



CENTRE
Reach your peak.

2018-2019 Overview

GABE NESBITT COMMUNITY PARK

APEX CENTRE HIGHLIGHTS

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March 2017

Established



5,400 Members

- > 52% Annual
- > 48% Monthly

Day Pass Users: 20,114



Birthday Parties / yr. 61

Personal Training Clients / yr. 375

Room Rentals / yr. 60

Aerial View



Yearly Employee Breakdown

14

Full-time

163

Part-time

134

Seasonal



5 Awards



5 Member Spotlights



37,501 Kids Visited the Playroom



AWARDS

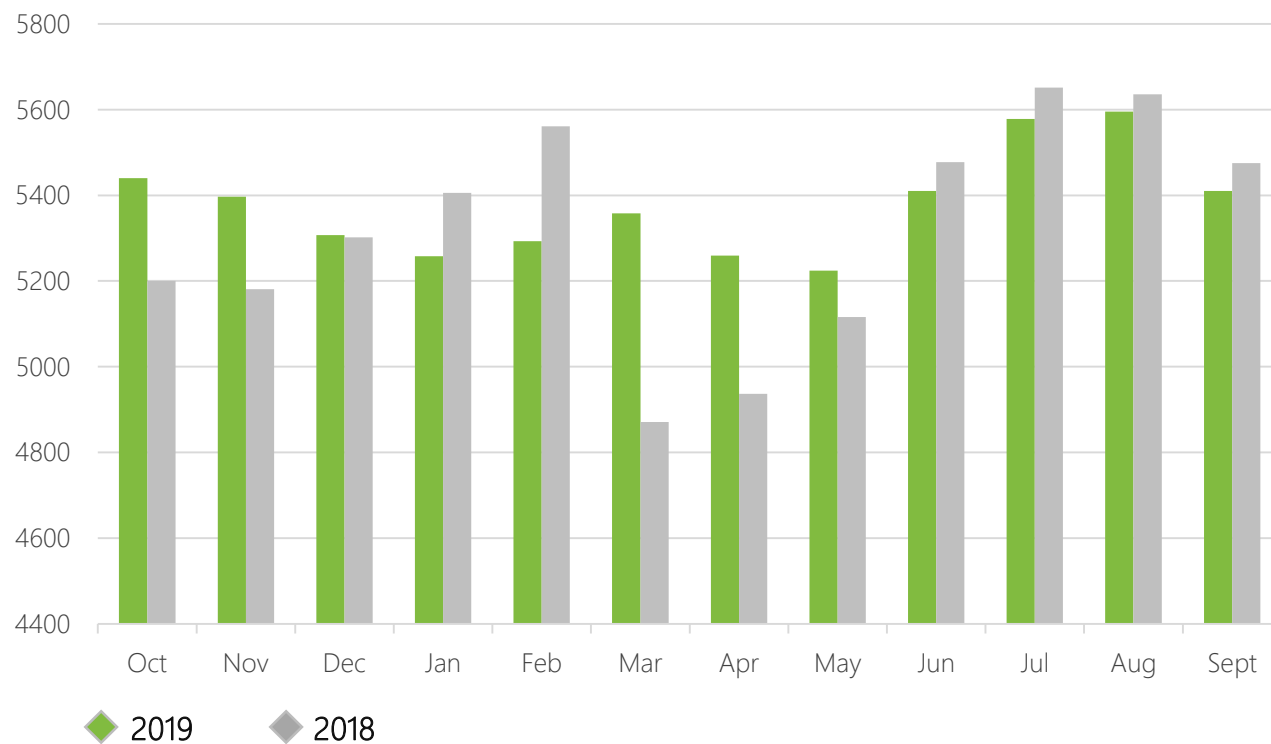
- *Living Magazine's* Readers Choice Best of the Best Award
 - 2019 Best Health Club/Gym in McKinney/Allen
- Best of 2019 McKinney
- 2018 American Red Cross Aquatic Examiner Service
- Texas Recreation and Parks Society Regional Awards
 - 2018 Programming Excellence Award Synchronized Swimming at the Apex Centre and Senior Center Pool
 - 2017 Recreation Facility Design Excellence Award



MEMBERSHIPS BY MONTH



2018 v. 2019



- 2018 – Charter member renewal period in March
- 2019 – Maintained above 5,200 members each month



