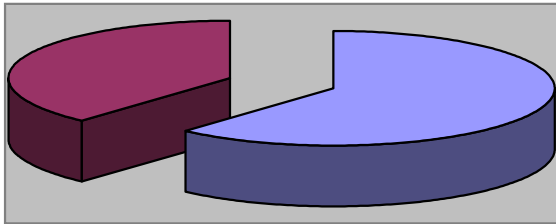


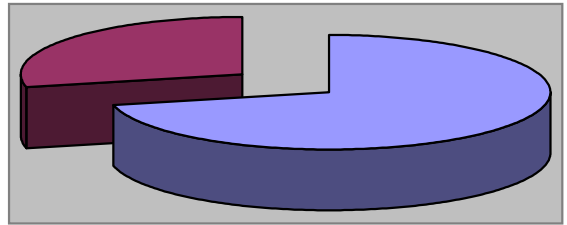
Waynesville Parks & Recreation Department
February 2008
Monthly Review

Waynesville Recreation Center Member Demographics



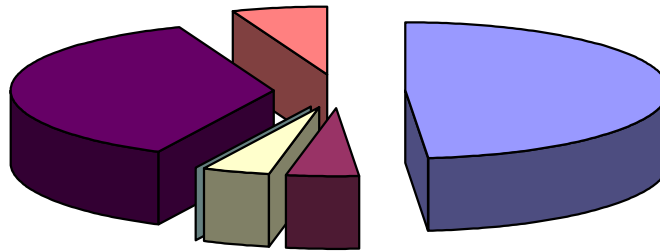
■ Males ■ Females

60% of visits in February were males
 40% of visits in February were females



■ Non-Residents ■ Residents

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



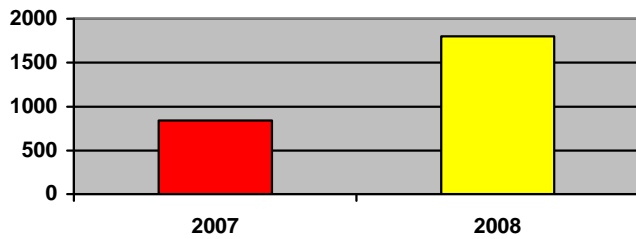
■ Friend ■ Been here before ■ Family ■ Drive by ■ Media ■ Employer

How did you hear about us?

- Friend—33
- Been here before—3
- Family—3
- Drive by—0
- Media—25
- Employer—4



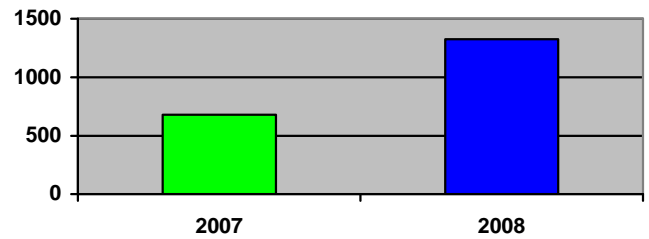
Waynesville Recreation Center Memberships



■ 2007 ■ 2008

Grand total WRC members through February:

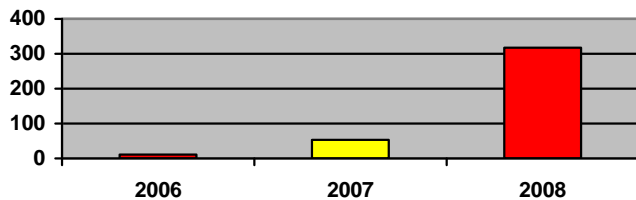
- 2007—843
- 2008—1,800



■ 2007 ■ 2008

Grand total WRC memberships through February:

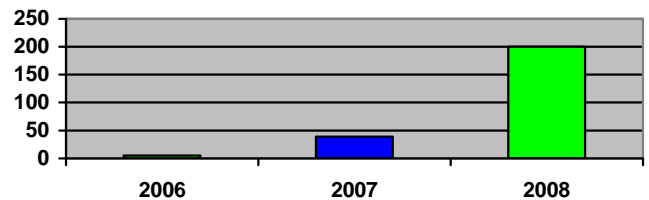
- 2007—681
- 2008—1,325



■ 2006 ■ 2007 ■ 2008

New WRC members for the month of February:

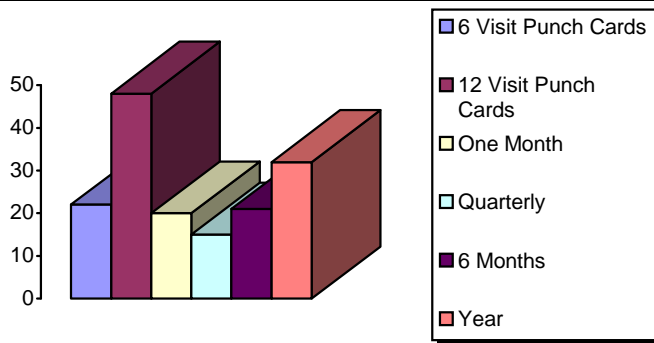
- 2006—11
- 2007—53
- 2008—318



■ 2006 ■ 2007 ■ 2008

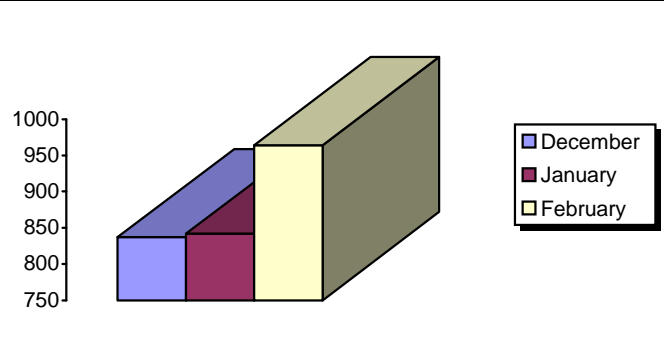
New WRC memberships for the month of February:

- 2006—5
- 2007—39
- 2008—200



Types of memberships sold in February:

- 6 visit punch card—22
- 12 visit punch card—48
- Month—20
- Quarterly—15
- 6 months—21
- Year—32

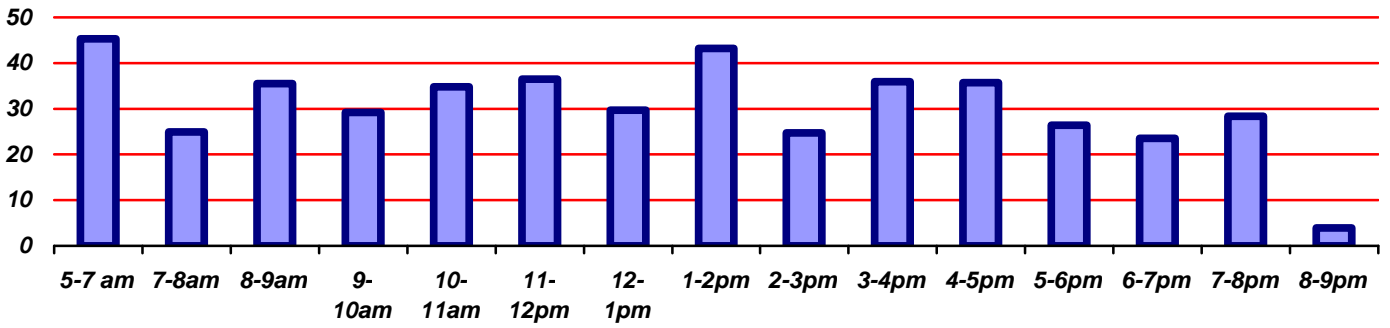


Corporate memberships:

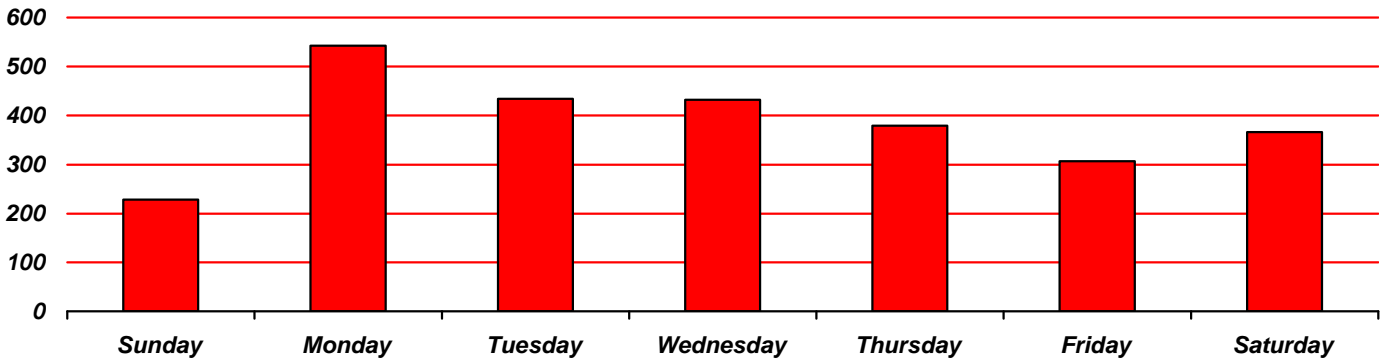
- December—837
- January—842
- February—964



