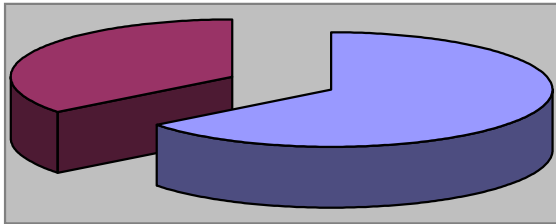


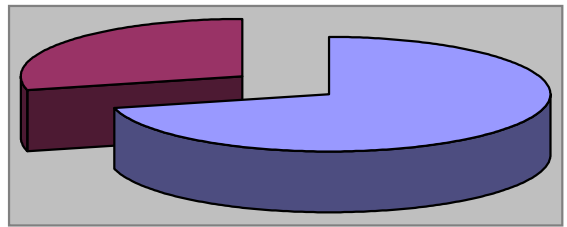
Waynesville Parks & Recreation Department
December 2008
Monthly Review

Waynesville Recreation Center Member Demographics



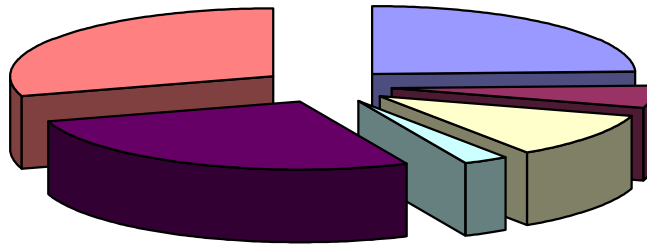
■ Males ■ Females

65% of visits in December were males
 36% of visits in December were females



■ Non-Residents ■ Residents

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



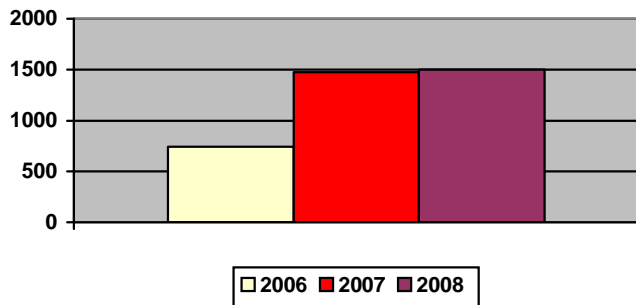
■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

How did you hear about us?

- Friend—9
- Been here before—2
- Family—4
- Local—1
- Media—10
- Employer—11

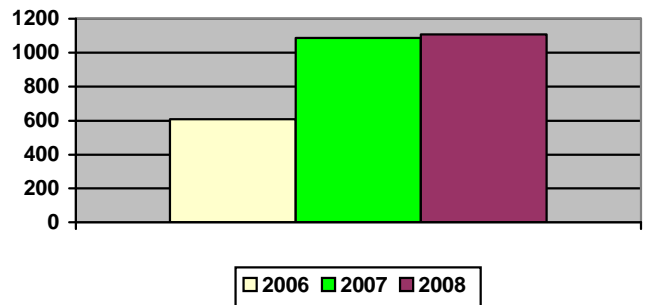


Waynesville Recreation Center Memberships



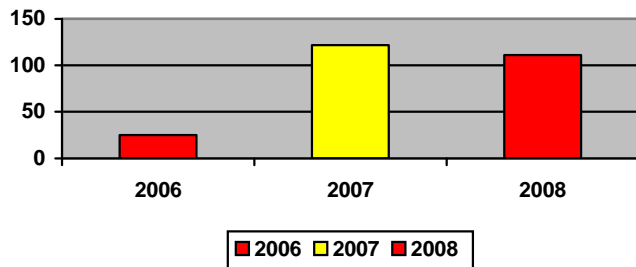
Grand total WRC members through December:

- 2006—743
- 2007—1,477
- 2008—1,501



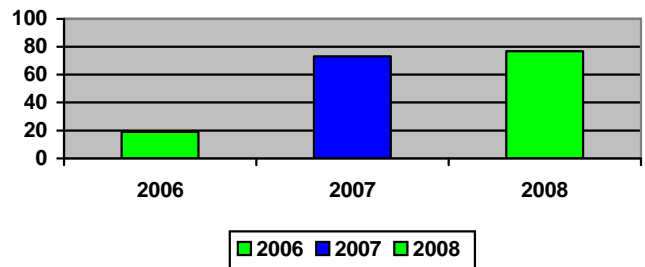
Grand total WRC memberships through December:

- 2006—609
- 2007—1,087
- 2008—1,108



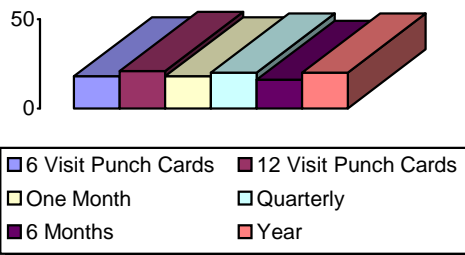
New WRC members for the month of December:

- 2006—25
- 2007—122
- 2008—111



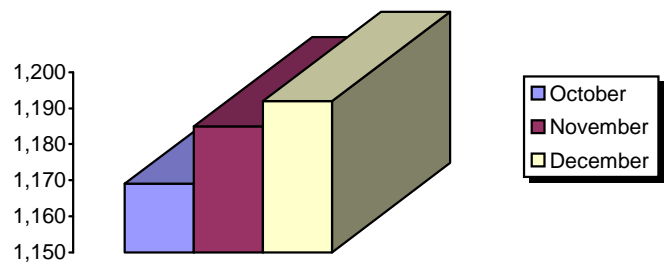
New WRC memberships for the month of December:

- 2006—19
- 2007—73
- 2008—77



Types of memberships sold in December:

- 6 visit punch card—18
- 12 visit punch card—21
- Month—18
- Quarterly—20
- 6 months—16
- Year—20

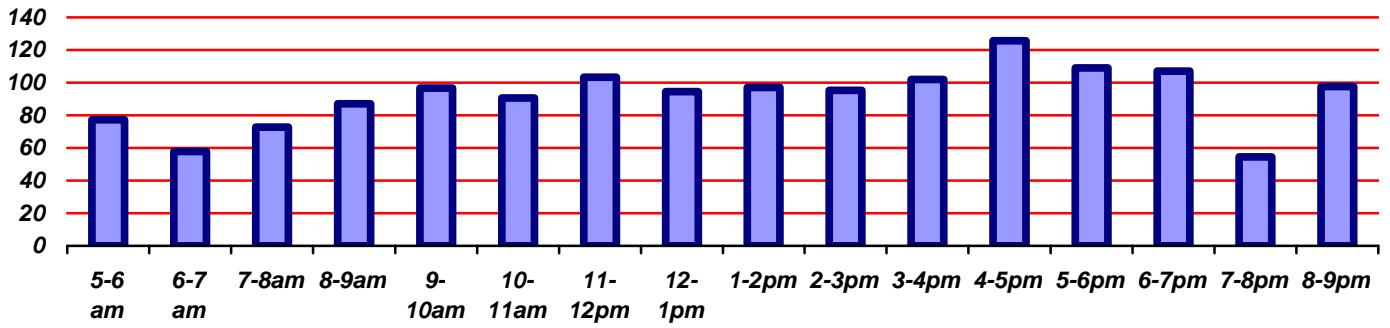


Corporate memberships:

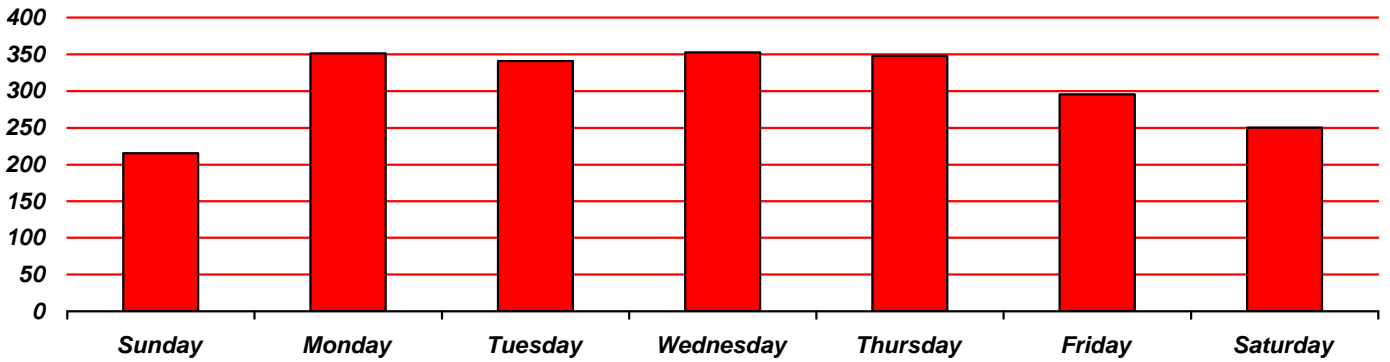
- October—1,169
- November—1,185
- December—1,192



