



Apex Centre Fiscal Year 2018



AWARDS

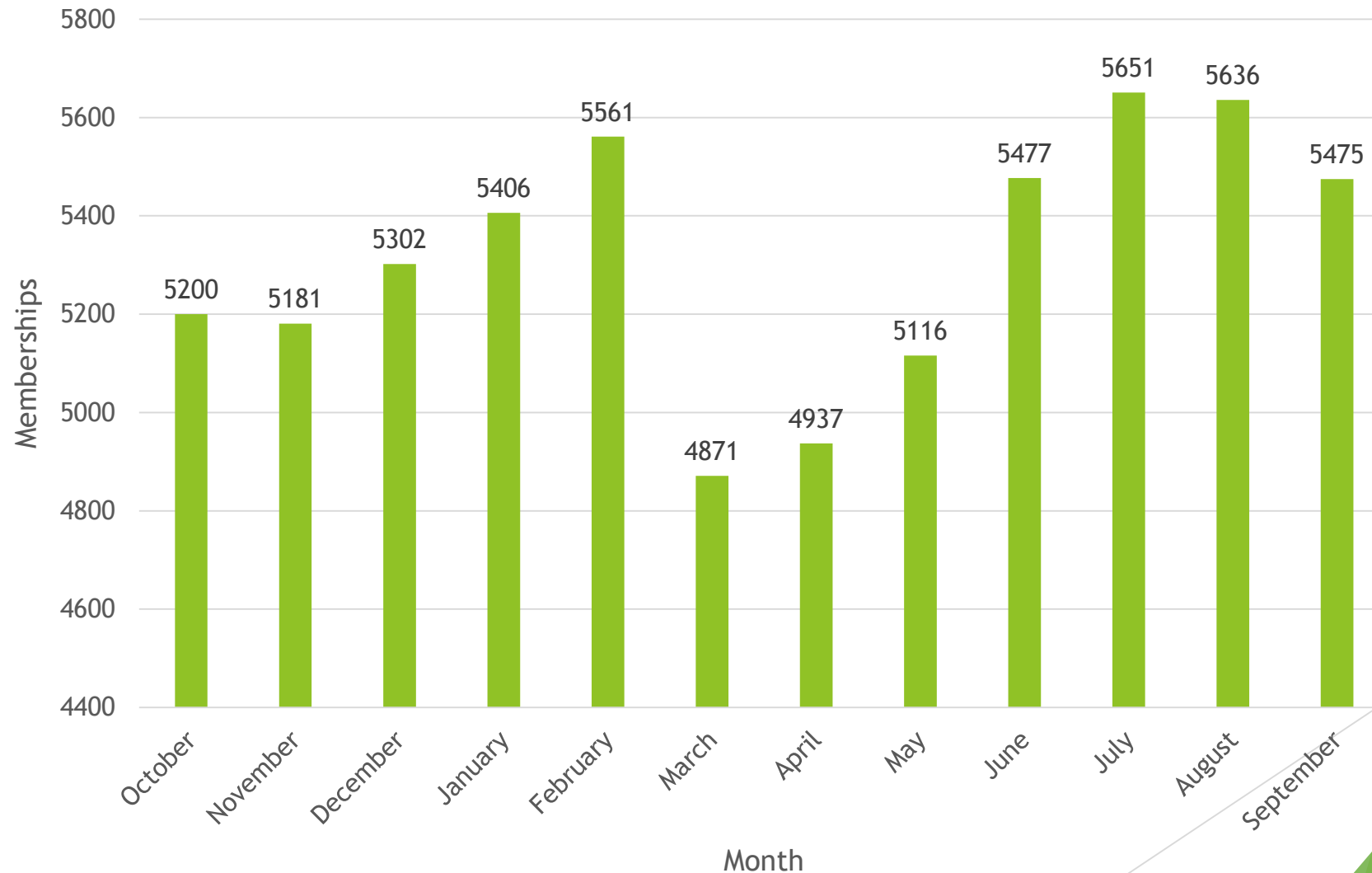


- ▶ Texas Recreation and Parks Society State Awards
 - ▶ Recreation Facility Design Excellence Award Feb 2018
 - ▶ Administrative Management Award Feb 2018 - Emergency Action Plan