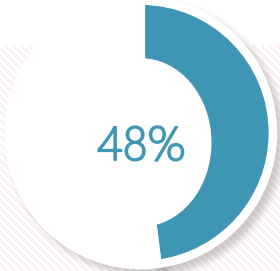
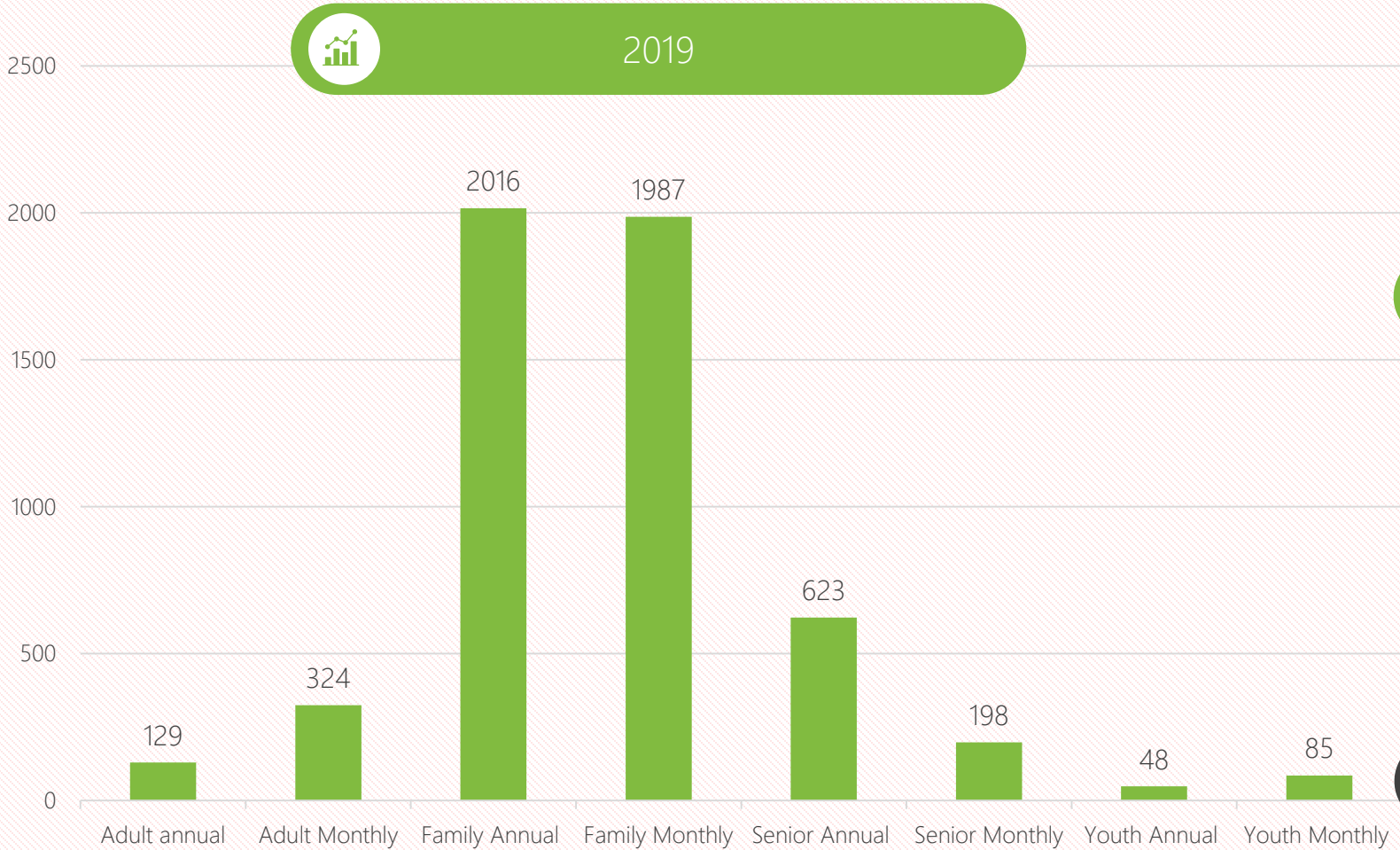
2019



2018



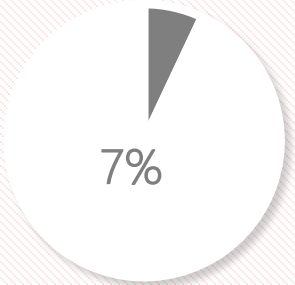
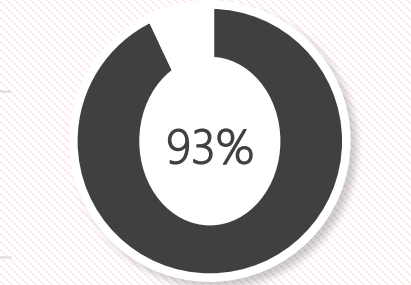
MEMBERSHIP DATA