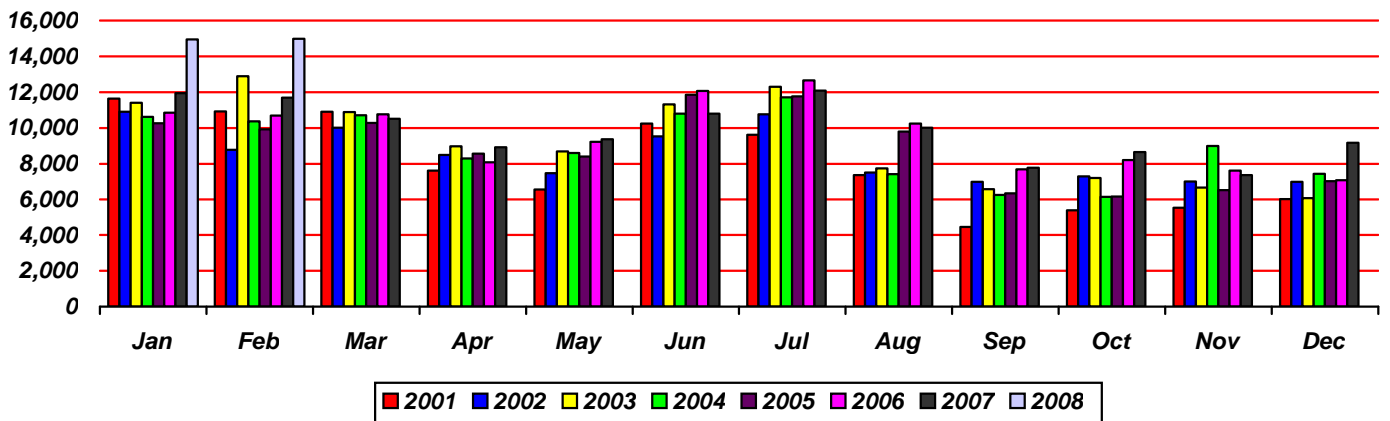
Waynesville Recreation Center Visits



Average hourly visits for February



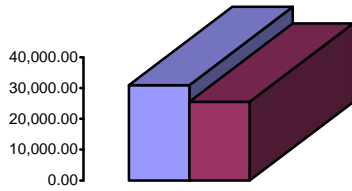
Average daily visits for February



Total Waynesville Recreation Center visits from 2001-2007



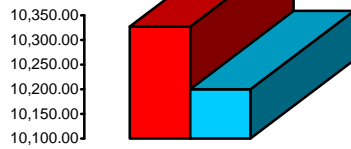
Waynesville Recreation Center Revenue



■ 2007 ■ 2008

Membership Revenue for February

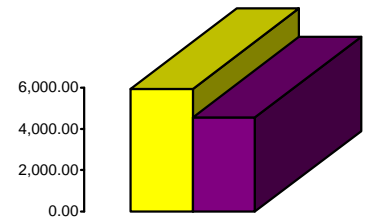
- 2007—30,971.96
- 2008—25,554.75



■ 2007 ■ 2008

Daily Admissions Revenue for February

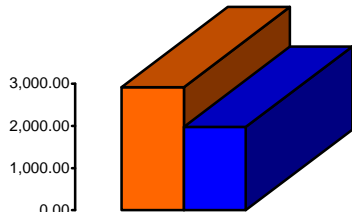
- 2007—10,327.20
- 2008—10,199.87



■ 2007 ■ 2008

Facility Rental Revenue for February

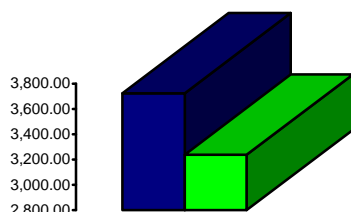
- 2007—5,938.50
- 2008—4,564



■ 2007 ■ 2008

General Fund Revenue for February

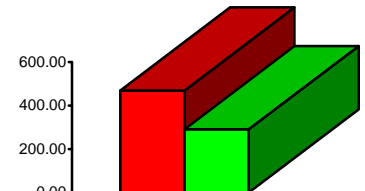
- 2007—2,918.67
- 2008—1,973.70



■ 2007 ■ 2008

Programs Revenue for February

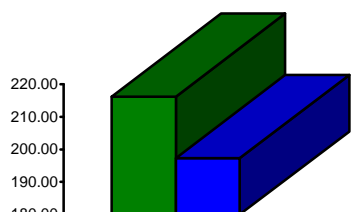
- 2007—3,723.92
- 2008—3,238.10



■ 2007 ■ 2008

Child Care Revenue for February

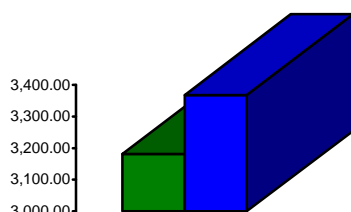
- 2007—469
- 2008—291



■ 2007 ■ 2008

Commissions (Pepsi) for February

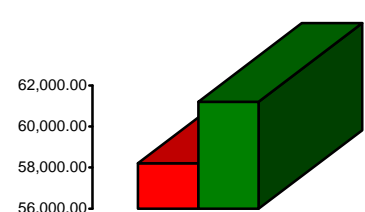
- 2007—216.19
- 2008—197.34



■ 2007 ■ 2008

Resale/Vending/Other for February

- 2007—3,181.78
- 2008—3,368.16



■ 2007 ■ 2008

Total Revenues for February

- 2007—58,206.67
- 2008—61,206.67