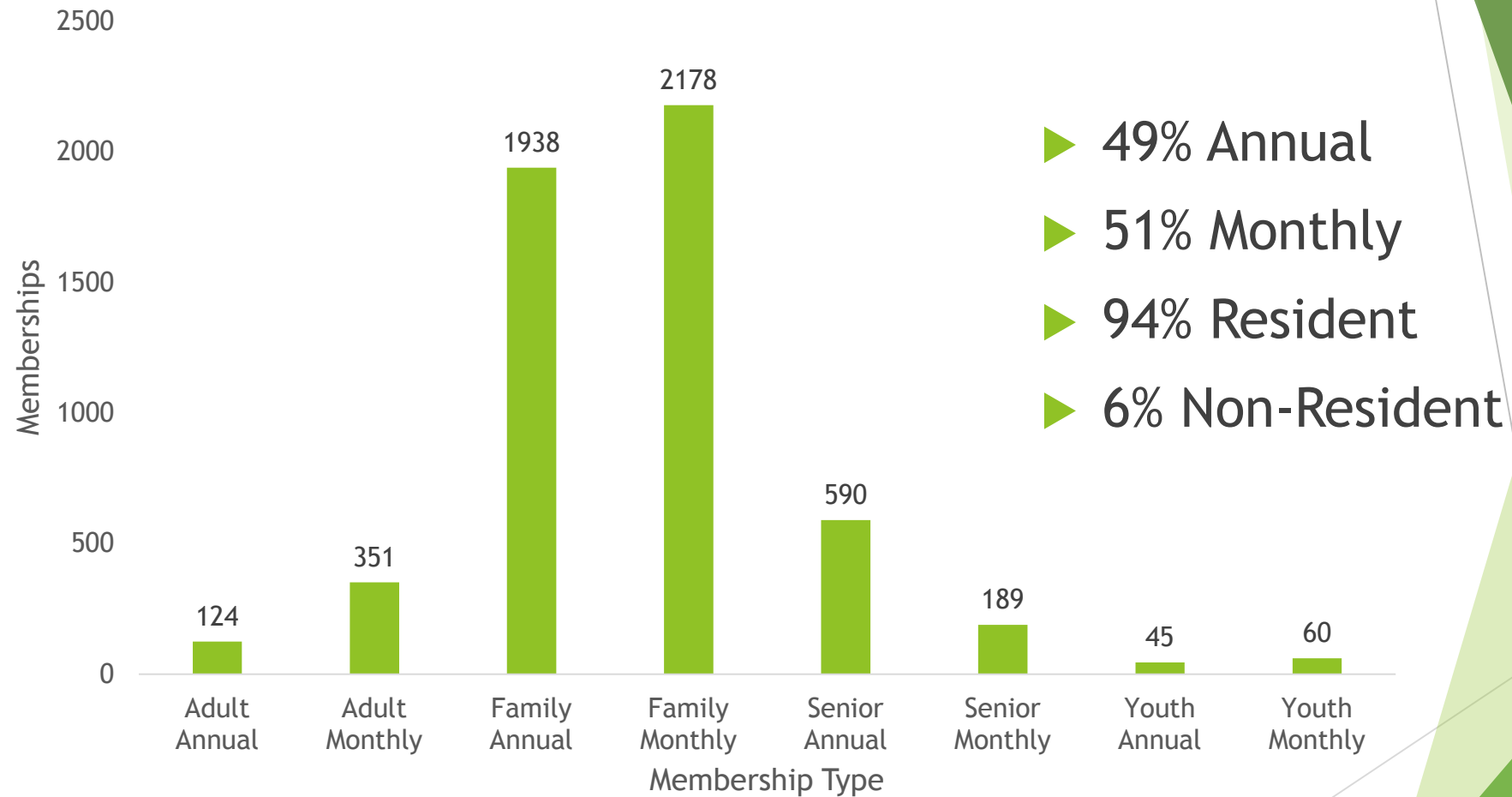
- ▶ Texas Recreation and Parks Society Regional Awards
 - ▶ Programming Excellence Award - Synchronized Swimming (Apex Centre and Senior Center Pool) Oct 2018
 - ▶ Recreation Facility Design Excellence Award Oct 2017

