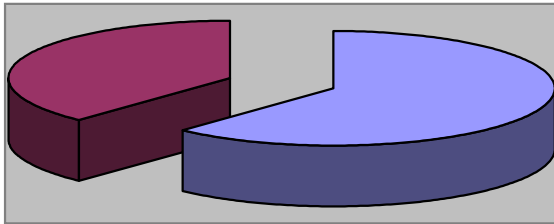


Waynesville Parks & Recreation Department

August 2008

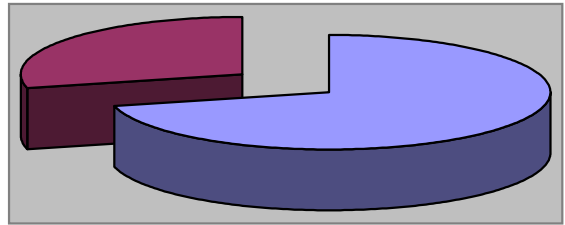
Monthly Review

Waynesville Recreation Center Member Demographics



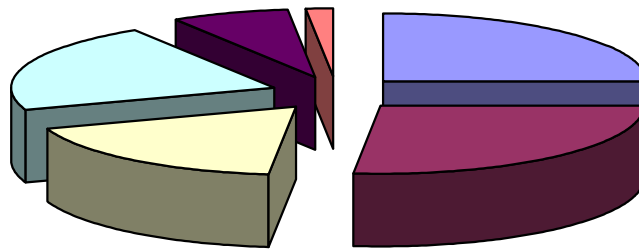
■ Males ■ Females

62% of visits in August were males
38% of visits in August were females



■ Non-Residents ■ Residents

71% of visits in August were non-residents
29% of visits in August were residents



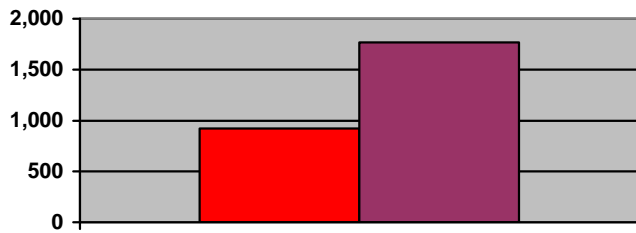
■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

How did you hear about us?

- Friend—14
- Been here before—15
- Family—10
- Local—12
- Media—4
- Employer—1



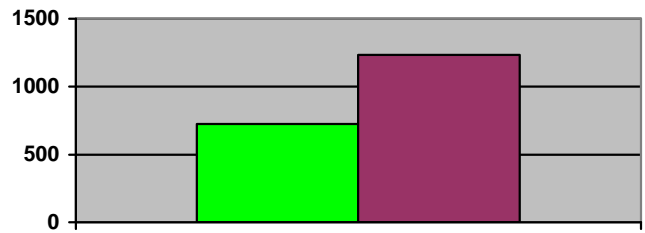
Waynesville Recreation Center Memberships



■ 2007 ■ 2008

Grand total WRC members through August:

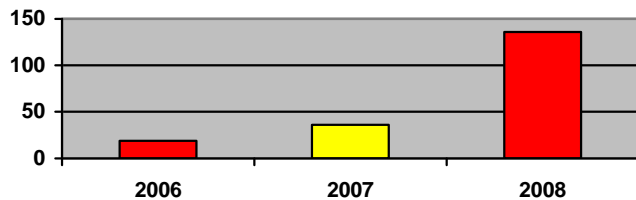
- 2007—924
- 2008—1,767



■ 2007 ■ 2008

Grand total WRC memberships through August:

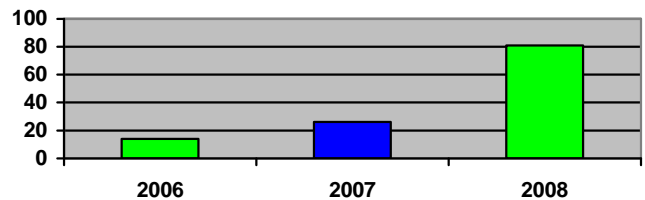
- 2007—726
- 2008—1,234



■ 2006 ■ 2007 ■ 2008

New WRC members for the month of August:

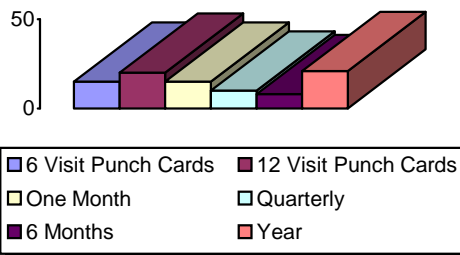
- 2006—19
- 2007—36
- 2008—136



■ 2006 ■ 2007 ■ 2008

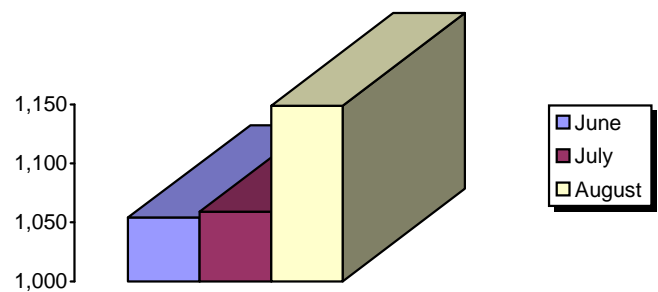
New WRC memberships for the month of August:

- 2006—14
- 2007—26
- 2008—81



Types of memberships sold in August:

- 6 visit punch card—15
- 12 visit punch card—20
- Month—15
- Quarterly—10
- 6 months—8
- Year—21



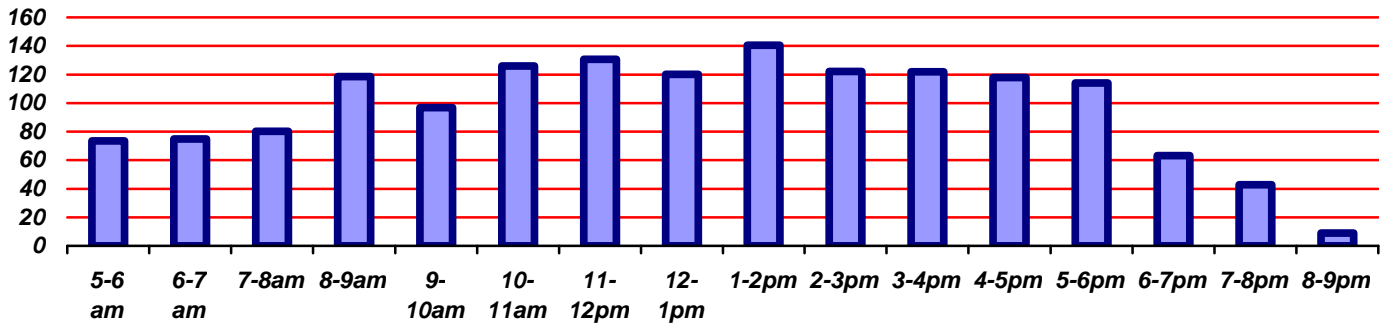
■ June ■ July ■ August

Corporate memberships:

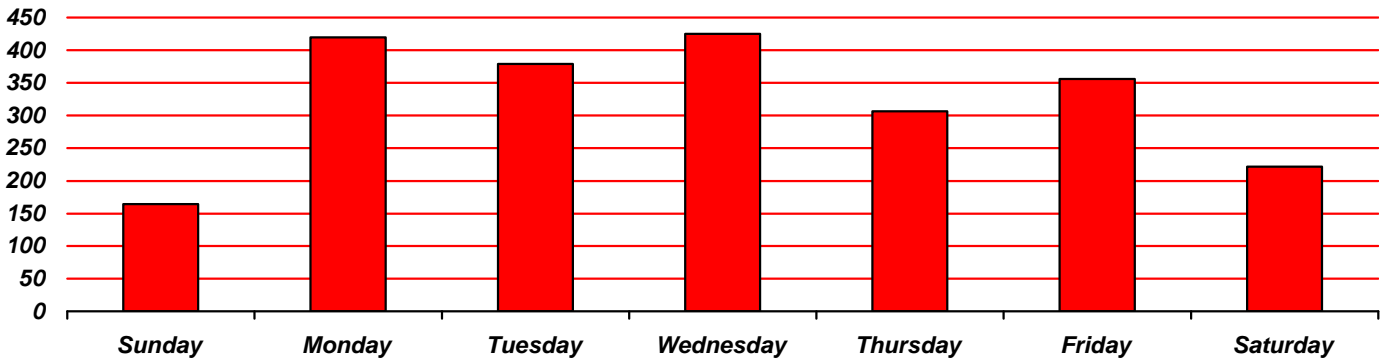
- June—1,054
- July—1,059
- August—1,149



