



**24-1356**

**TITLE:** Consider/Discuss/Act on a Resolution Adopting Revised Membership Rates for the Apex Centre Pursuant to Sec. 74-101 of the Code of Ordinances of the City of McKinney, Texas; and Providing for an Effective Date

**COUNCIL GOAL:** Financially Sound Government

4B: Provide funding and organizational framework to ensure continual economic improvements.

4C: Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees.

4D: Create financial plans for future growth as well as future maintenance.

**MEETING DATE:** March 19, 2024

**DEPARTMENT:** Parks & Recreation

**CONTACT:** Ryan Mullins, Parks & Recreation Assistant Director

**RECOMMENDED CITY COUNCIL ACTION:**

- Approval of Resolution

**ITEM SUMMARY:**

- Membership rates need to increase to offset increasing expenditures and sustain the cost recovery mandate of the facility.

**BACKGROUND INFORMATION:**

- The Apex Centre is an 80,000 square foot aquatic and fitness facility that opened in March 2017.

- By October 2018 the facility had grown to over 5,000 active household memberships and in March 2024 it has close to 6,000 household memberships. Which equates to over 16,000 individual memberships to the facility.
- Membership is the largest revenue generator for the Apex Centre
- Since the facility has opened, expenditures have increased at a much greater rate than revenue.
- Membership rates have not been increased since March 2019.
- In order to sustain the cost recovery mandate of the facility, membership rates need to increase to offset increasing expenditures.
- Apex Centre Manager Erica Lyght gave a presentation on the requested membership increase to City Council at the March 5, 2024, Work Session.

#### **FINANCIAL SUMMARY:**

- N/A

#### **BOARD OR COMMISSION RECOMMENDATION:**

- Staff provided the recommended increased membership rates to the Parks, Recreation and Open Space Advisory Board. The board was in support of the recommended membership rate increases.

#### **SUPPORTING MATERIALS:**

[Resolution](#)