MYEC Facility Update

Arts, Culture, Music and Entertainment

November 13 , 2026

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Operational Updates

Current Focus Areas

- *POS/CRM System Installation (REC TRAC) – installed; staff currently training*
- *AFM fully absorbed MYEC supportive services Oct 1st – landscaping, janitorial, security, maintenance, etc.*
- *Food & Beverage – currently working with ACME Leadership to explore F&B alternatives for the venue i.e. food trucks or BYO for parties*
- *Conducting internal review on operations, structure, staff profiles with a goal to refine/restructure by year end.*



Activation Goals

Goals:

- Increase patron attendance across all activity areas through rentals, partnerships, & collaborations
- Expand inclusive programming and diversify revenue streams with expanded intergenerational programming i.e. adaptive and senior targeted initiatives
- Improve non-peak utilization through target marketing to specific program types and rental incentives
- Increase operating efficiencies
- CoA Zero Waste Initiative Participation

Activations

September

AISD Special Olympics – Sept/Oct

Del Valle High School Mainstreaming

Museum of Human Achievement

Theater Rentals (9)

Home School Students Rec Day

October

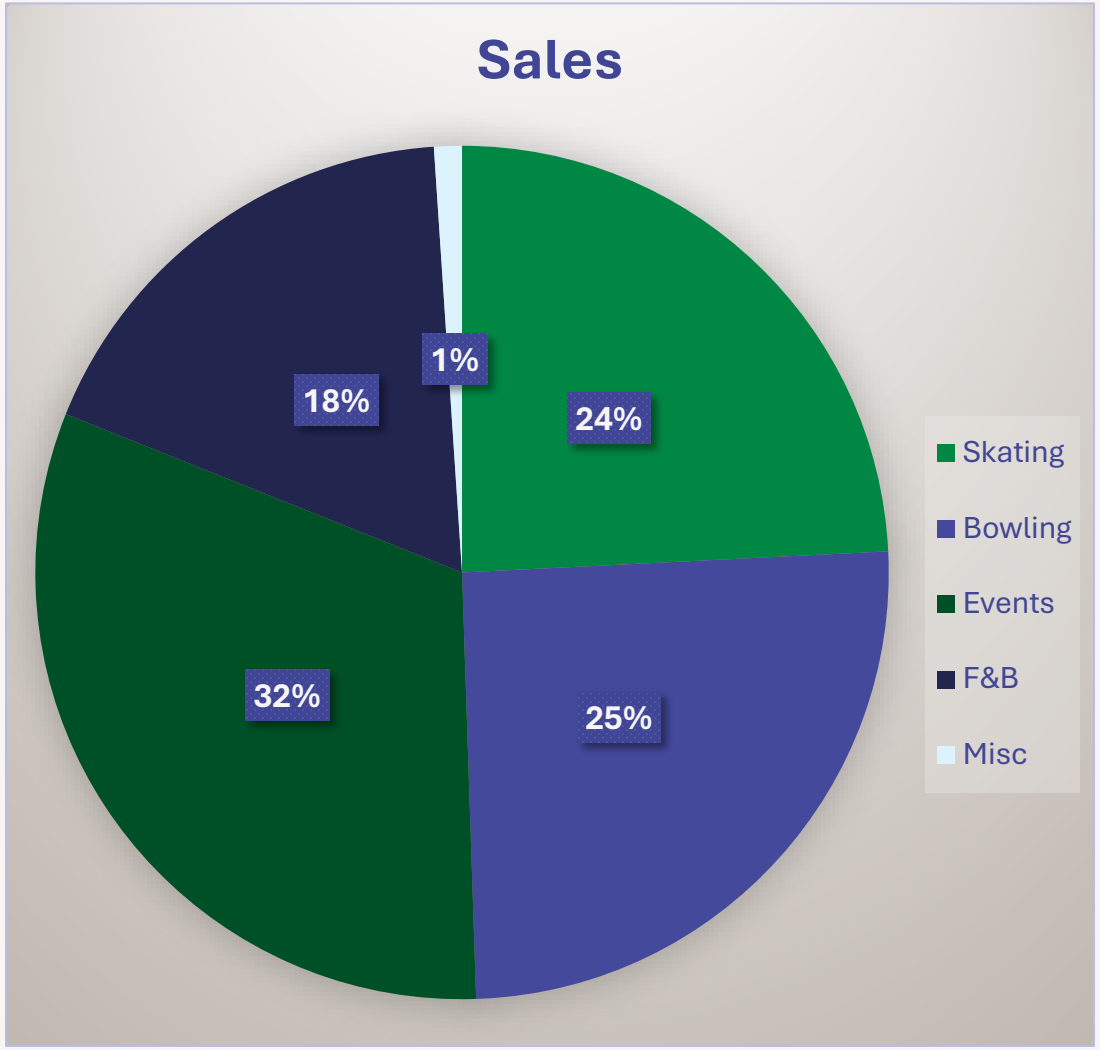
AISD Special Olympics

Travis County Polling Site *(8167)*
Party at the Polls
Fitness With Phil – Step Aerobics
Black Makers Market *(400)*
Holy Cross Church Banquet
Theater Rentals *(8)*
Tx Jr Roller Derby Fundraiser
Boo With Blue *(APD – 200)*
Better Off Bowling League

YTD Revenue

September 2026

Function	Amount
Food and Concessions	$43,081.16 *$ 7,679.26*
Birthday Parties	$9,878.11 *Incl w/events*
Bowling	$69,209 *$23,603.16*
Skating	$66,147.34 *$13,977.23*
Events	$85,998.31 *$36,732.22*
Theater	$1,955.19 *Incl w/events*
Miscellaneous Revenue	$3,016.01 *0.00*
Total Revenue	**$282,610.33**



Participation Trends

Sept & Oct 2026

	September	***October***
▪ Event Rentals	680 patrons	1,705 patrons
▪ Daily Visits/Parties	3,202 patrons	8,719 *(incl voting)*
▪ Bowling	1,325 patrons	1,804 bowlers
▪ Skating	1,497 patrons	1,466 skaters
▪ Birthday Parties	380 patrons	352 patrons
▪ Theater	101 patrons	170 patrons
▪ Community Events (free)	20 patrons	8,367 patrons



Community Partnerships and Collaborations

SXSW – Meeting with SXSW event producers (music/film) to explore opportunities for 2027 along the Rosewood corridor.

“HIS Presence” Community Mistry - turkey giveaway – Nov. 14th & 21st

Distrct 1 – Community Meeting to discuss activism; gun violence; youth engagement, etc.

Austin

Questions?

Thank you