Annual

Monthly

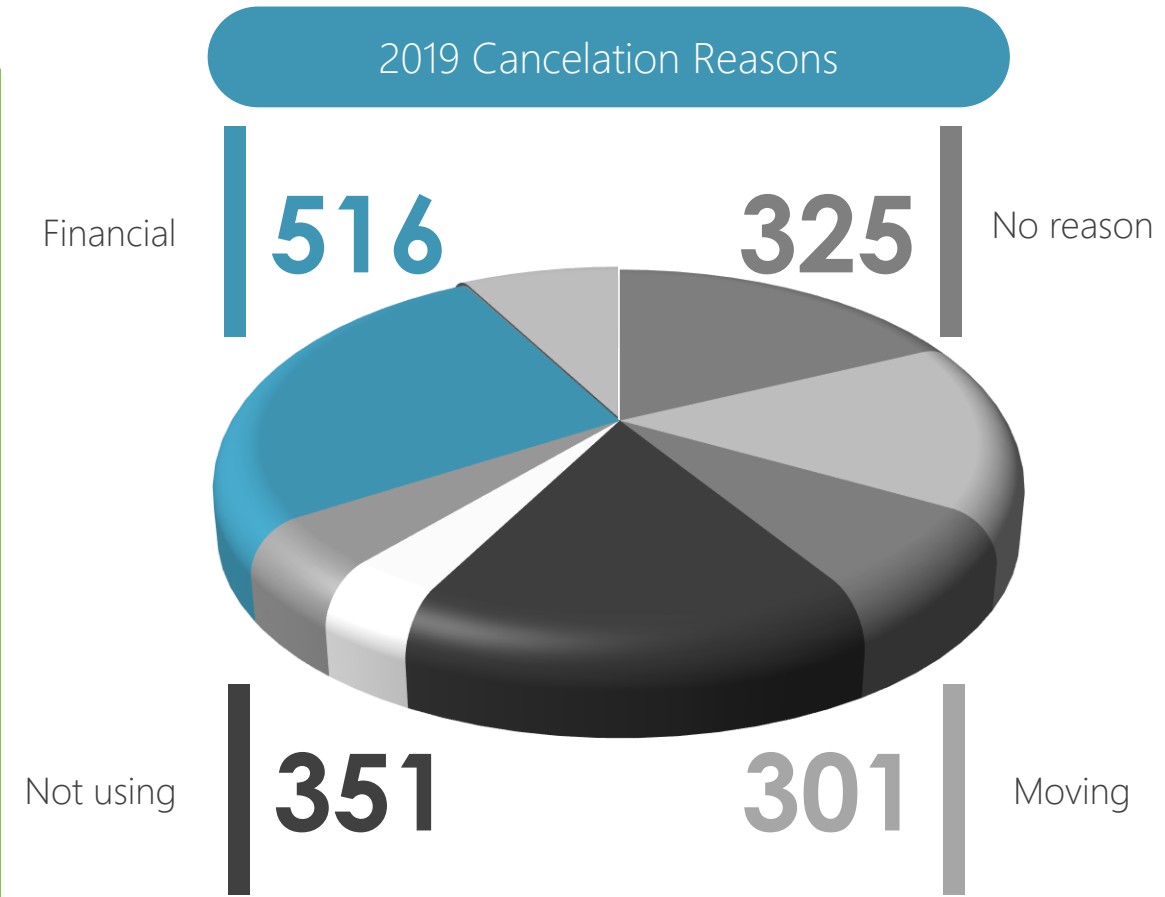
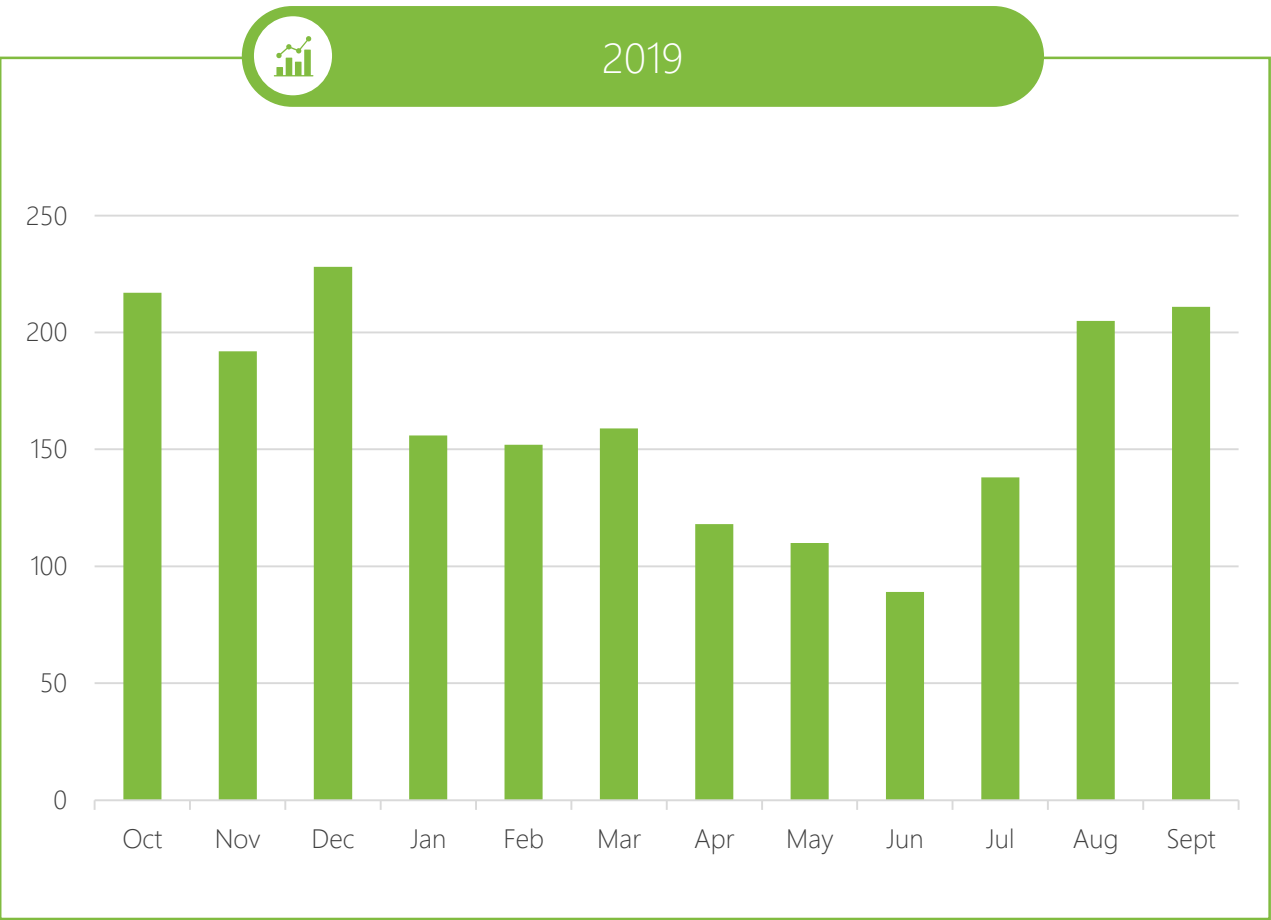
3% increase in annual membership since 2018