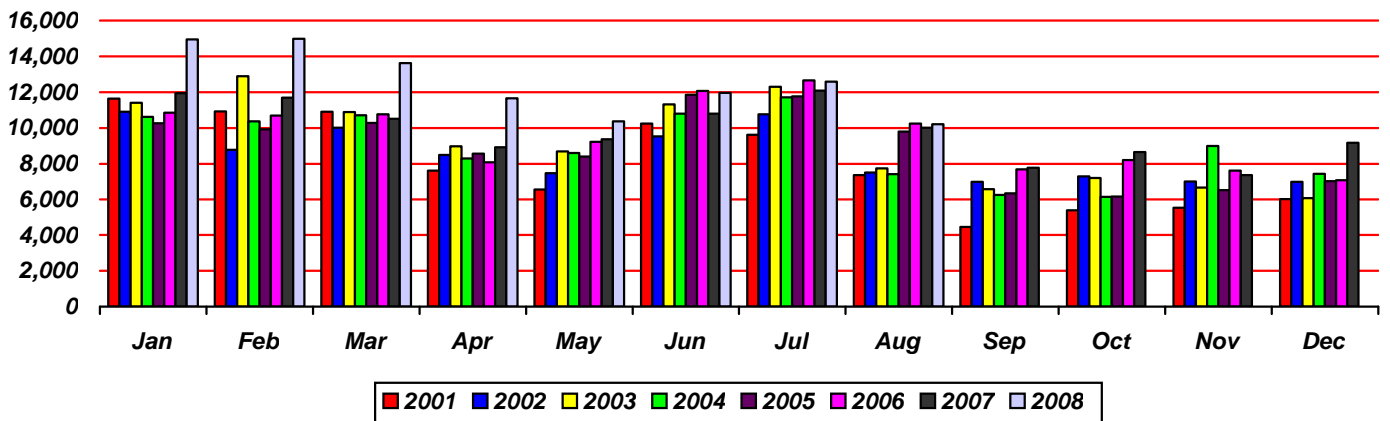
Waynesville Recreation Center Visits



Average hourly visits for July



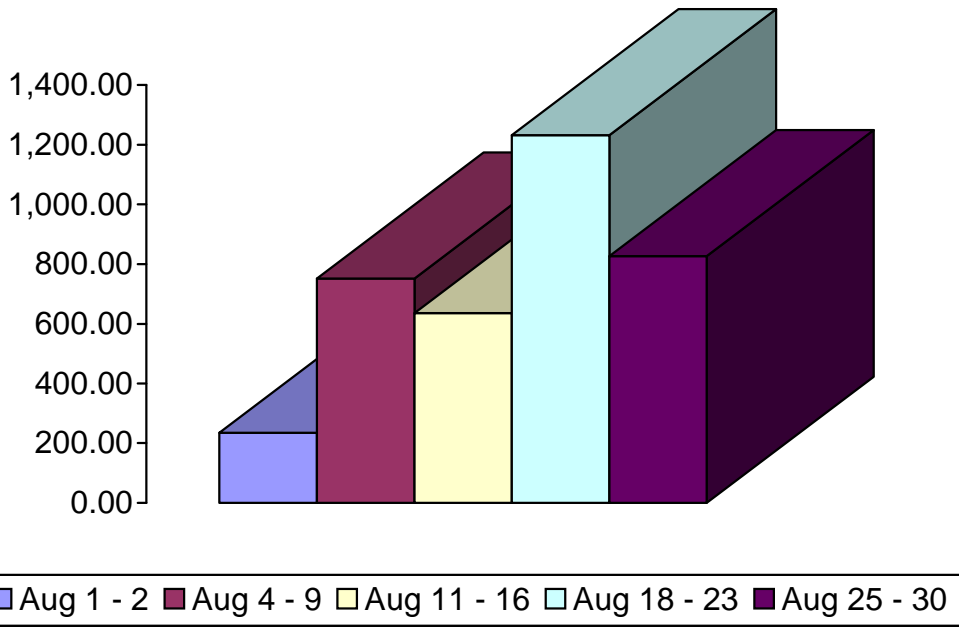
Average daily visits for July



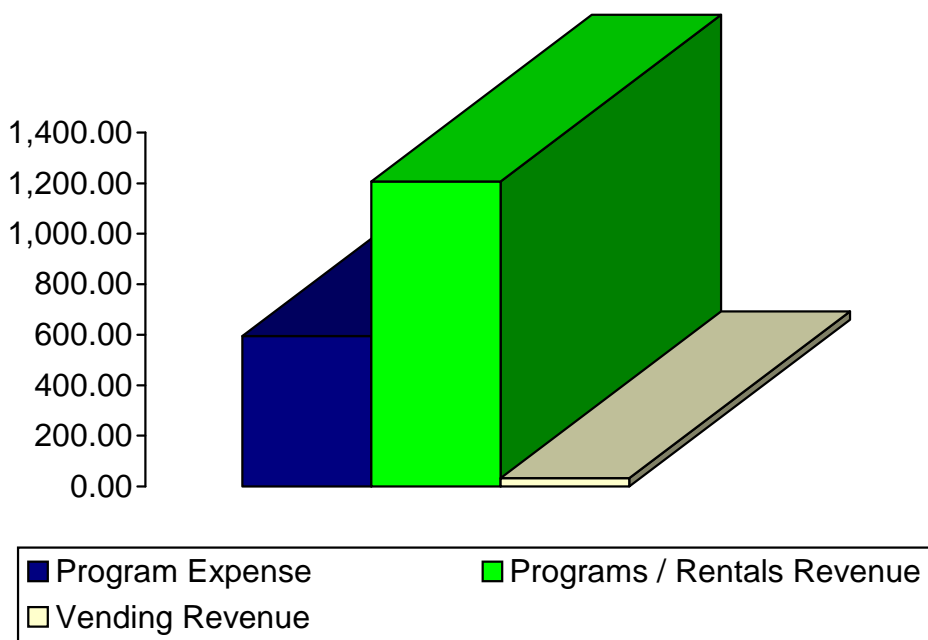
Total Waynesville Recreation Center visits from 2001-2008



Old Armory Program Participants and Revenue

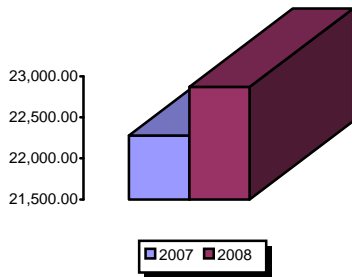


Program Participants for August
 • 3,682



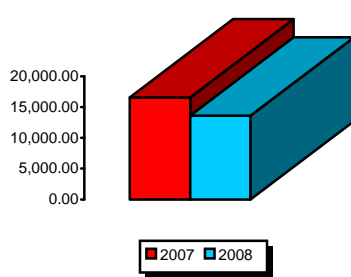
Total Program Revenue for August
 • \$643.94

Waynesville Recreation Center Revenue



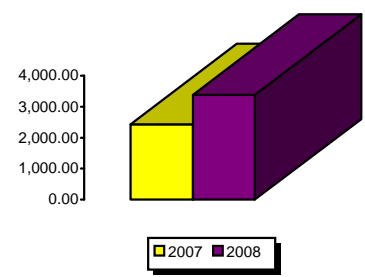
Membership Revenue for August

- 2007—22,278.86
- 2008—22,871.16



