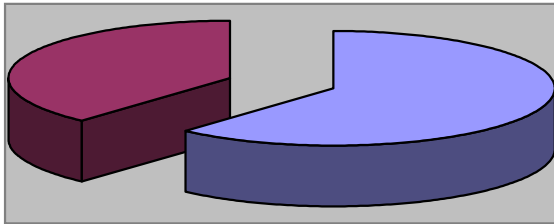


# Waynesville Parks & Recreation Department

## March 2008

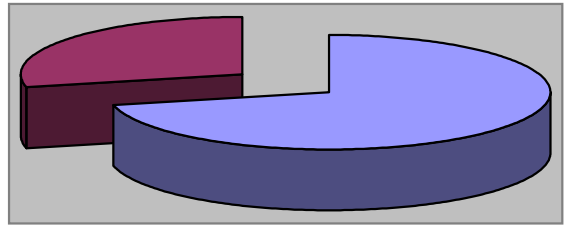
### Monthly Review

#### Waynesville Recreation Center Member Demographics



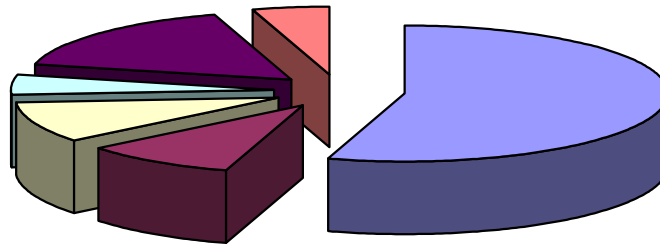
■ Males ■ Females

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



■ Non-Residents ■ Residents

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



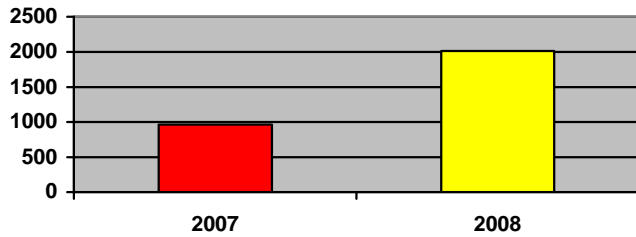
■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

#### How did you hear about us?

- Friend—23
- Been here before—4
- Family—4
- Local—2
- Media—7
- Employer—2



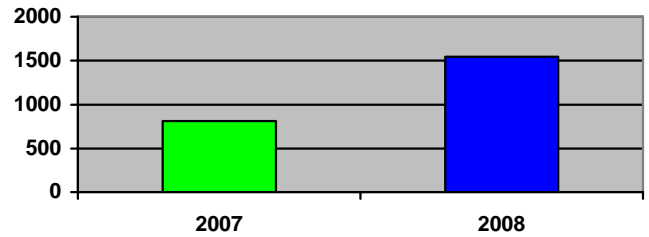
# Waynesville Recreation Center Memberships