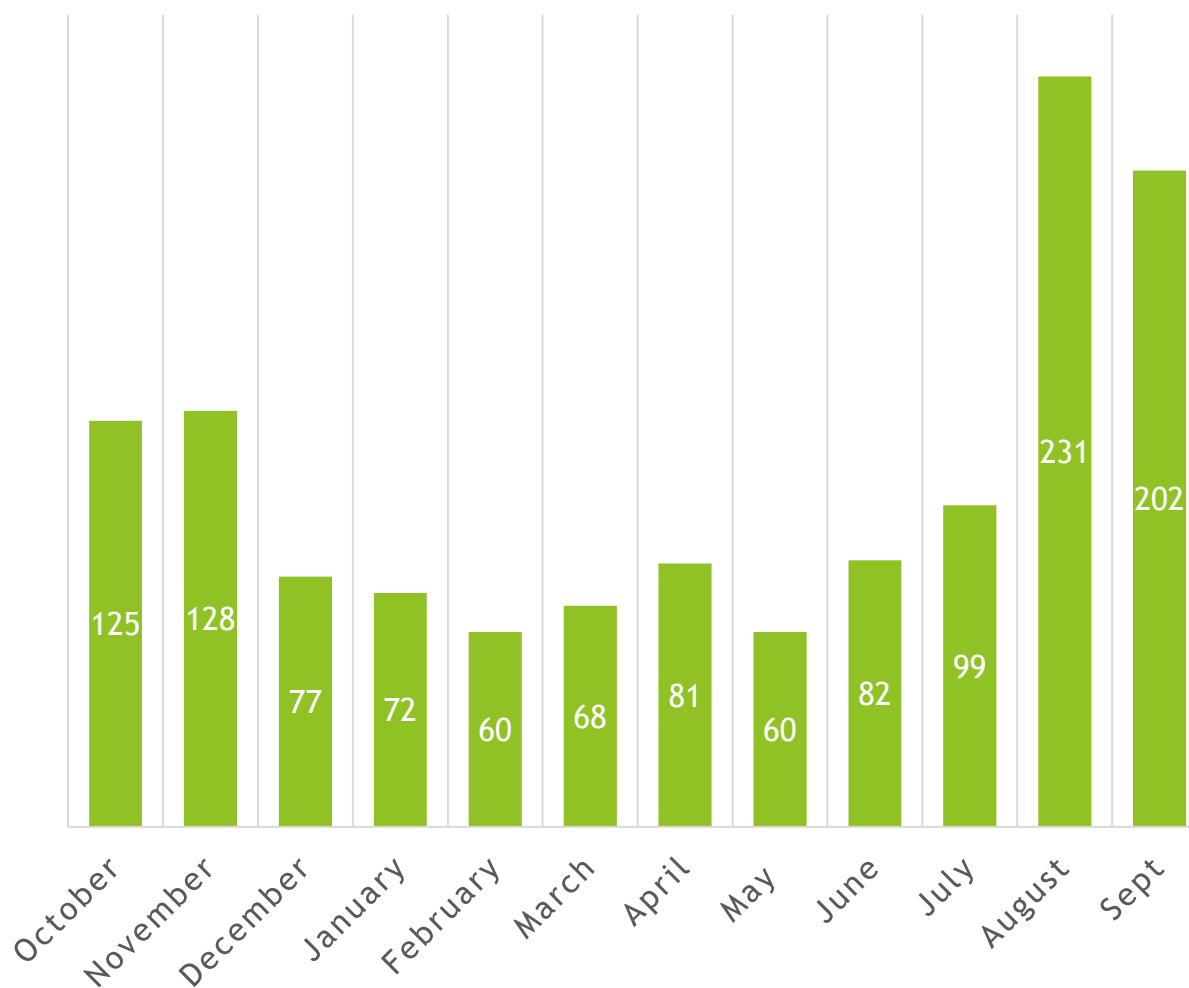
- ▶ Living Magazines Readers Choice Best of the Best Award 2018 for Best Health Club/Gym in McKinney/Allen

