



Apex Centre Fiscal Year 2017

APEX CENTRE HISTORY

- ▶ 2006- McKinney successfully holds bond election for funding of Parks and Recreation facilities.
- ▶ 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 important goal - to develop the facility to be self-supporting.

Achieving the Goal

- ▶ Membership is the #1 revenue source for a recreation/fitness facility looking to achieve 100% cost recovery
- ▶ Annual Membership Pricing

Type (Annual Payment)	Resident	Non-resident
Youth / Senior	\$300	\$400
Adult	\$500	\$600
Family	\$700	\$850

- ▶ Monthly Membership Pricing

Type	Resident	Non-resident
Youth / Senior	\$30/month	\$40/month
Adult	\$50/month	\$60/month
Family	\$70/month	\$85/mo.
Notes		
+\$75 one-time monthly enrollment fee (waived for active military personnel & veterans with proof of service)		

- ▶ Daily Pass Pricing

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

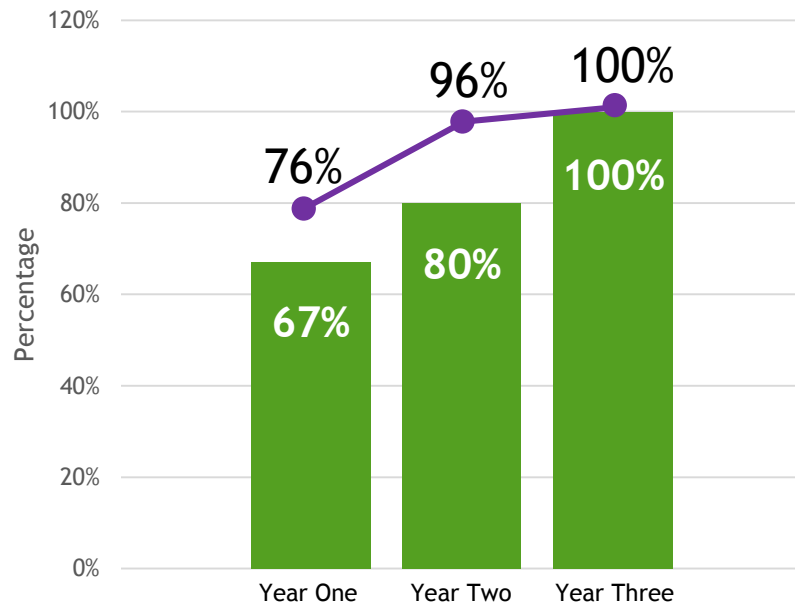


FY 2016-2017 Financials

- ▶ Budgeted revenue- \$2,053,455
- ▶ Expenses- \$3,268,111
- ▶ Net- (\$1,214,656)
- ▶ Actual revenue- \$2,387,802
- ▶ Expenses- \$3,140,448
- ▶ Net- (\$752,646.25)

Projections before opening:

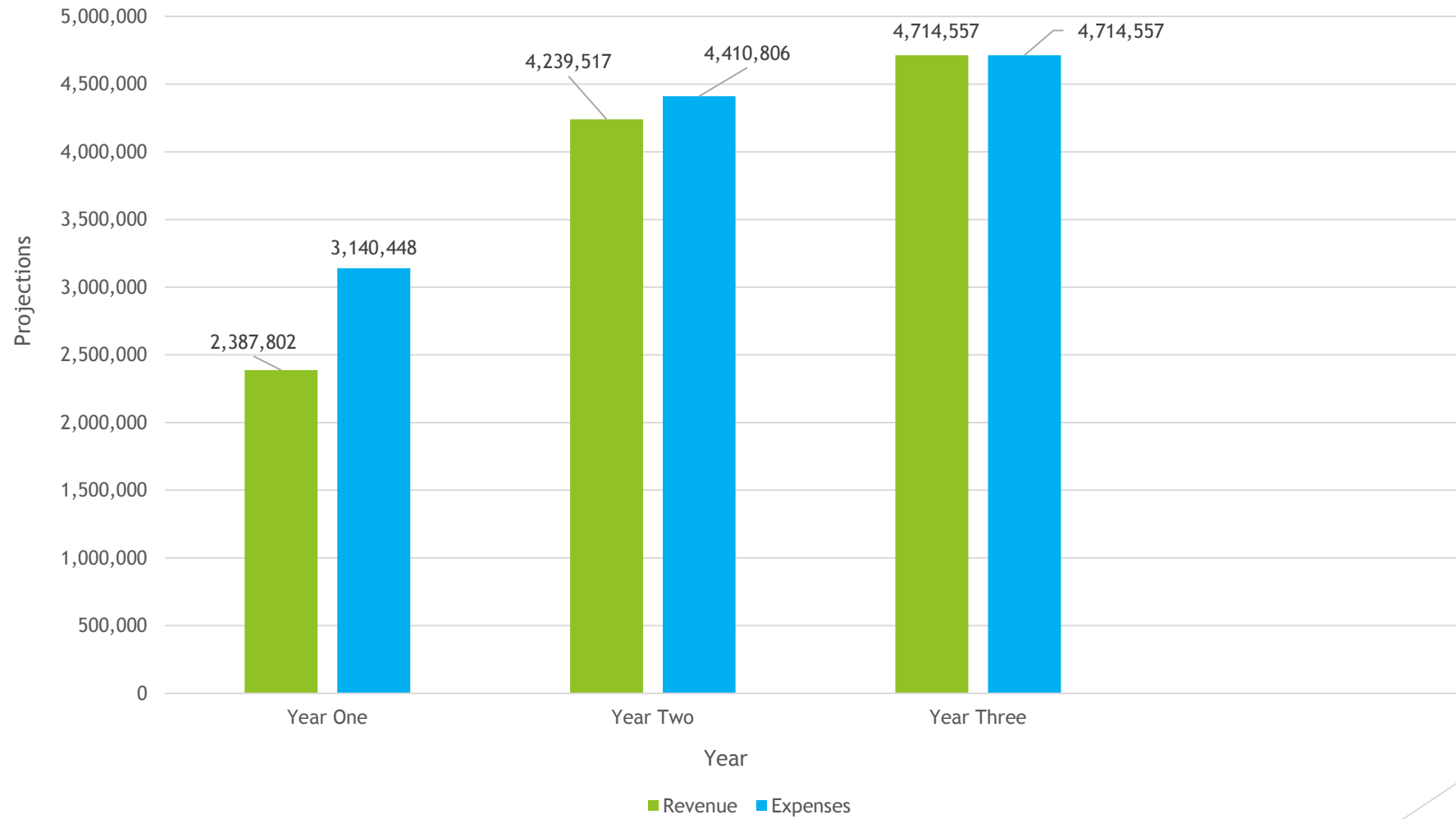
- ▶ Year one - 67% recovery
- ▶ Year two - 80% recovery
- ▶ Year three - 100% recovery



Current projections:

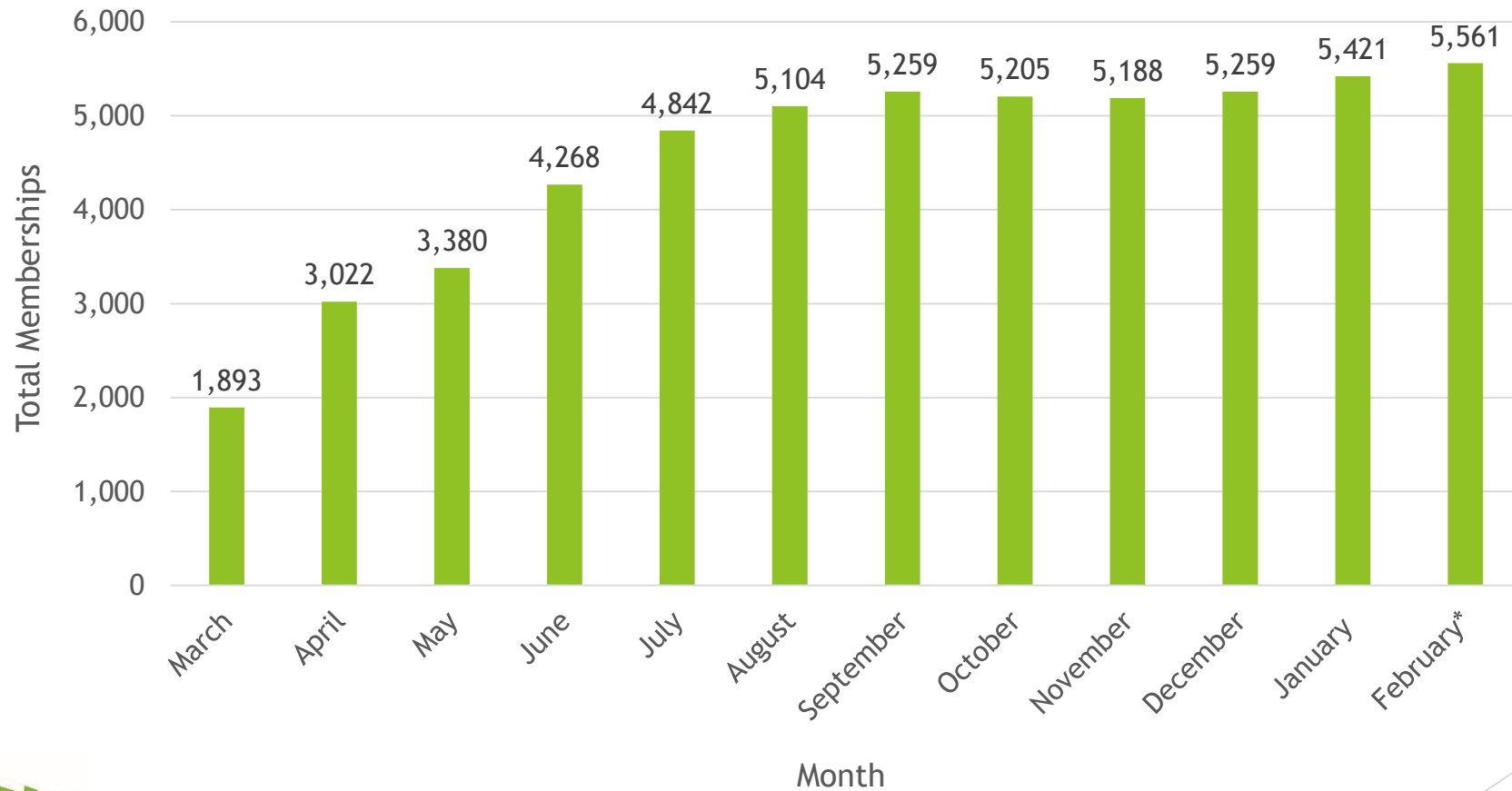
- ▶ Year one - 76% recovery (7 months of operation with revenue only \$2,387,802 revenues, 3,140,448 expenses - audited numbers)
- ▶ Year two - 96% recovery (projecting 4,239,517 revenue, and 4,410,806 expenses)
- ▶ Year three - 100% recovery (projecting 4,714,557 revenue and 4,714,557 in expenses)

