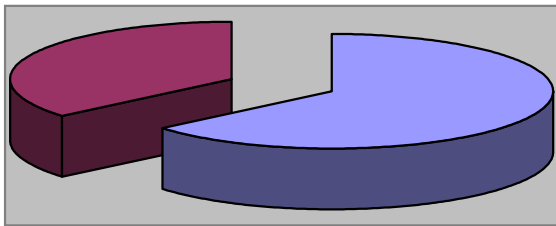


Waynesville Parks & Recreation Department

July 2008

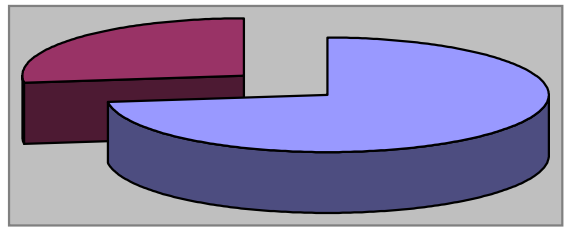
Monthly Review

**Waynesville Recreation Center Member Demographics**



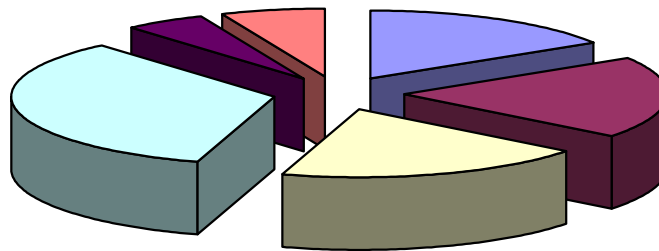
■ Males ■ Females

64% of visits in July were males  
36% of visits in July were females



■ Non-Residents ■ Residents

73% of visits in July were non-residents  
27% of visits in July were residents



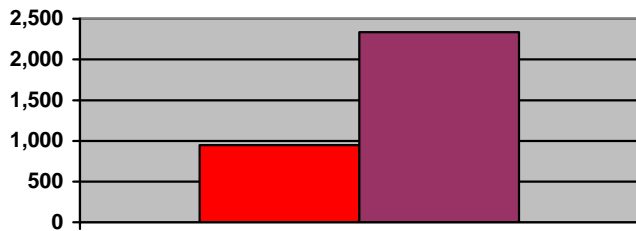
■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

**How did you hear about us?**

- Friend—10
- Been here before—12
- Family—12
- Local—21
- Media—3
- Employer—4



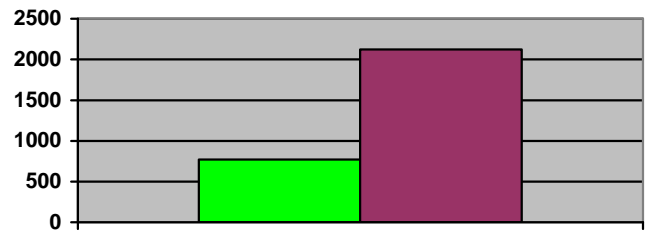
# Waynesville Recreation Center Memberships



■ 2007 ■ 2008

## Grand total WRC members through July:

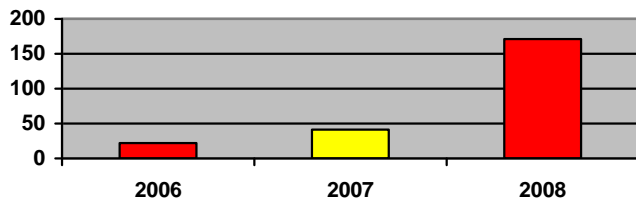
- 2007—951
- 2008—2,334



■ 2007 ■ 2008

## Grand total WRC memberships through July:

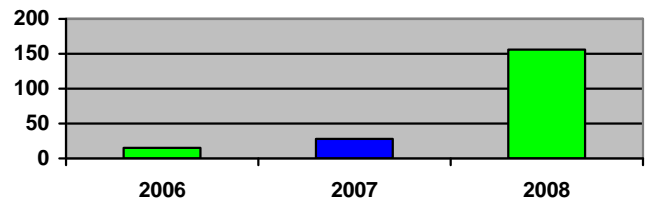
- 2007—770
- 2008—2,124



■ 2006 ■ 2007 ■ 2008

## New WRC members for the month of July:

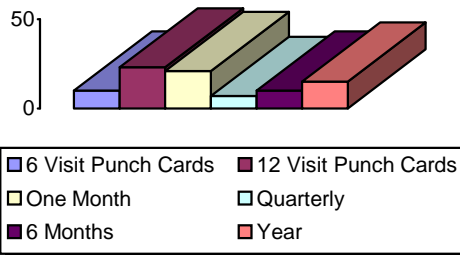
- 2006—22
- 2007—41
- 2008—171



■ 2006 ■ 2007 ■ 2008

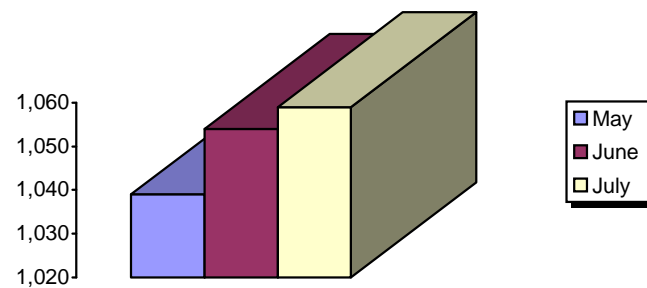
## New WRC memberships for the month of July:

- 2006—15
- 2007—28
- 2008—156



## Types of memberships sold in July:

- 6 visit punch card—10
- 12 visit punch card—23
- Month—21
- Quarterly—7
- 6 months—10
- Year—15

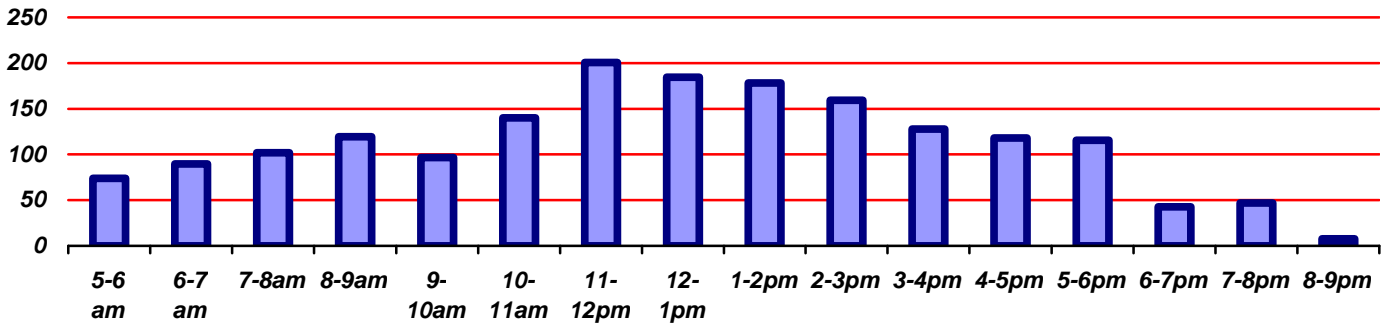


## Corporate memberships:

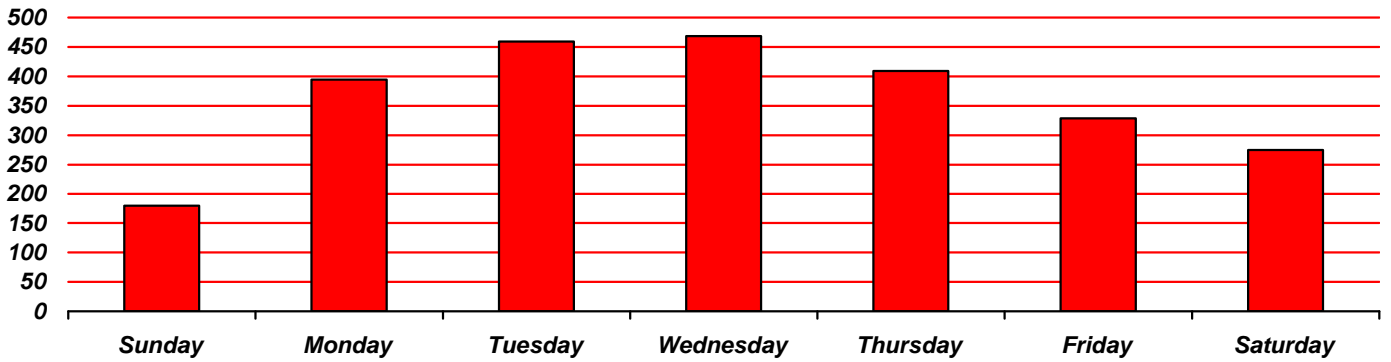
- May—1,039
- June—1,054
- July—1,059



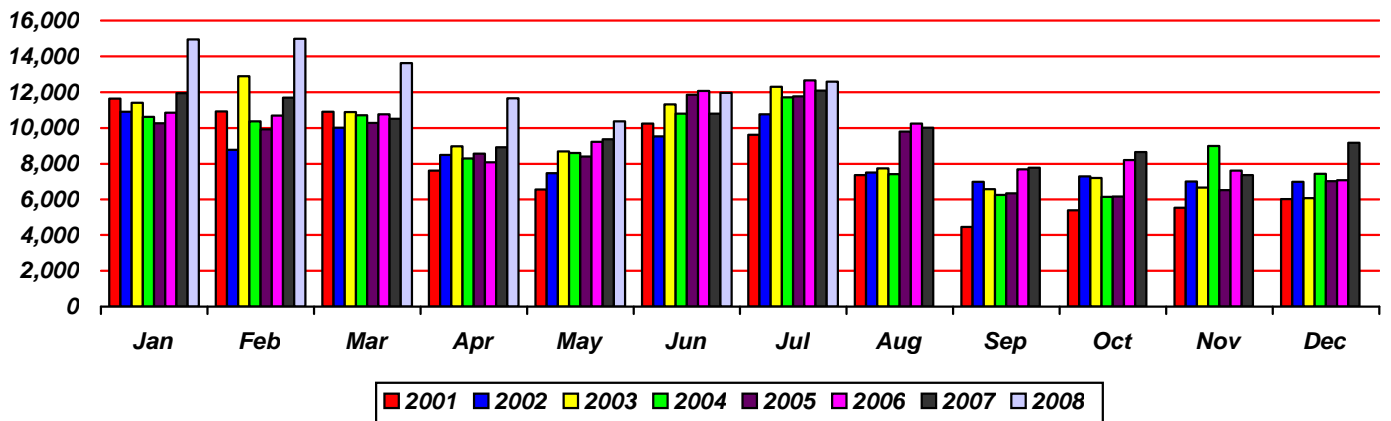
# Waynesville Recreation Center Visits



Average hourly visits for July



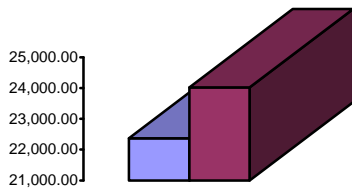
Average daily visits for July



Total Waynesville Recreation Center visits from 2001-2008



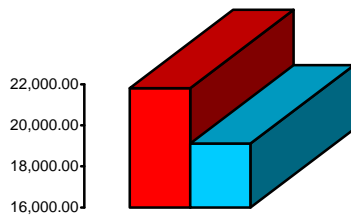
# Waynesville Recreation Center Revenue



■ 2007 ■ 2008

## Membership Revenue for July

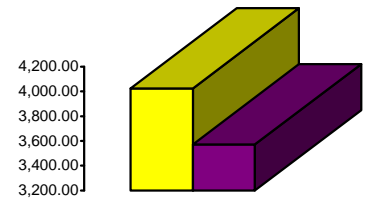
- 2007—22,370.87
- 2008—24,023.63



■ 2007 ■ 2008

## Daily Admissions Revenue for July

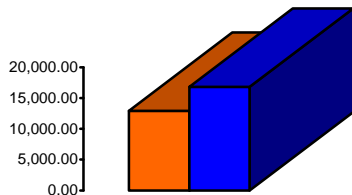
