



18-858

TITLE: Consider/Discuss Apex Centre Fiscal Year 2018, Potential Improvements and Membership Rates

COUNCIL GOAL: Goal 5 - Enhance the Quality of Life in McKinney

5A: Create affordable recreational and cultural arts activities for all ages throughout the city

5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike

5E: Develop sustainable quality of life improvements within the City of McKinney

MEETING DATE: October 15, 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 success during Fiscal Year 2018, highlight opportunities for facility improvement, and review membership rates.

BACKGROUND INFORMATION:

- The Apex Centre opened in March of 2017 and captured over 1,800 memberships in the first month of operation.
- By the end of Fiscal Year 2018 (September 30, 2018), more than 5,500 family and individual memberships to the Apex Centre were active. That number translates into approximately 19,000 unique customers, resulting in the potential need to create a waiting list to accommodate new members.
- Due to the popularity of the Apex Centre, the expansion of the facility may need

to be moved forward on the project priority list. Space for an expansion to the east was designed into the existing site plan, and staff is currently reviewing other expansion opportunities for both the building and outdoor waterpark. As of this time, there has been no funding source identified and City Council would ultimately need to review and approve any potential funding for the expansion.

- The growth experienced has resulted in a positive financial outlook that is moving the Apex Centre toward achieving the goal of operating as a self-sufficient, cost-neutral community asset.
- Staff will present options to adjust membership rates to better align with the facility's operational and financial goals, as well as introduce ideas related to the creation of scholarship opportunities.
- Staff presented this item at the October 11, 2018, meeting of the Parks, Recreation and Open Space Advisory Board, and is scheduled to present the same at the October meeting of the McKinney Community Development Corporation (MCDC).

FINANCIAL SUMMARY:

- N/A

SUPPORTING MATERIALS:

[Presentation](#)