



19-0970

TITLE: Consider/Discuss Apex Centre Fiscal Year 2019 and Operational Highlights

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: November 21, 2019

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 financial and operational success during Fiscal Year 2019.

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 20,000 unique customers, resulting in the potential need to create a waiting list to accommodate new members.
- The end of Fiscal Year 2019 (September 30, 2019) revealed that membership figures are holding at the same positive levels.

- Staff will present examples of the success of the past year and speak to the status of the ongoing facility expansion study.
- Staff presented this item at the November 14, 2019, meeting of the Parks, Recreation and Open Space Advisory Board.

FINANCIAL SUMMARY:

- N/A

SUPPORTING MATERIALS:

[Presentation](#)