Current Revenue vs. Expense Projection



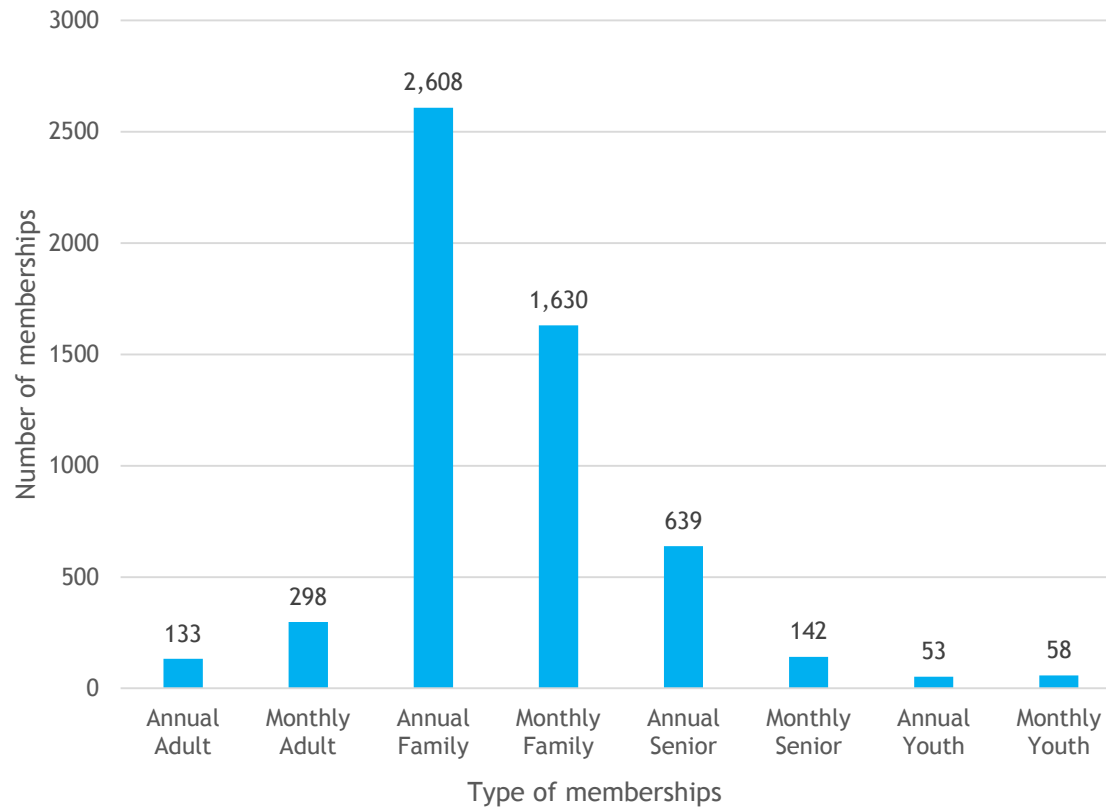
Total Memberships by Month

March 2017 - Feb. 2018

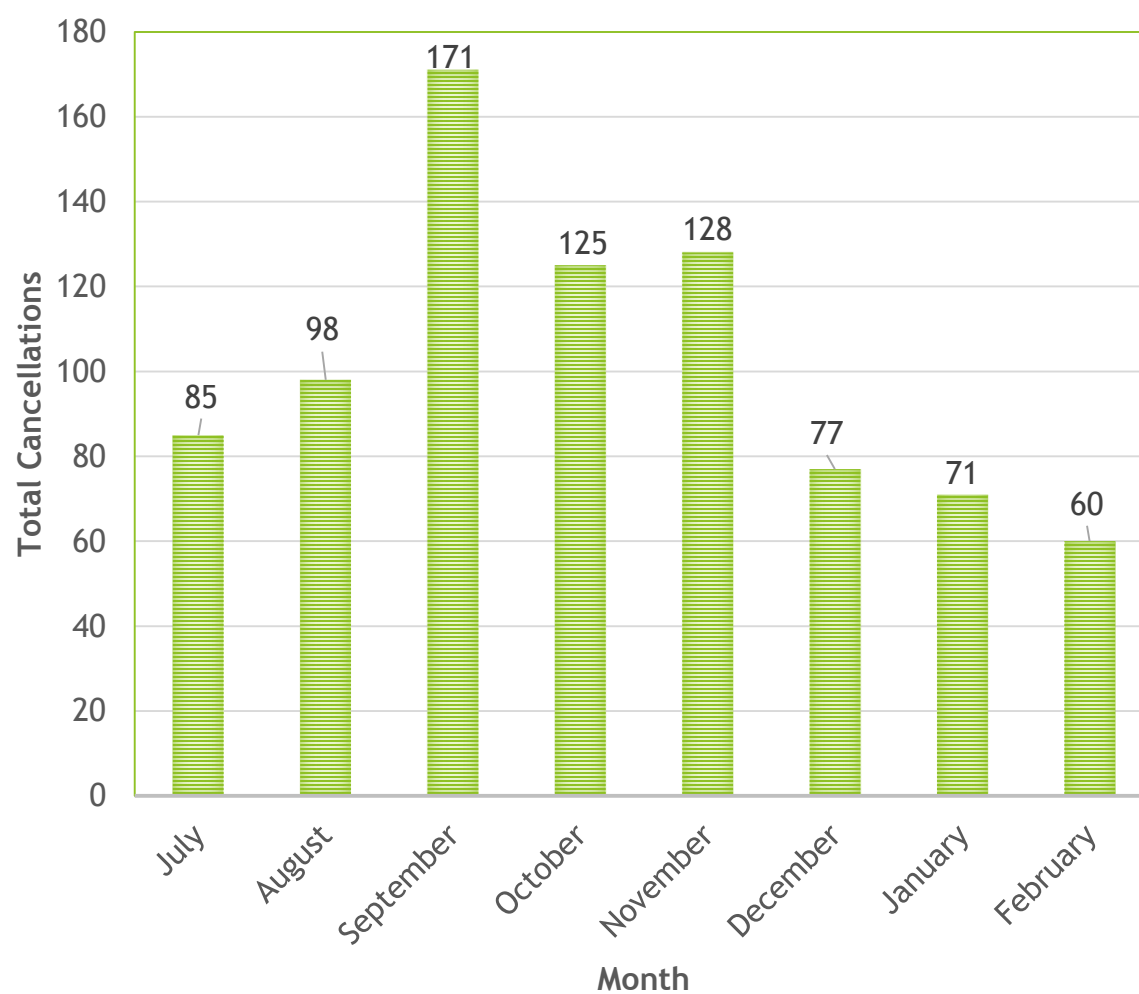