Resident

Non-resident

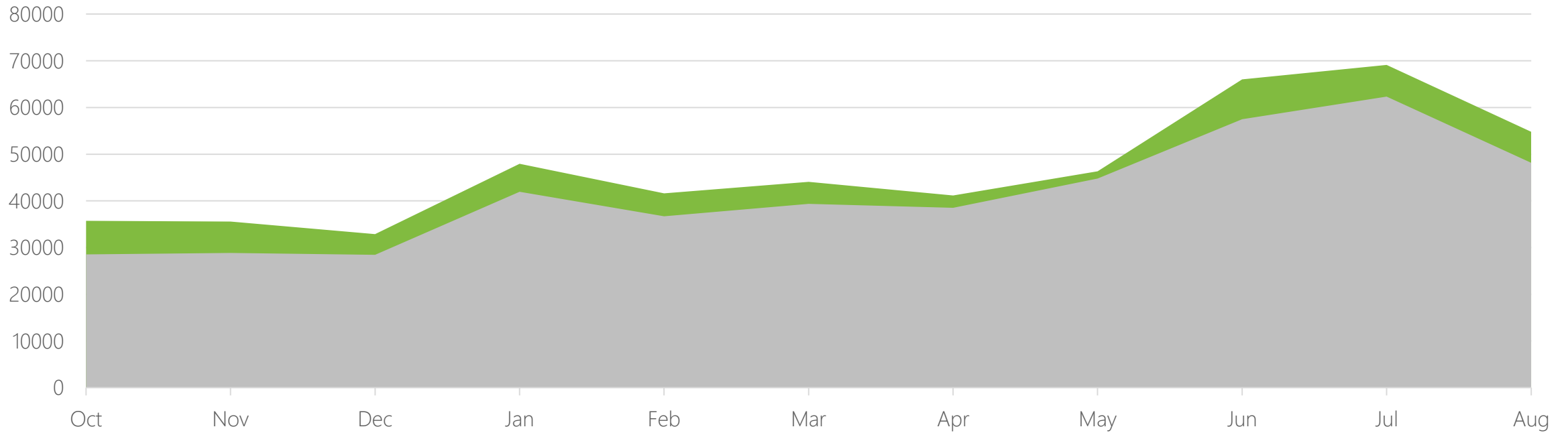
CANCELATIONS



- Moving: 24% increase from 2018
- Financial: 198% increase from 2018

SCAN-INS 2018 V. 2019

7



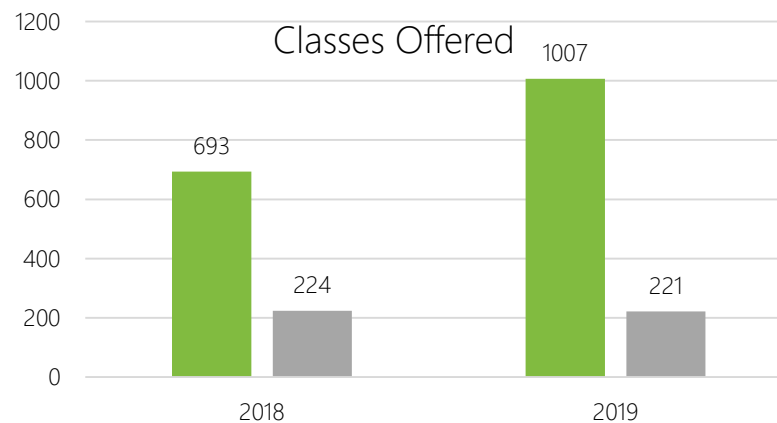
◆ 2019: 555,063

◆ 2018: 455,172

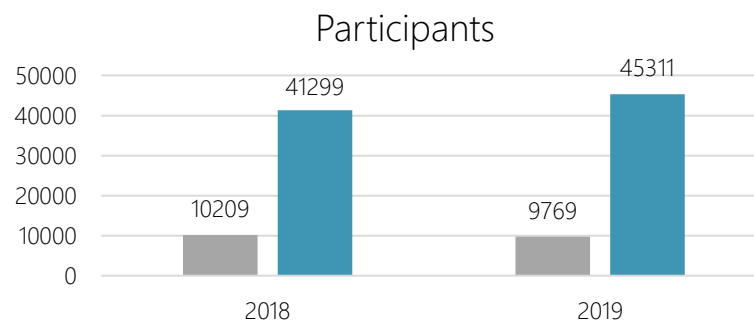
100,000↑

Activity increase over 2018
(including day passes)





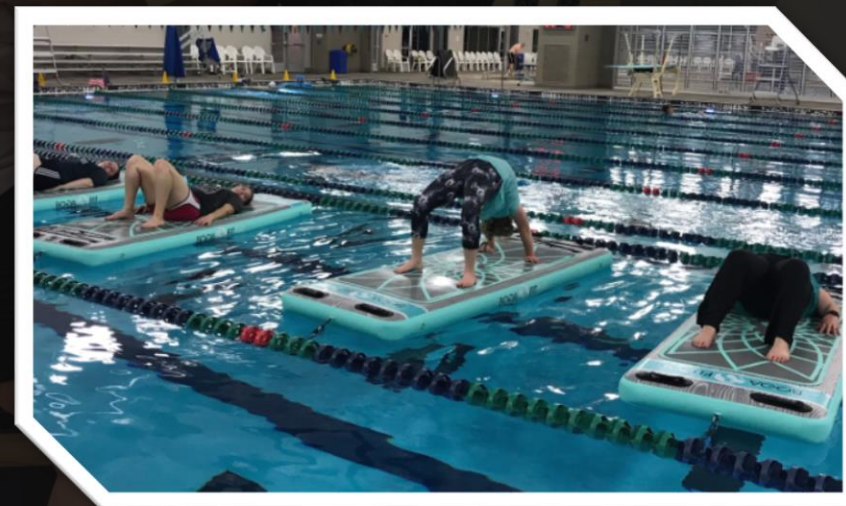
■ Land Classes offered ■ Water Classes offered



■ Participants in Water Classes ■ Participants in Land Classes

GROUP EXERCISE

- 45% increase in classes offered
- Over 4,000 participant increase in land classes



*all participant counts are conducted manually
*all participant counts and classes offered include virtual classes

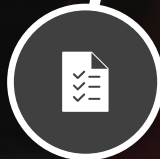


FITNESS EQUIPMENT CUMULATIVE TOTAL

4.2% increase from 2018

Fun facts

- 85,631 total hours recorded on the cardio equipment (not including spin bikes)
- At 3 MPH, members could have walked around the earth 10 times!