- 2007—21,820.55
- 2008—19,120.78



■ 2007 ■ 2008

## Facility Rental Revenue for July

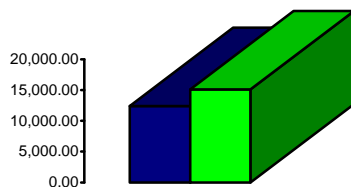
- 2007—4,024.00
- 2008—3,570.78



■ 2007 ■ 2008

## General Fund Revenue for July

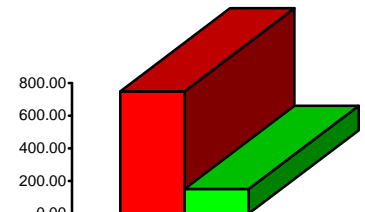
- 2007—12,920.65
- 2008—16,856.96



■ 2007 ■ 2008

## Programs Revenue for July

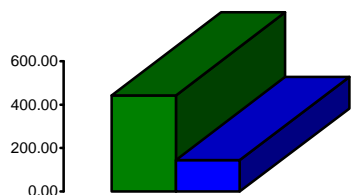
- 2007—12,418
- 2008—15,120.42



■ 2007 ■ 2008

## Child Care Revenue for July

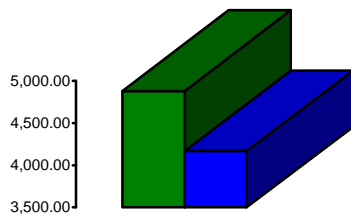
- 2007—749
- 2008—151



■ 2007 ■ 2008

## Commissions (Pepsi) for July

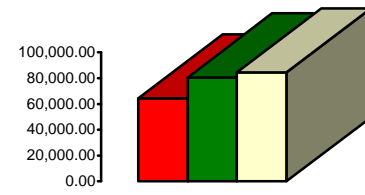
- 2007—442.58
- 2008—145.22



■ 2007 ■ 2008

## Resale/Vending/Other for July

- 2007—4,881.56
- 2008—4,168.49



■ 2006 ■ 2007 ■ 2008

## Total Revenues for July

- 2006—64,291
- 2007—80,552
- 2008—84,366