*Ran report at end of month

Membership Data



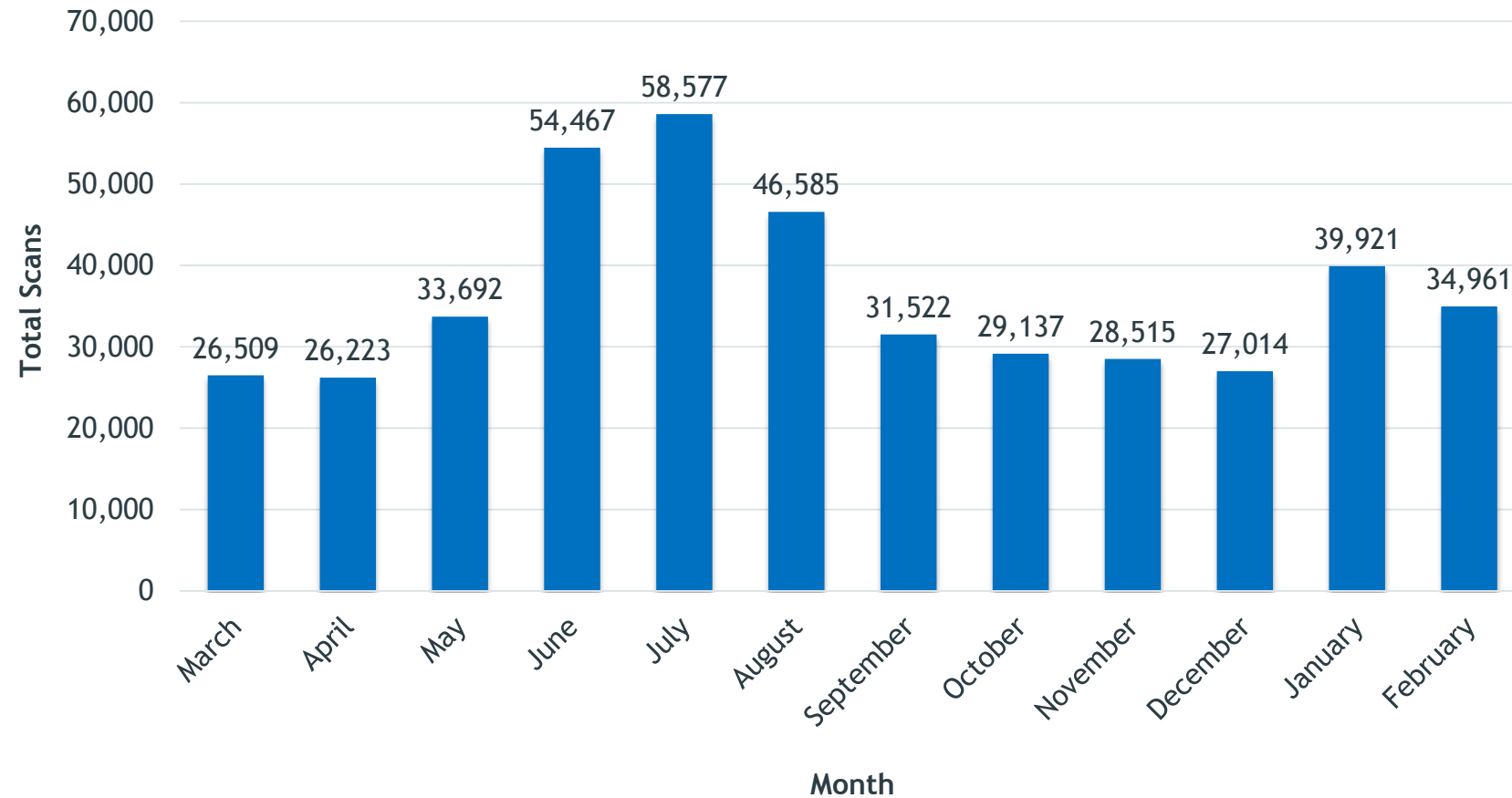
- ▶ 62% Annual
- ▶ 38% Monthly
- ▶ 95% Resident
- ▶ 5% Non-Resident