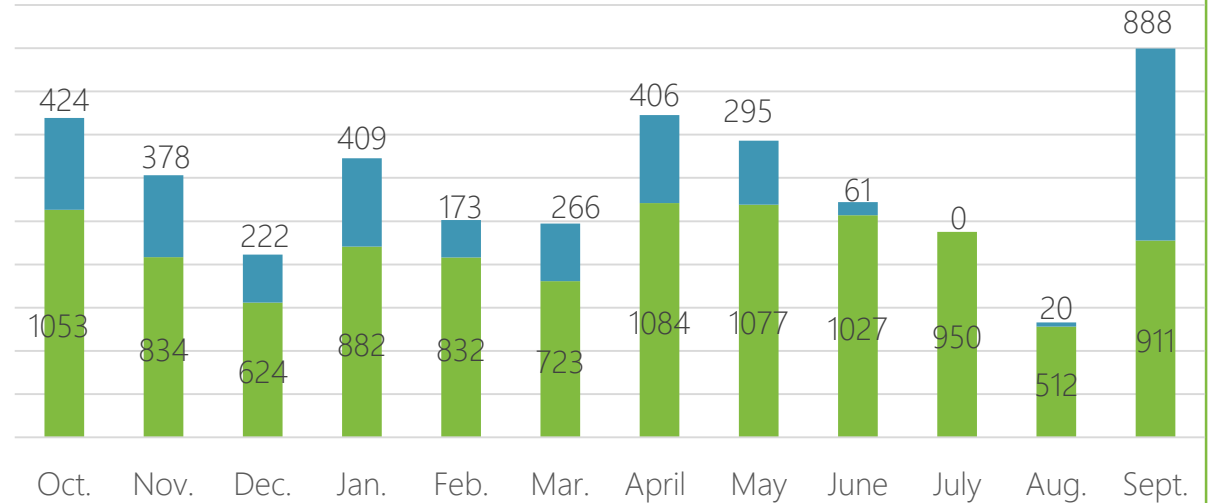
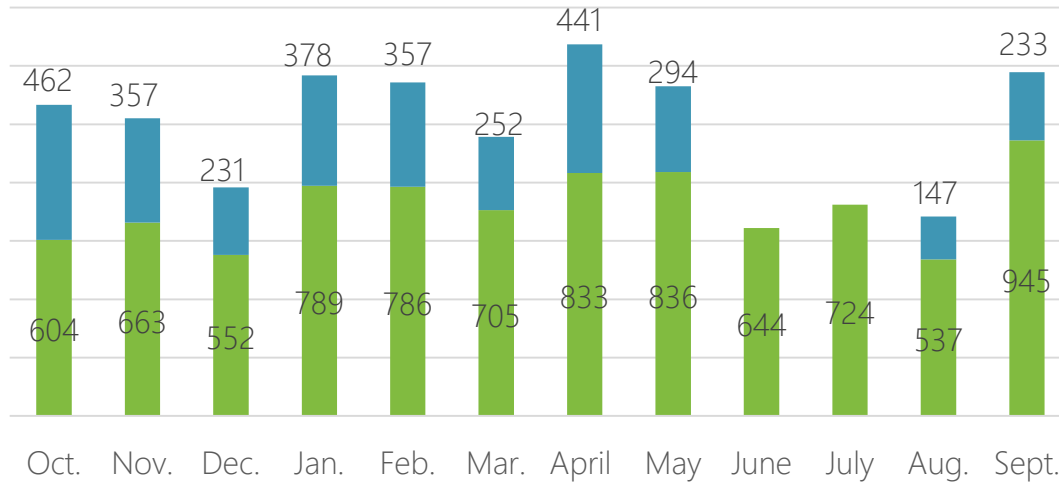
SWIM TEAM USAGE



2018



2019



◆ Metro ◆ MISD

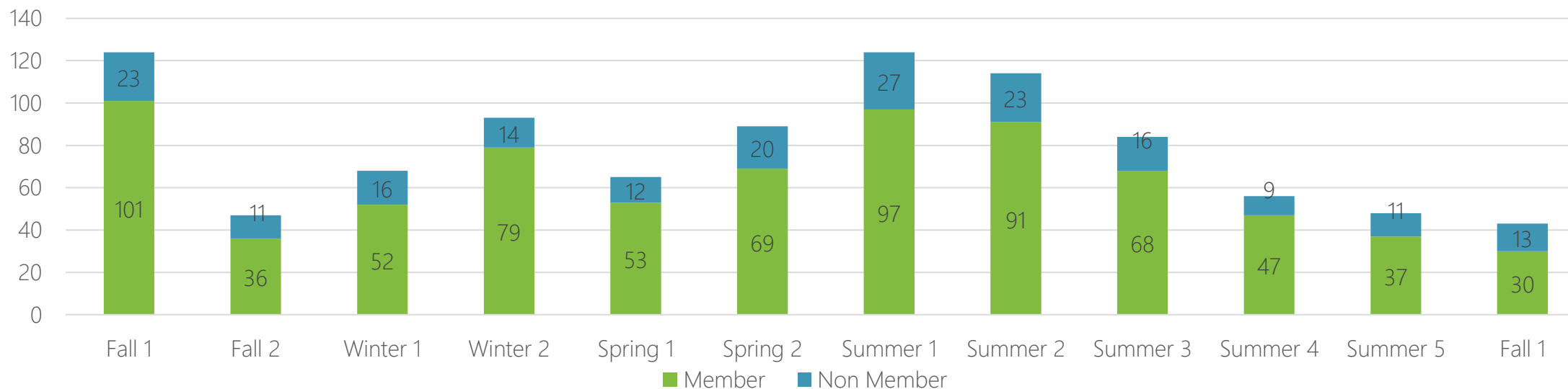
- Metroplex Aquatics – 10,503 total scans
- MISD – 3,542 total scans
- McKinney North joined McKinney Boyd in August 2019