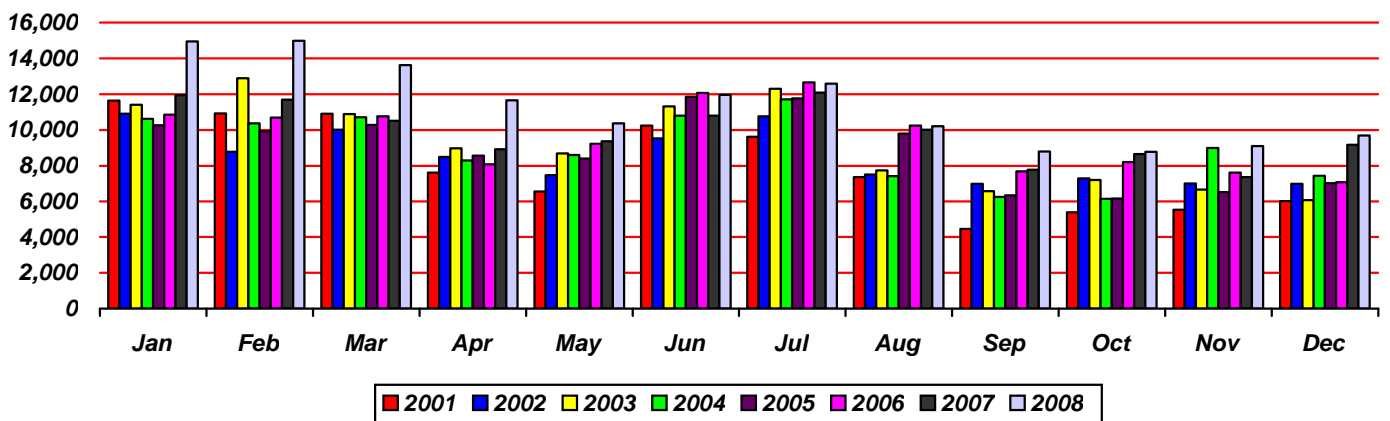
Waynesville Recreation Center Visits



Average hourly visits for December



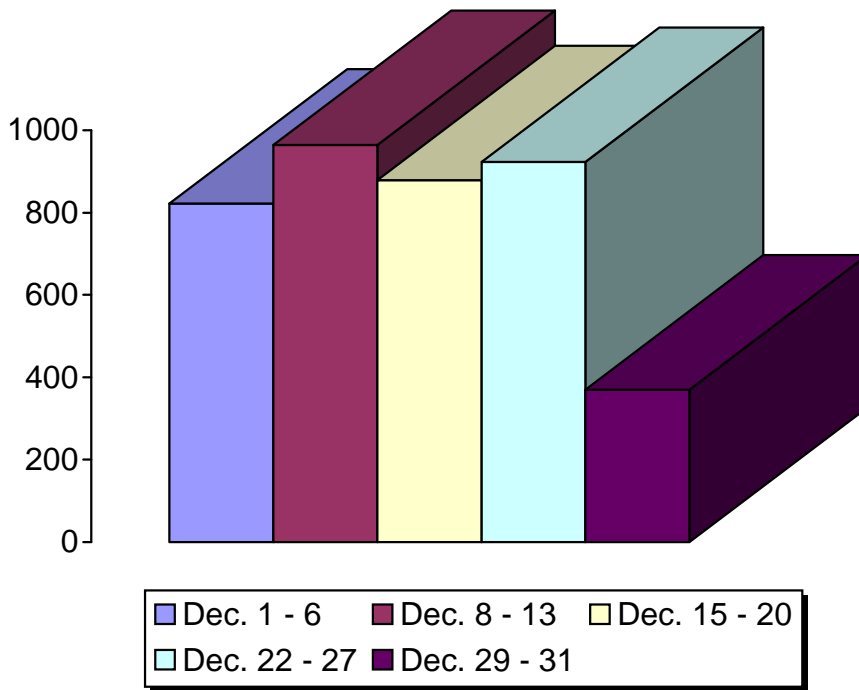
Average daily visits for December



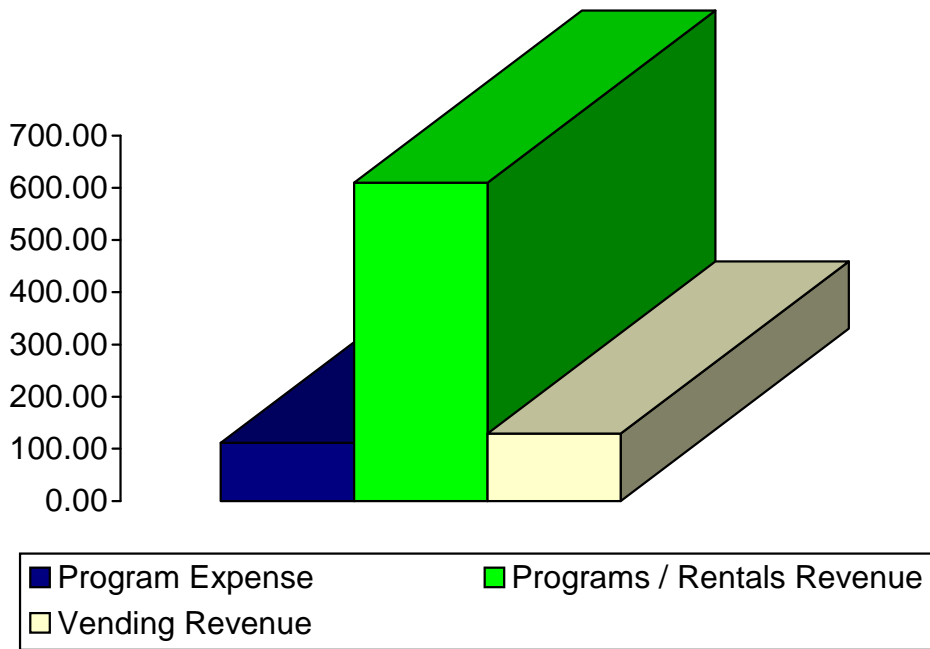
Total Waynesville Recreation Center visits from 2001-2008