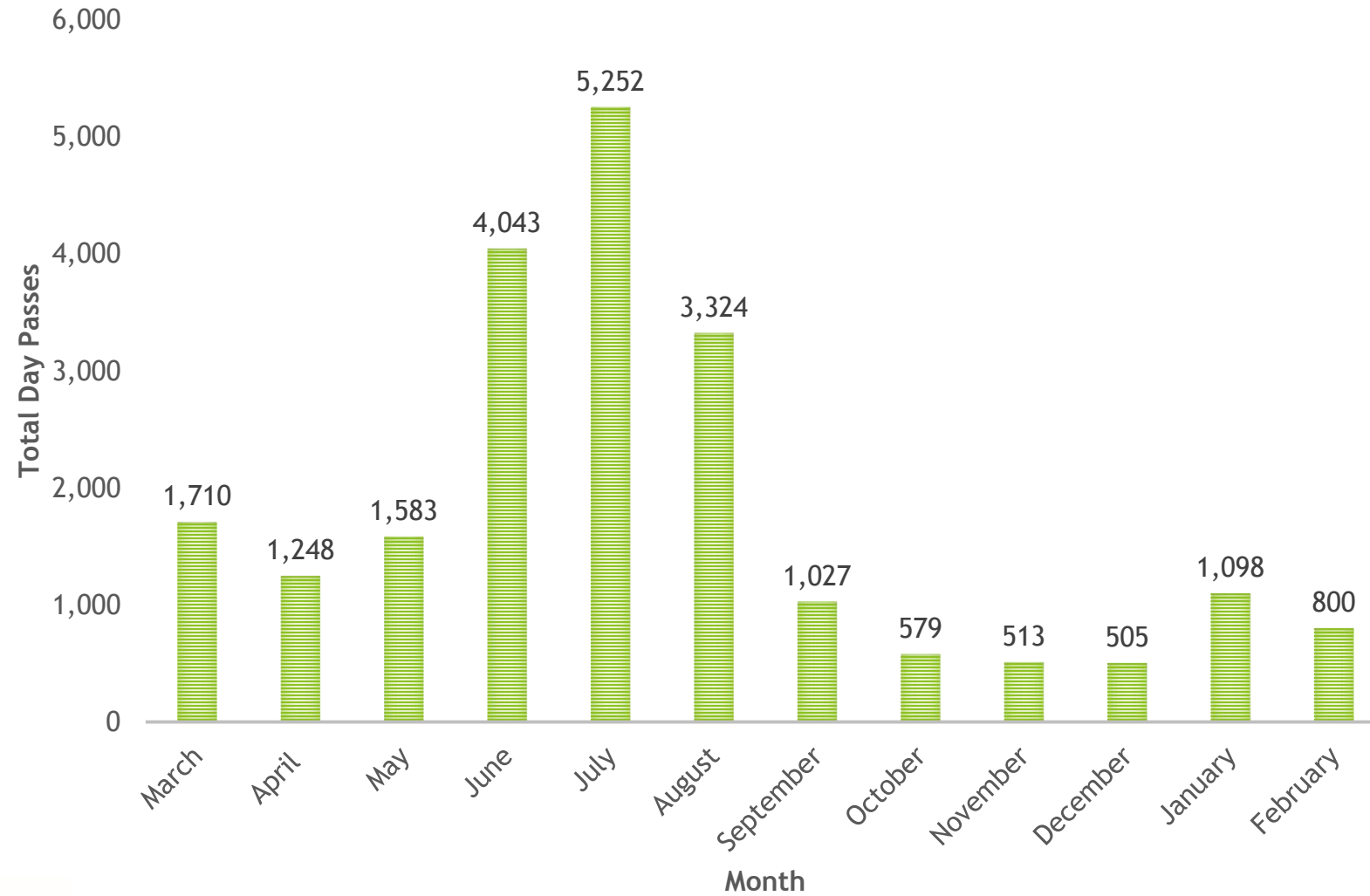
Scanned Visits and Day Passes



Scanned Monthly Visits



Day Passes by Month



SUCCESSSES AND OPPORTUNITIES

Successes

Membership
Staffing
Training
Positive Feedback



Opportunities

Space
10-12 year olds
Programming
Complete removal of
manual processes



Member requests:

- ▶ More space on the fitness floor and gym
- ▶ Fans and water fountains upstairs*
- ▶ Supervision for 10-12 year olds
- ▶ Hot tub/Sauna
- ▶ Mirrors at free weight area*
- ▶ Larger lockers



*Requests implemented



QUESTIONS?