Total Memberships by Month














Membership Data



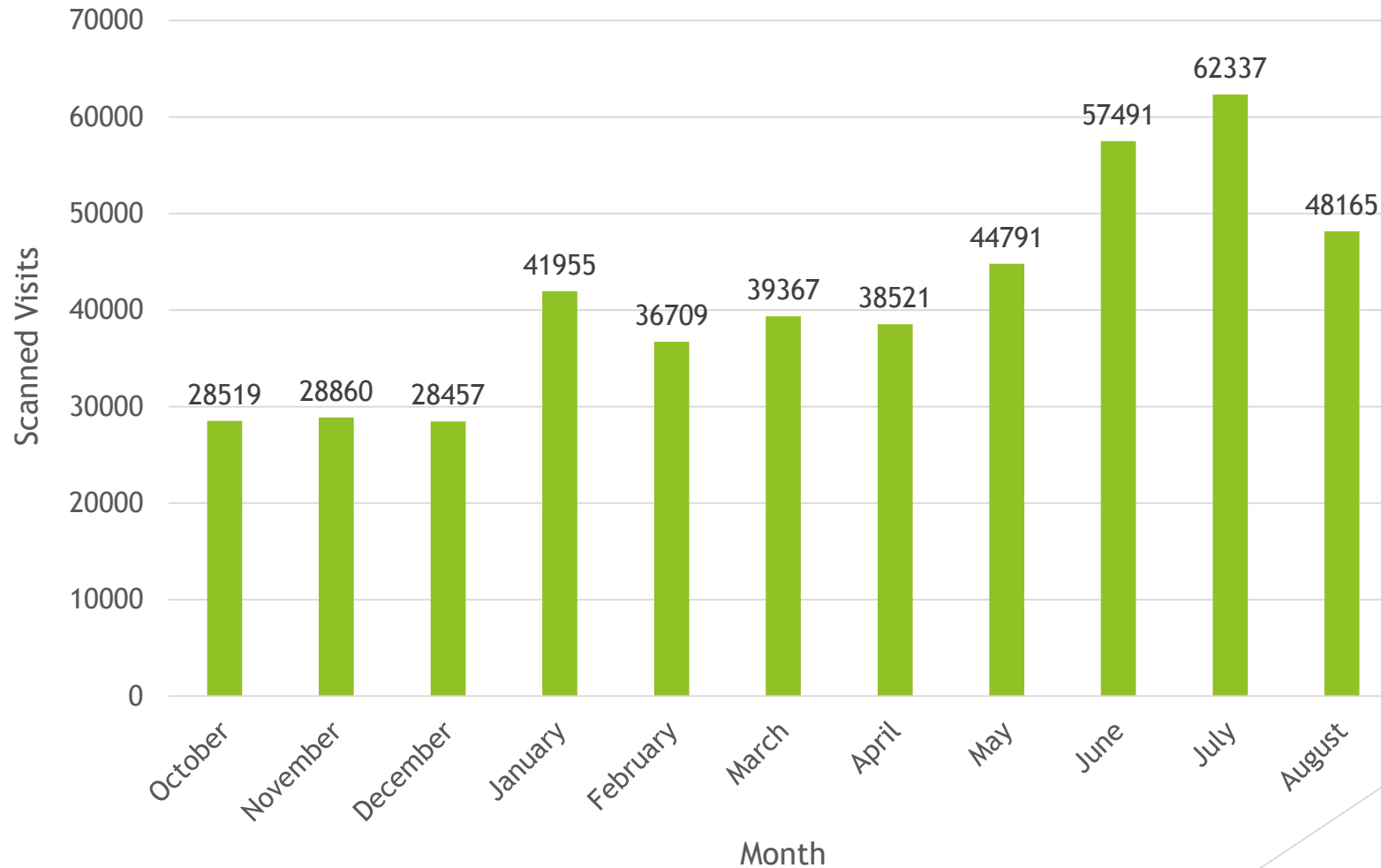


TOP CANCELLATION REASONS

319		Not using
245		Moving
173		Financial
176		No reason given
153		Summer/Seasonal
51		Moving to other gym
41		Personal
35		Vacation
26		Amenities/Service
25		Facility too busy
24		Health Issue
9		Membership type change
8		Too far away