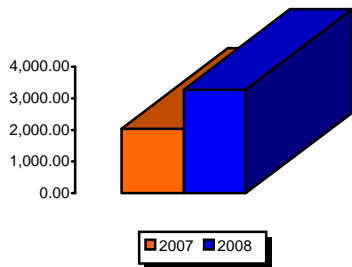
Daily Admissions Revenue for August

- 2007—16,574.20
- 2008—13,625.43



Facility Rental Revenue for August

- 2007—2,430
- 2008—3,383.90



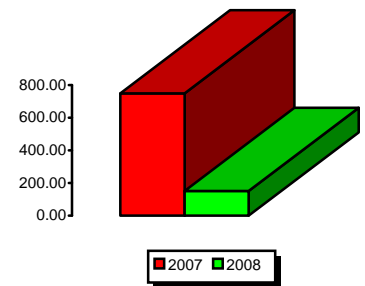
General Fund Revenue for August

- 2007—2,041.90
- 2008—3,276.18



Programs Revenue for August

- 2007—4,526.20
- 2008—10,177.62



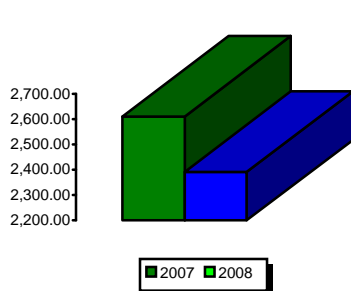
Child Care Revenue for August

- 2007—538.50
- 2008—183



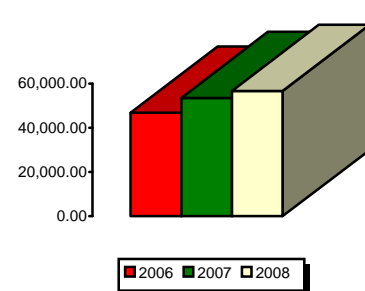
Commissions (Pepsi) for August

- 2007—145.22
- 2008—196.22



Resale/Vending/Other for August

- 2007—2,610.33
- 2008—2,391.68



Total Revenues for August

- 2006—46,807
- 2007—53,449
- 2008—56,632

