



18-320

TITLE: Consider/Discuss a Recap of Apex Centre First Year of Operation

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: April 16, 2018

DEPARTMENT: Parks & Recreation

CONTACT: Michael Kowski, Director of Parks & Recreation
Teresa Thomason, Apex Centre Manager

ITEM SUMMARY:

- The Parks & Recreation Department will provide a recap of the Apex Centre's first year of operation.

BACKGROUND INFORMATION:

- The Council held a strategic planning session in early February and requested an update by 2Q18 on the Apex Centre's first year of operation.
- The Apex Centre's mission from the outset, as directed by Council, is to operate as a self-sufficient community asset within three (3) years.
- The facility opened in March of 2017 and captured over 1,800 memberships in the first month of operation.
- By March of 2018, the total number of memberships exceeded 5,500, which translates into approximately 18,000 unique customers (95% residents; 5% non-residents).
- Consequently, the Apex Centre is on track to meet the Council's directive to operate as a cost neutral facility within the established three (3) year period.
- The accompanying presentation highlights key metrics related to memberships as well as introduces opportunities to enhance the facility to meet our growing

demand.

FINANCIAL SUMMARY:

- N/A

BOARD OR COMMISSION RECOMMENDATION:

- N/A

SUPPORTING MATERIALS:

[Presentation](#)