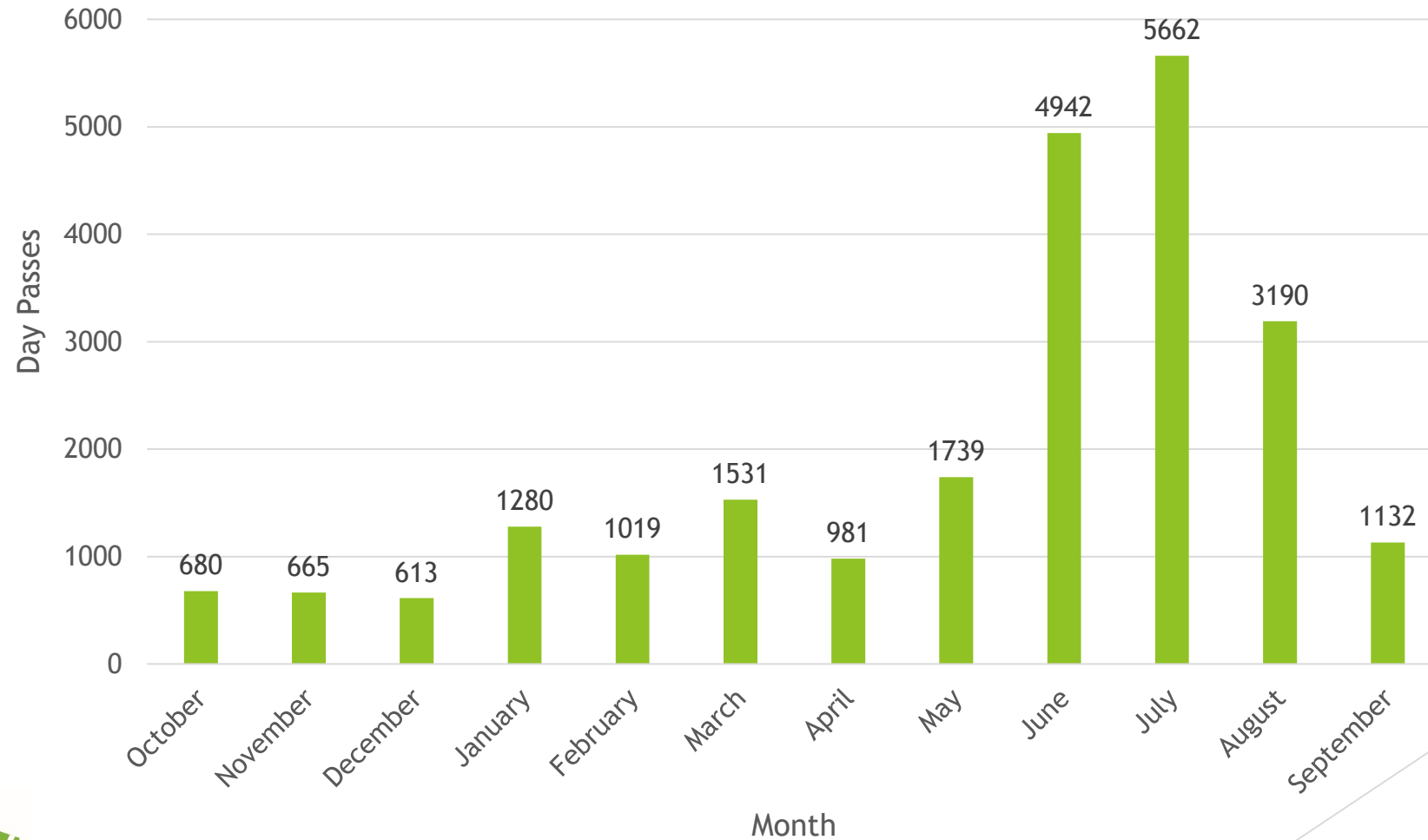
Scanned Monthly Visits

455,172



Day Passes by Month

23,434



Group Exercise Program

Land

2,688 classes offered

40,731 participants



Water

872 classes offered

9,034 participants



Playroom



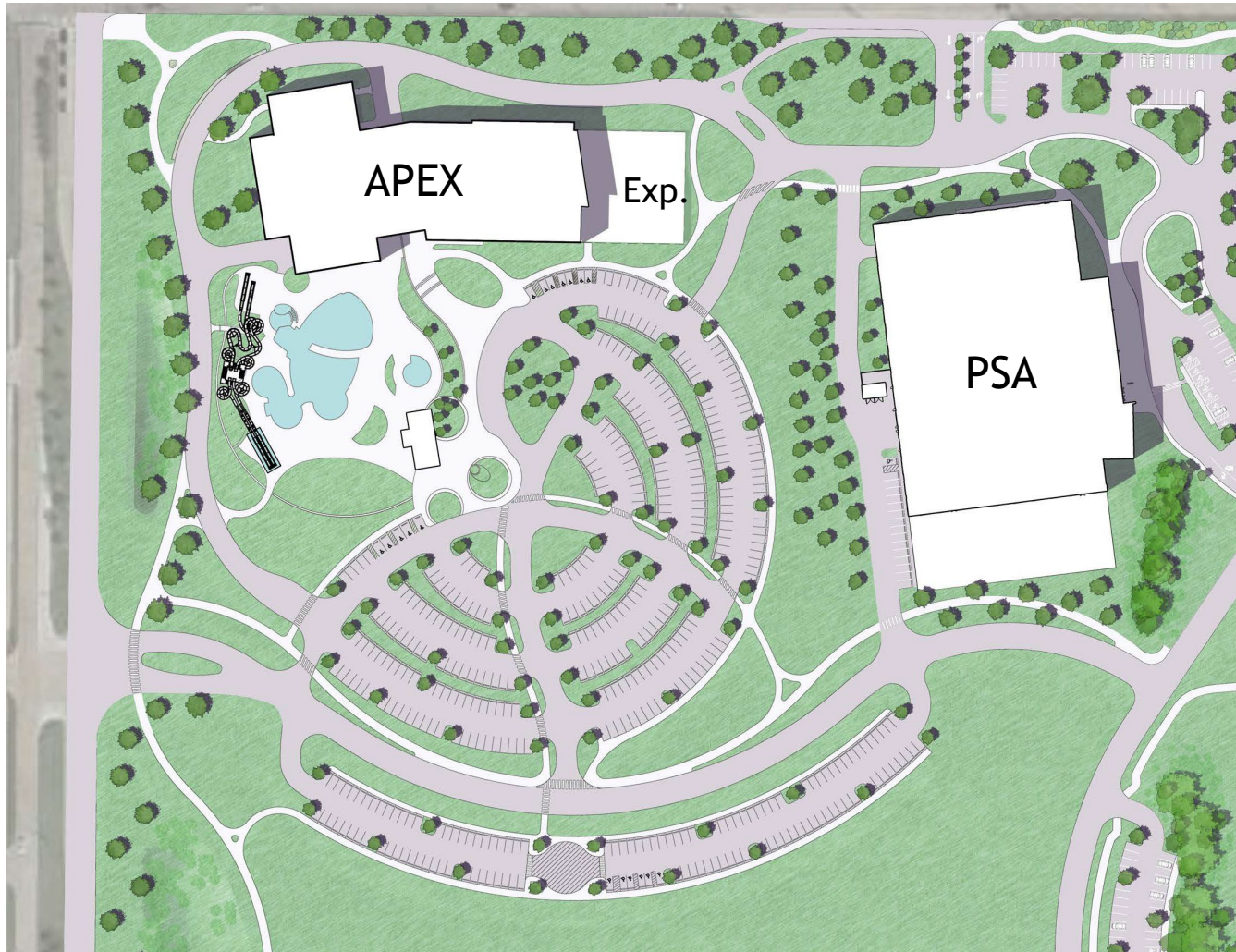
34,548 kid visits to our playroom

Year 1: Interior Modifications



- A/B: Storage Space converted into Offices
- C: Original Playroom Space
- D: Multi-Purpose Space converted into Add'l Playroom Space

Planned Expansion



Expansion Potential



FY 2017-2018 Financials

- ▶ Budgeted revenue- \$3,384,100
- ▶ Expenses- \$4,133,238
- ▶ Net-(\$749,138)
- ▶ Reforecast revenue- \$4,239,517
- ▶ Reforecast Expenses- \$4,459,856
- ▶ Reforecast Net- (\$220,339)

Actual Projections (Unaudited numbers)

Revenue:	\$4,597,274
Expenses:	\$3,967,001
Net:	\$630,273

Future Expenses

- ▶ 5 year capital plan - \$1,052,000 (equipment replacement, floor resurfacing, building maintenance)
- ▶ Payroll and payroll related increases over 5 years - \$400,000 (payroll accounts for 55% of total expenses)



Current Fee Schedule

	Current	Current
	Resident	Non-Resident
Daily Passes		
Youth/Senior	\$8.00	\$10.00
Adult	\$10.00	\$12.00
Family	\$17.00	\$25.00
Groups 15+	\$7.00	\$7.00
*Daily passes @ 10% increase to avoid change.		
Annual Memberships		
Youth/Senior	\$300.00	\$400.00
Adult	\$500.00	\$600.00
Family	\$700.00	\$850.00
Month-to-Month Memberships		
Youth/Senior	\$30.00	\$40.00
Adult	\$50.00	\$60.00
Family	\$70.00	\$85.00