Old Armory Program Participants and Revenue

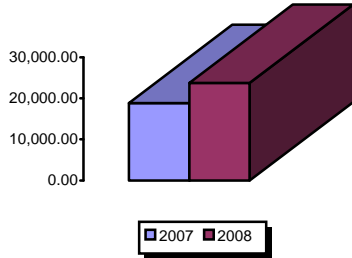


Total Program Participants for December
 • 3,958



Total Program Revenue for December
 • \$627.51

Waynesville Recreation Center Revenue



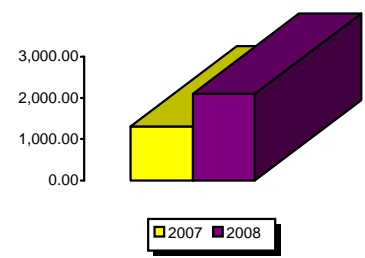
Membership Revenue for December

- 2007—18,835.33
- 2008—23,814.96



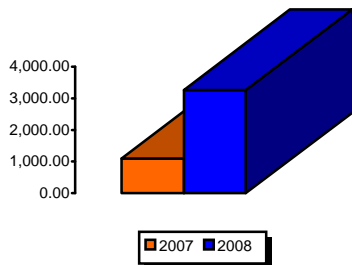
Daily Admissions Revenue for December

- 2007—8,660.35
- 2008—10,606.87



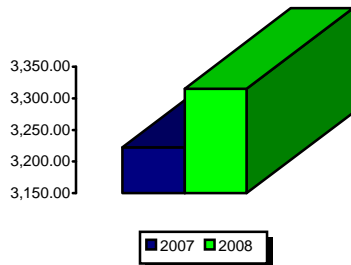
Facility Rental Revenue for December

- 2007—1,306.75
- 2008—2,100.23



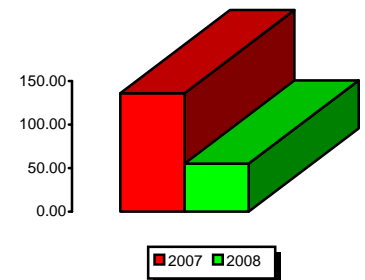
General Fund Revenue for December

- 2007—1,100.20
- 2008—3,269.83



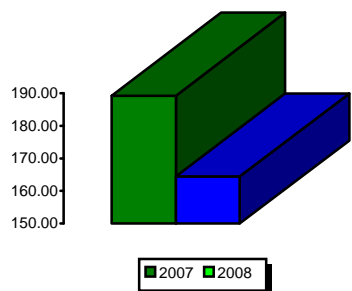
Programs Revenue for December

- 2007—3,222.40
- 2008—3,315.50



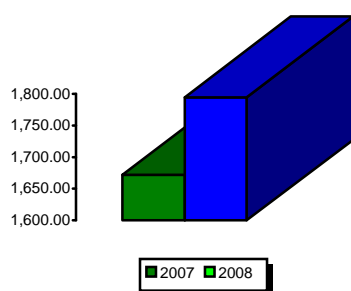
Child Care Revenue for December

- 2007—136
- 2008—55



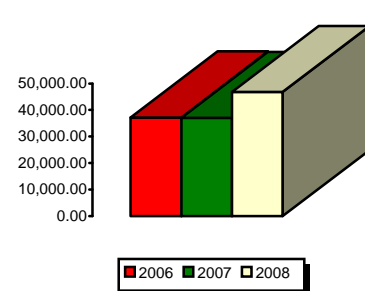
Commissions (Pepsi) for December

- 2007—189.23
- 2008—164.47



Resale/Vending/Other for December

- 2007—1,672.29
- 2008—1,794.71



Total Revenues for December

- 2006—37,199.07
- 2007—37,005.55
- 2008—46,794.20

