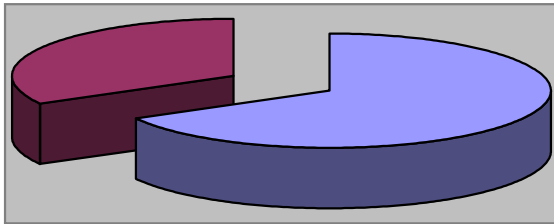


Waynesville Parks & Recreation Department

July 2007

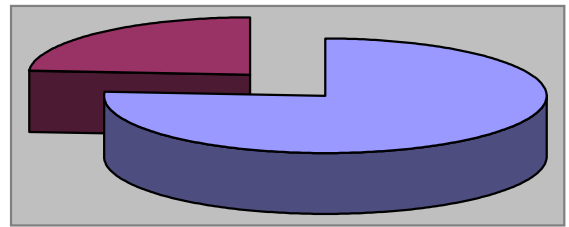
Monthly Review

Waynesville Recreation Center Member Demographics



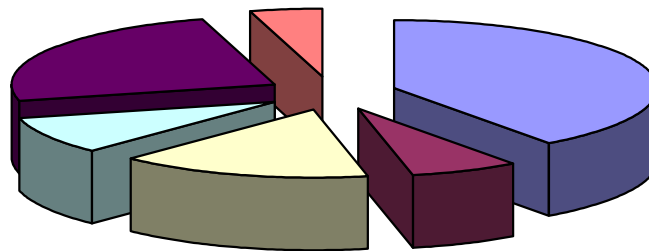
■ Males ■ Females

67% of visits in July were males
33% of visits in July were females



■ Non-Residents ■ Residents

76% of visits in July were non-residents
24% of visits in July were residents



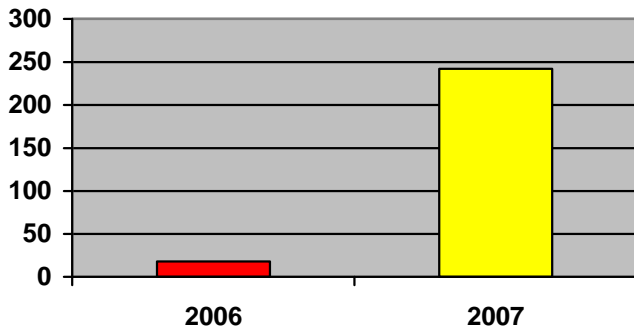
■ Friend ■ Been here before ■ Family ■ Drive by ■ Media ■ Employer

How did you hear about us?

- Friend—18
- Been here before—3
- Family—7
- Drive by—4
- Media—11
- Employer—2



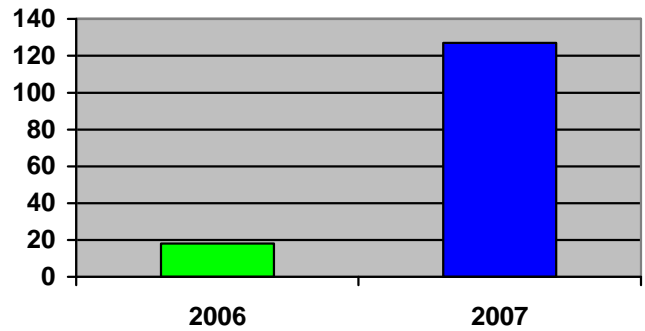
Waynesville Recreation Center Memberships



■ 2006 ■ 2007

Total WRC members for the month of July:

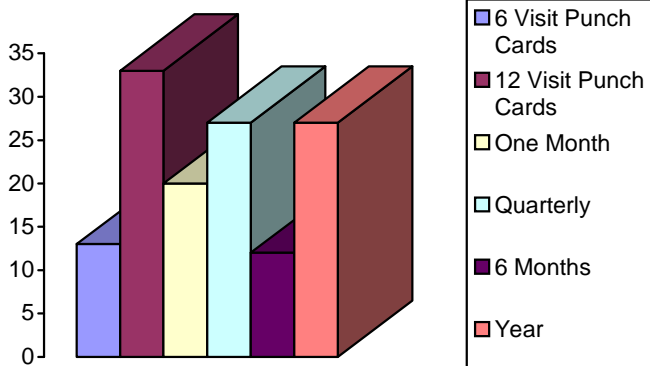
- 2006—37
- 2007—160



■ 2006 ■ 2007

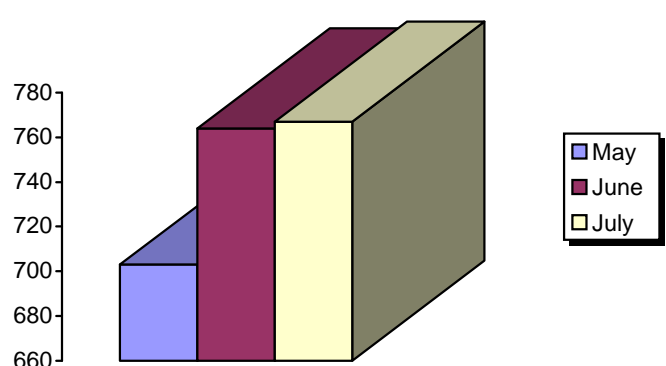
Total WRC memberships for the month of July:

- 2006—18
- 2007—91



Types of memberships sold in July:

- 6 visit punch card—13
- 12 visit punch card—33
- Month—20
- Quarterly—27
- 6 months—12
- Year—27

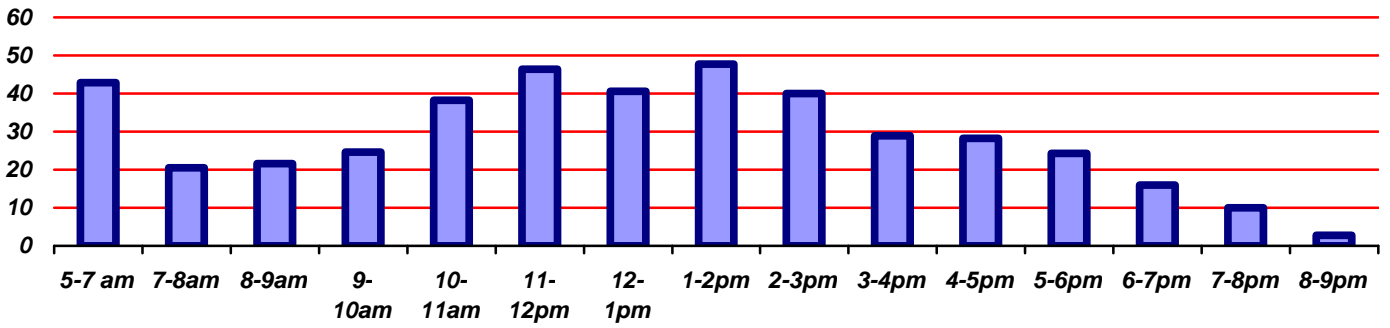


Corporate memberships:

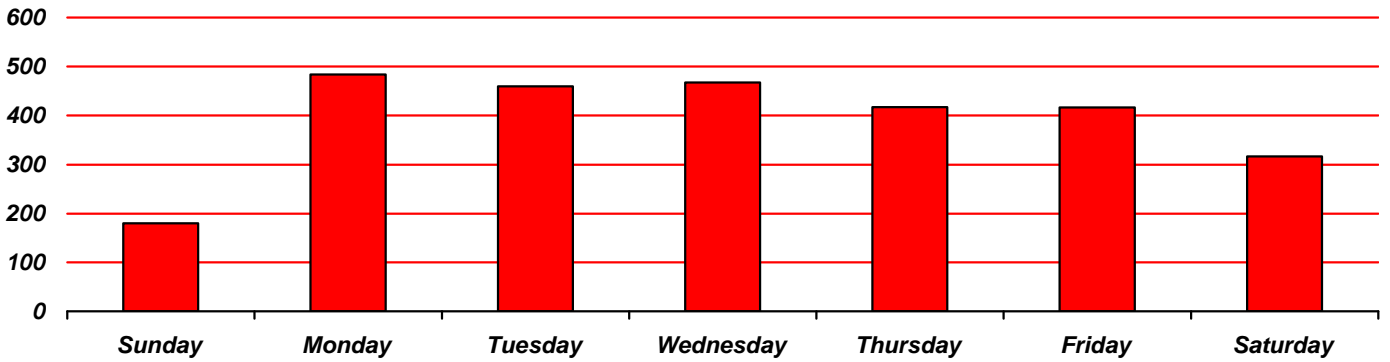
- May—703
- June—764
- July—767



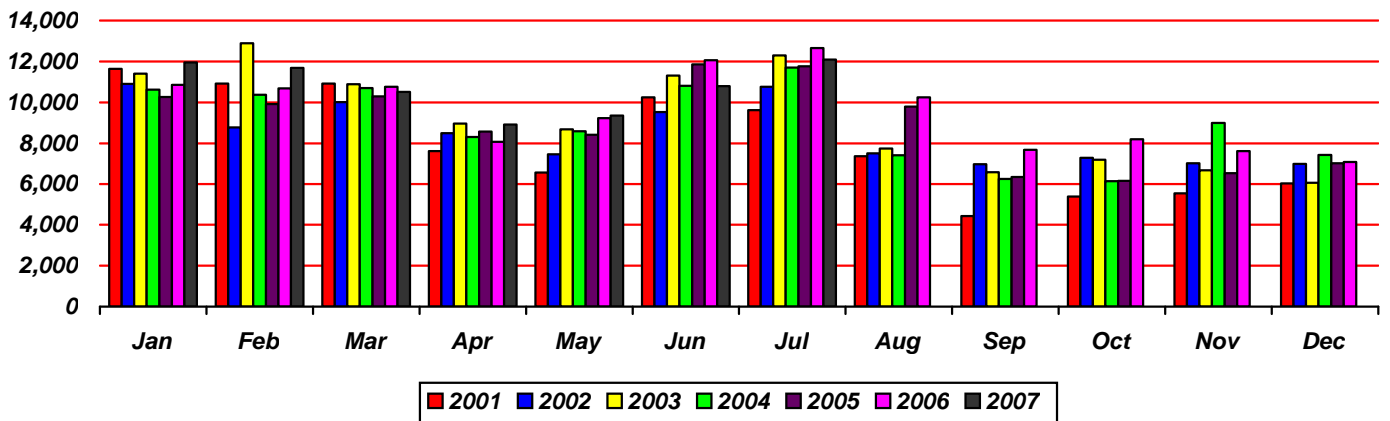
Waynesville Recreation Center Visits



Average hourly visits for July



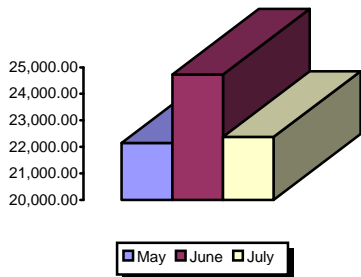
Average daily visits for July



Total Waynesville Recreation Center visits from 2001-2007

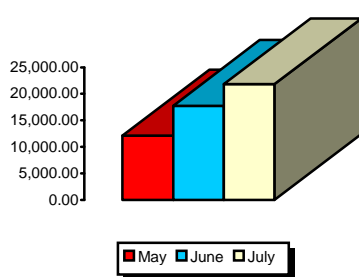


Waynesville Recreation Center Revenue



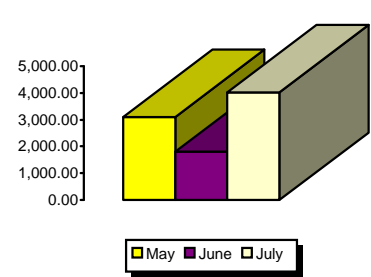
Membership Revenue for July

- May—\$22,152.69
- June—\$24,723.71
- July—\$22,370.87



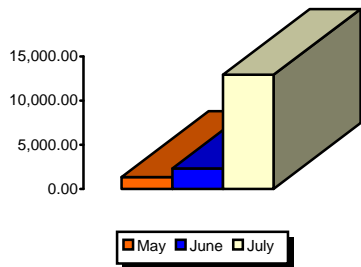
Daily Admissions Revenue for July

- May—\$12,148.32
- June—\$17,739.85
- July—\$21,820.55



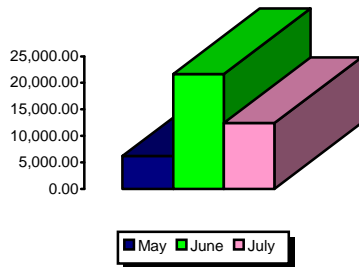
Facility Rental Revenue for July

- May—\$3,099.10
- June—\$1,806.00
- July—\$4,024.00



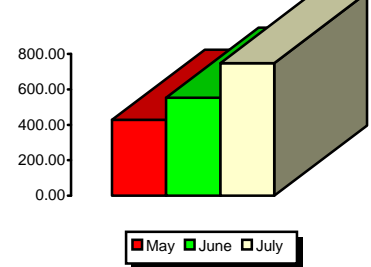
General Fund Revenue for July

- May—\$1,339.75
- June—\$2,299.75
- July—\$12,920.65



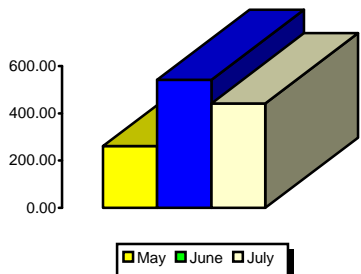
Programs Revenue for July

- May—\$6,205.20
- June—\$21,642.60
- July—\$12,418



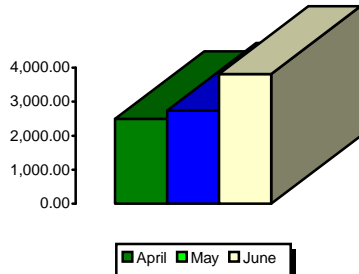
Child Care Revenue for July

- May—\$428.50
- June—\$552.25
- July—\$749



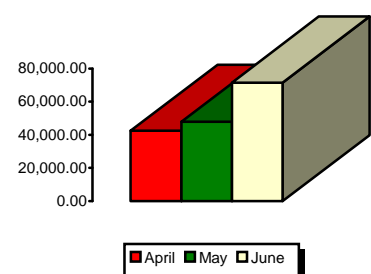
Commissions (Pepsi) for July

- May—\$261.16
- June—\$541.81
- July—\$442.58



Resale/Vending/Other for July

- May—\$2,736.00
- June—\$3,812.60
- July—\$4,881.56



Total Revenues for July

- May—\$47,773.16
- June—\$71,447.37
- July—\$80,552.91