SWIM LESSONS



2019

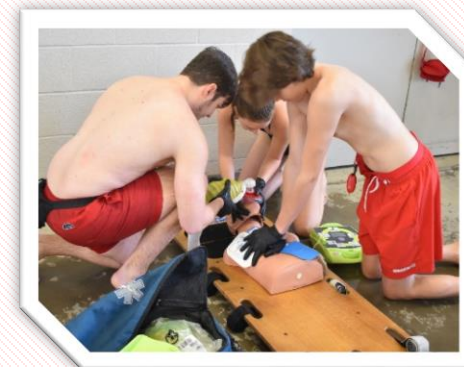


2018

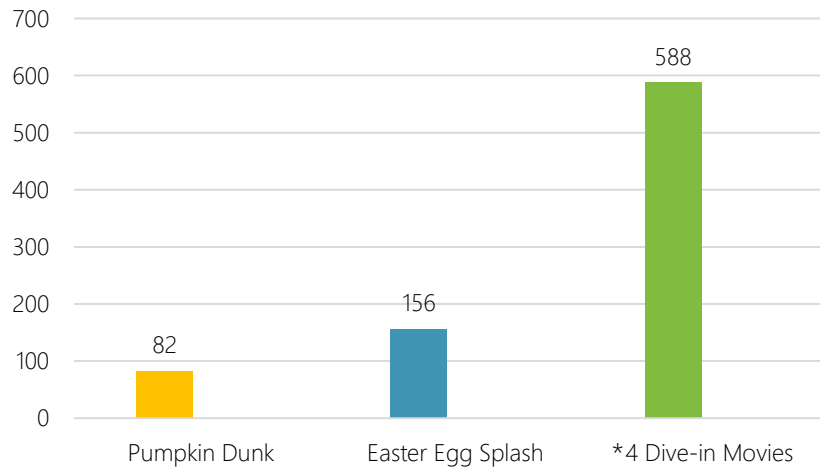
Member: 742 participants
 Non-member: 132 participants
 Total: 856 participants
 Program total: \$137,308

2019

Member: 781 participants
 Non-member: 200 participants
 Total: 981 participants
 Program total: \$196,424



SPLASH EVENTS

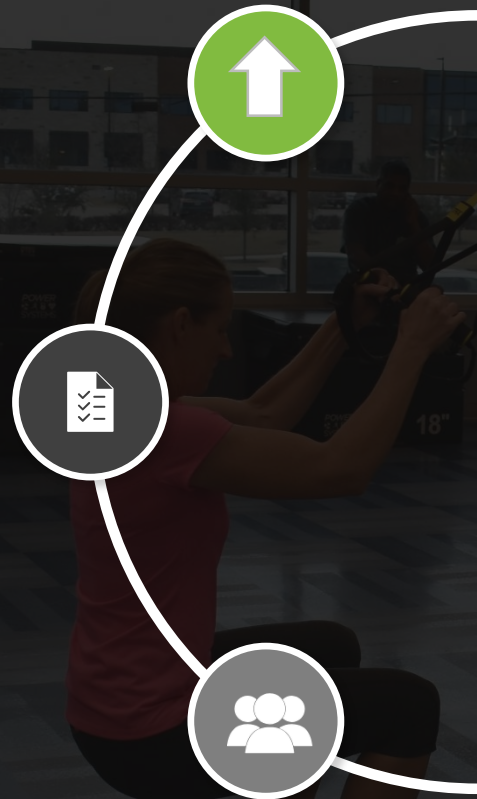


** Two dive-in movie cancelations due to weather*

CAMP PARTICIPANTS

- MLK Day Camp: 8
- Presidents Day Camp: 14
- Spring Break Camp: 32
- Summer Camp: 983

Total: 1,037 participants



2019 FINANCIALS

Revenue: \$5,068,380.47

Expenses: \$4,487,756.83

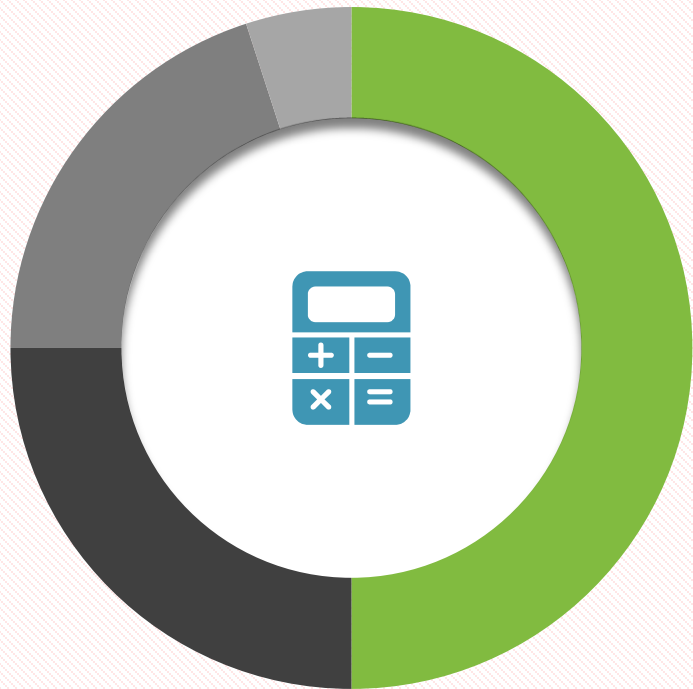
Net: \$580,623.64

**The above financials are currently unaudited*



ISSUES TO ADDRESS

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What is the vision for the expansion of the Apex Centre?



What is needed and why?



What are the priorities?

