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# McKinney Aquatic and Fitness Center



# Conception of the McKinney Aquatic and Fitness Center

- 2000 McKinney successfully holds bond election for funding of an aquatic and recreation facility.
- 2013 at Council's strategic planning retreat, assigns MCDC to take over the planning of the project.
- Council determined a recreation center was needed with one very important goal – To develop a recreation center as an enterprise that would be self-supporting.



# Achieving our goal

- Membership is the #1 Revenue Resource for any recreation/fitness facility looking to maintain 100% cost recovery.
- Pricing integrity is important for our community.

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# Membership Guidelines

- To qualify for the Resident membership fee, your home or business must be located within McKinney's city limits and your property taxes must be paid to the City of McKinney.
- A family constitutes at least one, no more than two, adult heads of household and his/her dependents that are 23 years of age or younger in school or living at home. It also includes persons with special needs living as a single housekeeping unit at the same address.
- Fees and passes include unlimited use to non-instructional aquatics, fitness equipment, indoor track and gym (age permitting) and non-specialty group exercise classes.



# Refund Policy

## **Annual Pass**

Non-refundable. For those individuals choosing to purchase an annual pass by paying for one year in full, the pass is non-refundable with the exception of the 30-day Opt-Out Period.

## **Annual Pass Transfers**

Individual or family annual members may transfer the pass to another individual or family. If the individual or family receiving the annual pass is a non-resident of the City of McKinney, the receiving party will be required to pay the difference between the resident annual pass fee and the non-resident annual pass fee. If a non-resident annual membership is transferring their annual pass to a resident of the City of McKinney, there is no refund for the price difference.

## **30 day Opt-Out Period**

All annual members have 30 days from the date of purchase to request an annual pass refund. One month, at the monthly rate, and a \$75 service charge will be deducted from the annual pass refund amount at time of refund.



# Refund Policy

## **Month-to-Month**

For those individuals choosing the monthly payment option, a 30-day written notice is required to discontinue the Electronic Funds Transfer deduction. The \$75 service fee is non-refundable. A Service Fee of \$25 per returned payment may apply.

## **Medical Freeze**

In the event of a medical condition that prevents you from utilizing The McKinney Aquatic and Fitness Center, members may freeze their annual pass for \$10 a month by providing a doctor's statement. Once a doctor's release is obtained to return to the facility, the pass will be reactivated for the length of time it was frozen. (If patron has a family pass and elects to freeze the pass, the entire family will be frozen.)

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# Proposed Pricing

## **MEMBERSHIP FEE SCHEDULE**

### ***Annual Membership (paid in full)***

<b>Type</b>	<b>Resident</b>	<b>Non-Resident</b>
Youth/Senior	\$300	\$400
Adult	\$500	\$600
Family	\$700	\$850

### ***Monthly Membership***

(one time \$75 service charge to set up EFT or Credit Card)

<b>Type</b>	<b>Resident</b>	<b>Non-Resident</b>
Youth/Senior	\$30/mo	\$40/mo
Adult	\$50/mo	\$60/mo
Family	\$70/mo	\$85/mo



\$850 is the value of an annual family pass to the MAFC.

Residents are provided a discount







# Schedule of Comparison Rates

	Lifetime Fitness	LA Fitness*	Cooper at Craig Ranch	Frisco Community Center	MAFC
Annual Rate w/enroll	\$2,357	\$638	\$2,587	\$600	\$700
Annual Rate w/o enroll	\$2,028	\$539	\$2,448	\$600	\$700
Facility sq ft.	160,000	50,000	75,000	100,000	89,000



\*individual membership pricing

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# Day Pass Rates

## ***Daily Pass Rate***

Type	Resident	Non-Resident
Youth/Senior	\$8	\$10
Adult	\$10	\$12
Family	\$17	\$25
Groups of 15+	\$7	\$7



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# Projected Membership Revenue FY2017

Annual Memberships

\$1,041,667

(1191 Family + 417 Adult = 1608)

Daily Passes

\$205,000

(20,500 day visits)

Employee Memberships

\$60,000

Employee Dependent Memberships

\$10,000



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# Projected Total Revenue for MAFC

- Total Revenue forecasted for FY2017 2,003,467
- Membership and Day Pass revenue constitutes 66% of the total revenue budget.
- This is the main source of operational revenue for MAFC.

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# Current Revenue Breakdown

- Membership (+ misc) - \$1,317,967
- Ancillary income (Programming, Rentals) - \$685,500
- Total Forecasted Revenues - \$2,003,467



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# Current Expense Breakdown

Forecasted Expenses: \$3,003,466



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# Payroll

## Payroll (excluding P/R)

Full – Time:	\$613,905
Part-Time:	\$379,970
Seasonal:	<u>\$266,215</u>
	\$1,260,090



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# Payroll

Payroll + Payroll Related  
\$1,620,250

54% of our expenses







# NET

Forecasted Revenues:	\$2,003,467
Forecasted Expenses:	\$3,003,466
<b>NET:</b>	<b>(\$999,999)</b>



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# THREE YEAR PROJECTION

- YEAR 1: 67% recovery
- YEAR 2: 80% recovery
- YEAR 3: 100% recovery



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# QUESTIONS