Private Comparison

	Current Resident	Current Non-Resident
Daily Passes		
Youth/Senior	\$8.00	\$10.00
Adult	\$10.00	\$12.00
Family	\$17.00	\$25.00
Groups 15+	\$7.00	\$7.00
*Daily passes @ 10% increase to avoid change.		
Annual Memberships		
Youth/Senior	\$300.00	\$400.00
Adult	\$500.00	\$600.00
Family	\$700.00	\$850.00
Month-to-Month Memberships		
Youth/Senior	\$30.00	\$40.00
Adult	\$50.00	\$60.00
Family	\$70.00	\$85.00

- ▶ Lifetime Fitness - \$175/month
(\$10/mo playroom)
- ▶ LA Fitness - \$79/month for family
(2 adults, 2 kids, + add fees)
- ▶ Craig Ranch - \$168/month (2 adult, 2 kids)

(The above pricing is for family membership)

Municipal Comparison

	Current	Current
	Resident	Non-Resident
Daily Passes		
Youth/Senior	\$8.00	\$10.00
Adult	\$10.00	\$12.00
Family	\$17.00	\$25.00
Groups 15+	\$7.00	\$7.00
*Daily passes @ 10% increase to avoid change.		
Annual Memberships		
Youth/Senior	\$300.00	\$400.00
Adult	\$500.00	\$600.00
Family	\$700.00	\$850.00
Month-to-Month Memberships		
Youth/Senior	\$30.00	\$40.00
Adult	\$50.00	\$60.00
Family	\$70.00	\$85.00

- ▶ Frisco - \$650 annually
- ▶ Allen - \$550 annually
- ▶ Coppell - \$500 annually
- ▶ Flower Mound - \$500 annually
- ▶ Plano - \$399 annually

(above are family resident prices only, subsidized)

Proposed Fee Increase

	Current	Current	15% Increase	15% Increase	
	Resident	Non-Resident	Resident	Non-Resident	
Daily Passes					
Youth/Senior	\$ 8.00	\$ 10.00	\$ 9.00	\$ 12.00	
Adult	\$ 10.00	\$ 12.00	\$ 12.00	\$ 14.00	
Family	\$ 17.00	\$ 25.00	\$ 20.00	\$ 30.00	
Groups 15+	\$ 7.00	\$ 7.00	\$ 8.00	\$ 8.00	
*Daily passes @ 10% increase to avoid change.					
Annual Memberships					
Youth/Senior	\$ 300.00	\$ 400.00	\$ 345.00	\$ 460.00	.12 cents/day or \$3.75/mo
Adult	\$ 500.00	\$ 600.00	\$ 575.00	\$ 690.00	.21 cents/day or \$6.26/mo
Family	\$ 700.00	\$ 850.00	\$ 805.00	\$ 978.00	.29 cents/day or \$8.75/mo
Month-to-Month Memberships					
Youth/Senior	\$ 30.00	\$ 40.00	\$ 35.00	\$ 46.00	.16 cents/day or \$5/mo
Adult	\$ 50.00	\$ 60.00	\$ 58.00	\$ 69.00	.26 cents/day or \$8/mo
Family	\$ 70.00	\$ 85.00	\$ 81.00	\$ 98.00	.36 cents/day or \$11/mo

Proposed Fee Increase

- ▶ REVENUE ASSUMPTIONS ARE BASED ON 5,636 MEMBERSHIPS
- ▶ 47% ANNUAL MEMBERSHIPS AND 53% MONTHLY MEMBERSHIPS
- ▶ RESIDENTS - 93% NON-RESIDENTS - 7%
- ▶ ADDITIONAL REVENUE OF \$700,000
- ▶ RECOGNITION OF FULL ADDITIONAL REVENUE WOULD NOT HIT FOR 12 MONTHS
- ▶ THE ABOVE ESTIMATES DO NOT INCLUDE POSSIBLE DROP OFF WITH PRICE INCREASE



Proposed Fee Increase

- ▶ 3 months notice for pricing change
- ▶ Offer chance to current members to renew at current rates
- ▶ Send out marketing materials to help communicate
- ▶ Apply \$25,000 from our additional revenue to scholarship program for those in financial need



QUESTIONS?