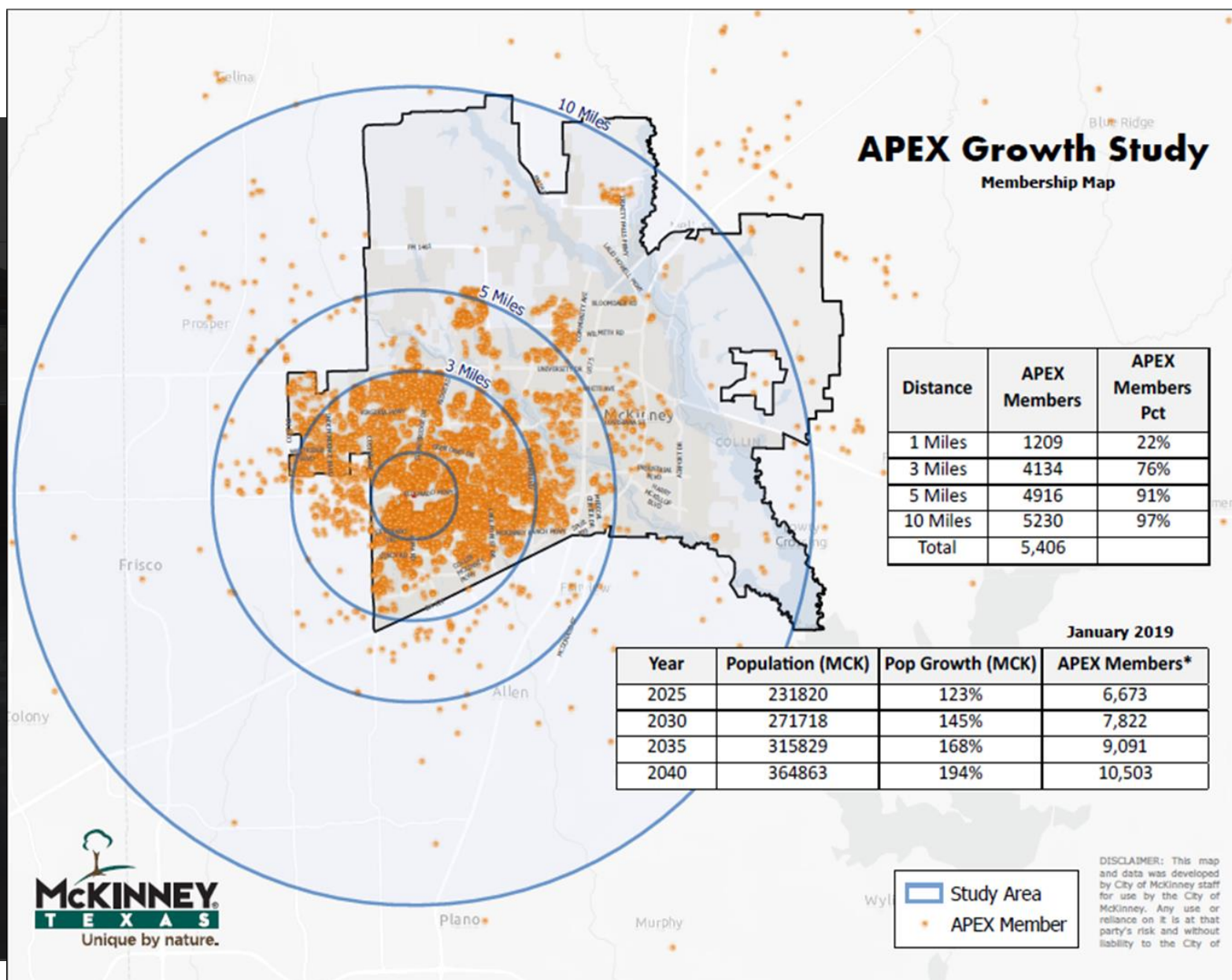


How can we achieve it?



What is the legacy of this plan?



