day: 1952  
City Employees to date: 321



# DAY PASSES

Day Passes for March: 1710

Adult: 367  
Family: 540  
Senior: 74  
Youth: 729

Day Passes for April: 1248

Adult: 323  
Family: 293  
Senior: 63  
Youth: 569



# Membership Utilization

## March Membership Scans:

Adult: 619  
Family: 21,978  
Senior: 2,064  
Youth: 199

Total: 24,860

## April Membership Scans:

Adult: 752  
Family: 22,601  
Senior: 2,111  
Youth: 277

Total: 25,741



# Other Users

## Metroplex Swim Team

March Visits - 900

April Visits - 2160

## Playroom

March Visits - 2164 (27 days serviced, ave 80 kids per day)

April Visits - 1868 (25 days serviced, ave 75 kids per day)



# GROUP EXERCISE

## MARCH

3,304 Total participants  
1,894 Land Classes  
476 Water classes  
934 Spin Classes

## April

3,432 Total Participants  
1758 Land Classes  
764 Water  
910 Spin classes



Total classes offered each week:  
67

# Website Visits March and April 2017

## March 2017

Top 25 Pages	Page Name	Pageviews	Unique Page Views	Avg Time on Page	Entrances	Bounce Rat	% Exit
/	Home	49,760	38,862	0:01:40	35,219	36.98%	35.99%
/1315/Apex-Centre	Apex Centre	31,813	23,354	0:01:04	21,483	28.38%	28.35%
/169/Water-Billing	Water Billing	20,144	18,044	0:01:41	12,380	71.36%	66.84%
/1087/Job-Opportunities	Job Opportunities	18,452	15,873	0:02:44	7,925	84.45%	70.79%
/1662/Membership	Apex Membership	13,844	10,259	0:01:32	2,058	62.15%	35.31%
/116/Library	Library	13,817	11,012	0:01:40	9,835	57.11%	53.14%
/115/Main-Street---Historic-Downtown	Main Street	7,637	5,801	0:00:52	4,539	27.38%	25.97%
/1687/Classes	Apex Fitness Class	6,287	5,157	0:02:20	885	79.66%	46.48%
/562/Events-Festivals	Events & Festivals	5,246	4,134	0:01:04	2,207	50.02%	42.66%
/114/Parks-Recreation	Parks & Rec	4,939	3,759	0:00:43	1,783	18.73%	15.06%
/1711/Pool-Hours	Apex Pools & Hour	4,633	3,931	0:01:46	577	80.94%	40.54%

## April 2017

Top 25 Pages	Page Name	Pageviews	Unique Page Views	Avg Time on Page	Entrances	Bounce Rat	% Exit
/	Home	50,625	39,597	0:01:33	36,207	38.13%	37.06%
/169/Water-Billing	Water Billing	18,916	16,967	0:01:32	11,855	67.36%	63.85%
/687/Arts-in-Bloom	Arts in Bloom	15,869	11,944	0:01:06	7,776	37.14%	32.36%
/1315/Apex-Centre	Apex Centre	15,824	11,987	0:01:04	10,746	31.72%	30.93%
/1087/Job-Opportunities	Job Opportunities	14,479	12,518	0:02:38	6,461	85.54%	73.72%
/116/Library	Library	12,794	10,113	0:01:36	9,107	57.47%	52.96%
/562/Events-Festivals	Events & Festivals	8,993	7,316	0:00:51	4,734	35.36%	34.47%
/115/Main-Street---Historic-Downtown	Main Street	7,318	5,876	0:00:43	4,651	22.90%	24.35%
/688/Entertainment-and-Activities	AIB Enter. & Act.	6,078	5,337	0:01:48	1,336	71.03%	47.35%
/1662/Membership	Apex Membership	5,570	4,354	0:02:06	1,077	62.77%	40.14%

# Opportunities

Programming

Space Utilization

Sponsorships



# EMPLOYEES

285 Employees  
11 Full Time  
274 Part Time



# FEEDBACK

- 1 - No Water Fountain Upstairs
- 2 - Temperature on 3<sup>rd</sup> Floor
- 3 - Not enough room in the Playroom
- 4 - Longer operational hours
- 5- Children on the Fitness Floor



QUESTIONS?