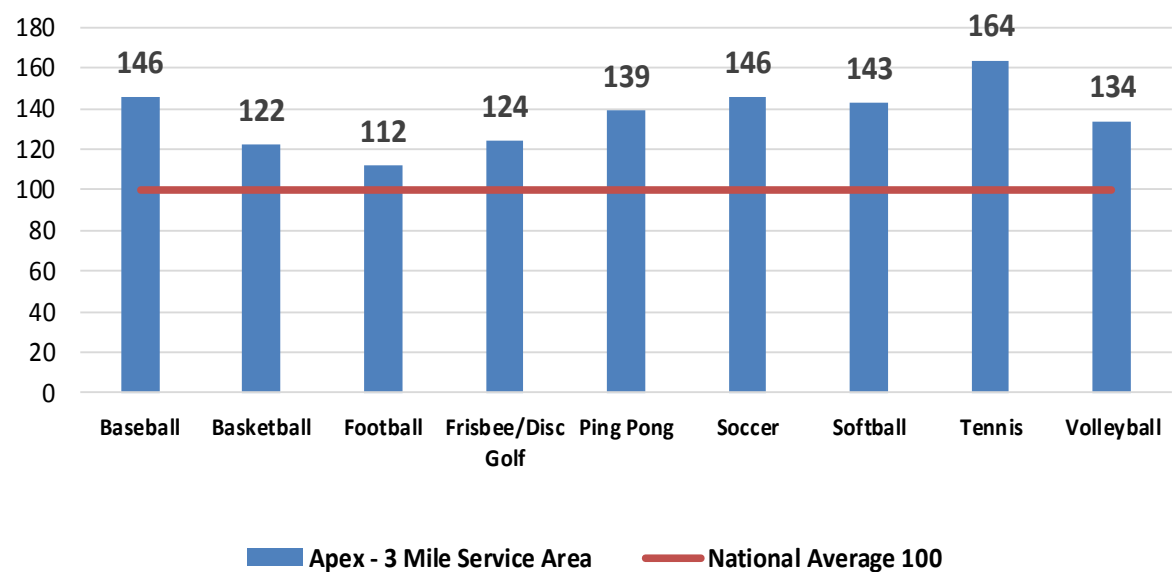


Apex Centre

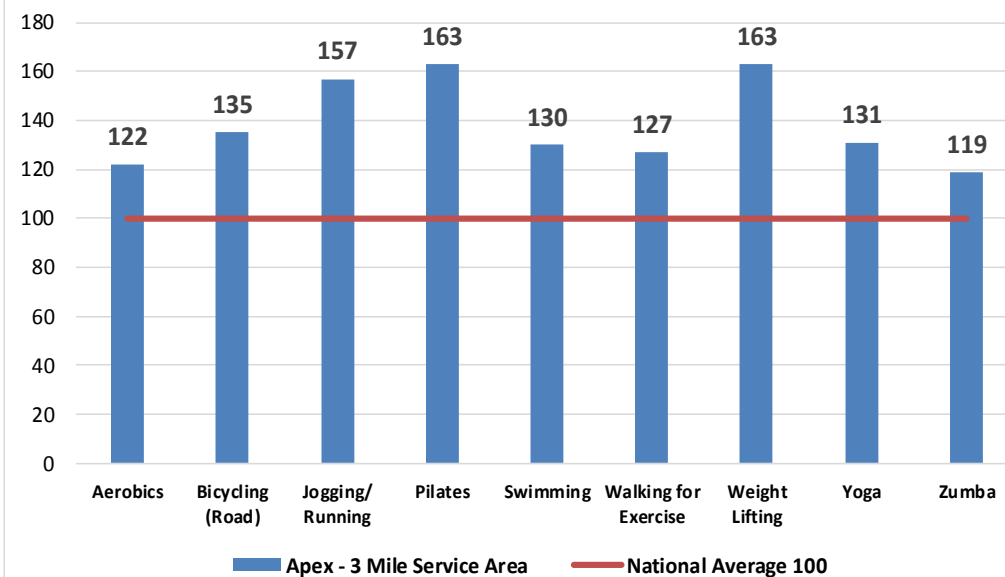
- Active member households – 5,224
- Total McKinney resident households – 15,079
- Total households since 2017 – 22,605



General Sports



Fitness



YEAR 1: INTERIOR MODIFICATIONS

18



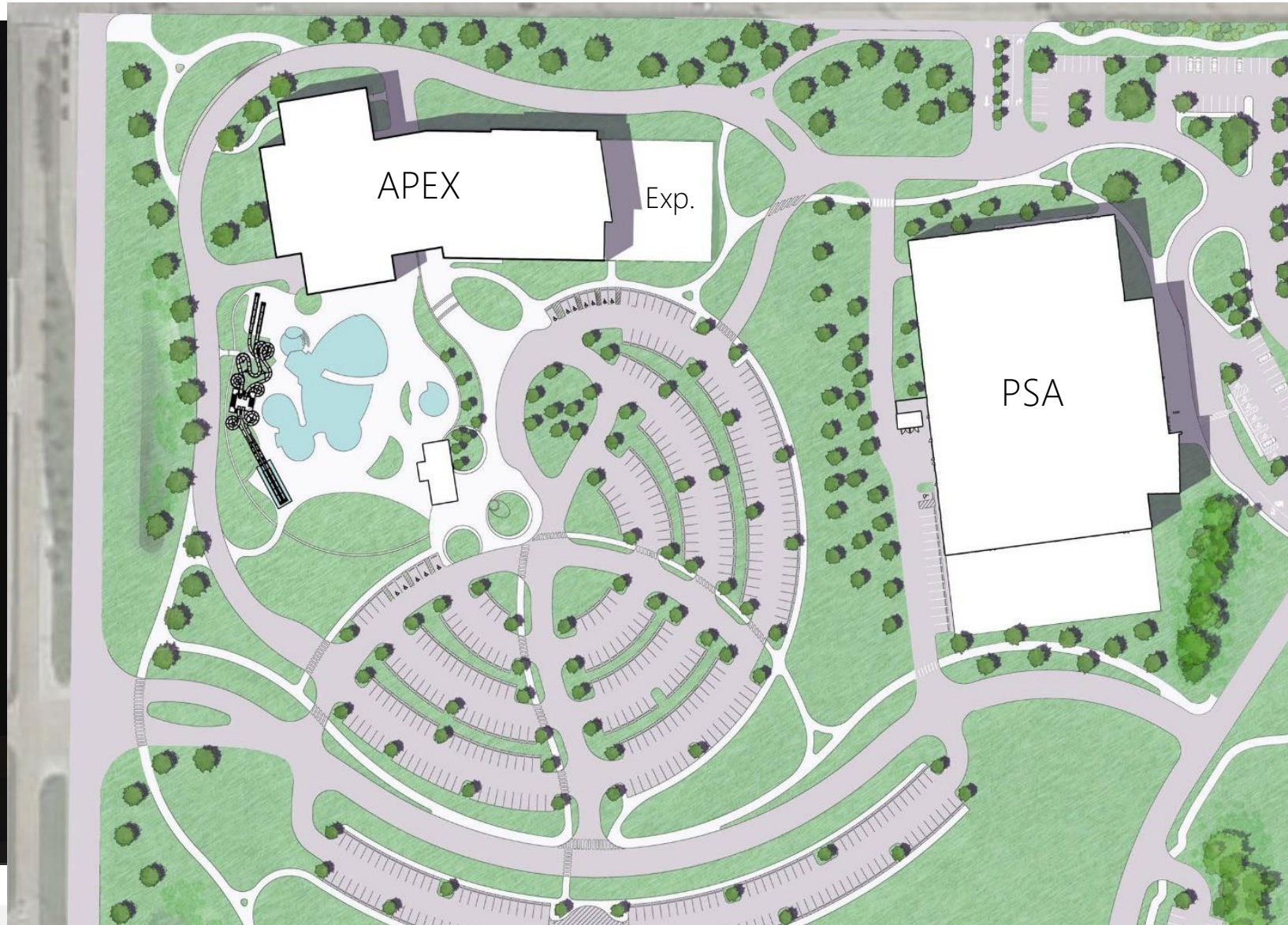
- **A/B:** Storage space converted into Offices
- **C:** Original playroom space
- **D:** Multi-purpose space converted into additional playroom space

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EXPANSION POTENTIAL

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QUESTIONS?

GABE NESBITT COMMUNITY PARK