■ 2007 ■ 2008

### Grand total WRC members through March:

- 2007—967
- 2008—2,014



■ 2007 ■ 2008

### Grand total WRC memberships through March:

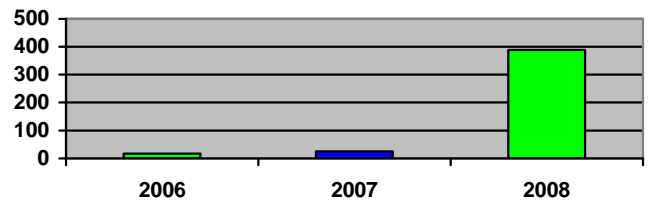
- 2007—812
- 2008—1,543



■ 2006 ■ 2007 ■ 2008

### New WRC members for the month of March:

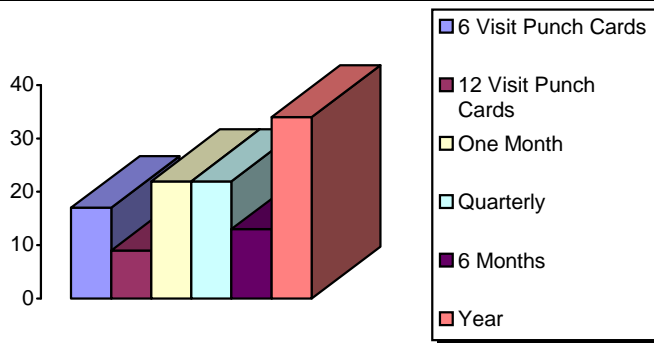
- 2006—29
- 2007—28
- 2008—604



■ 2006 ■ 2007 ■ 2008

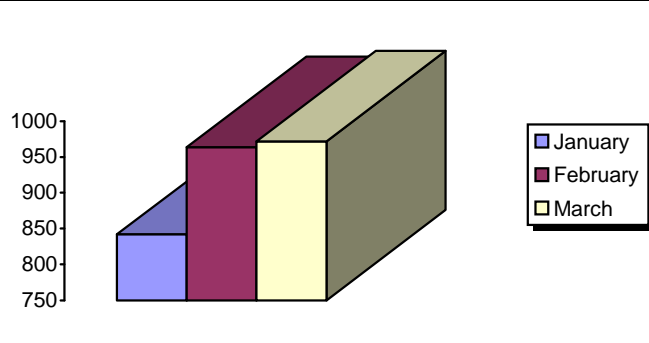
### New WRC memberships for the month of March:

- 2006—17
- 2007—25
- 2008—389



### Types of memberships sold in March:

- 6 visit punch card—17
- 12 visit punch card—9
- Month—22
- Quarterly—22
- 6 months—13
- Year—34

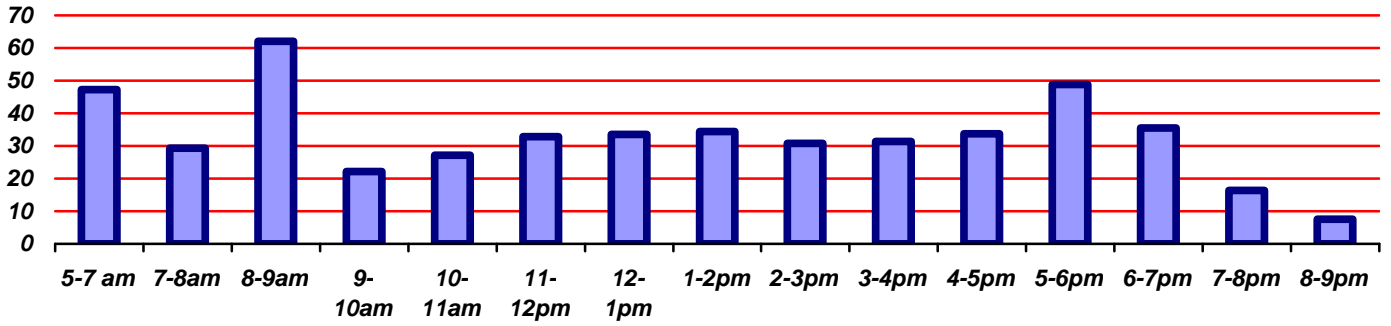


### Corporate memberships:

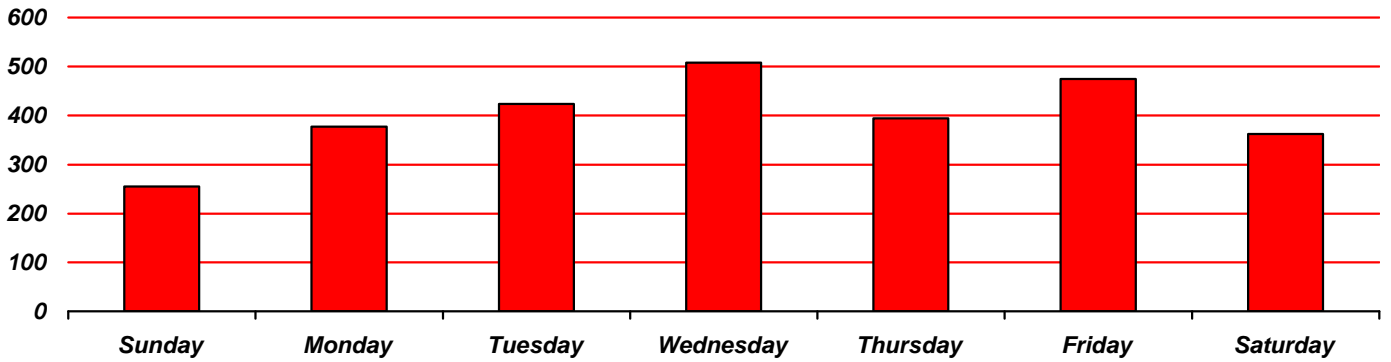
- January—842
- February—964
- March—972



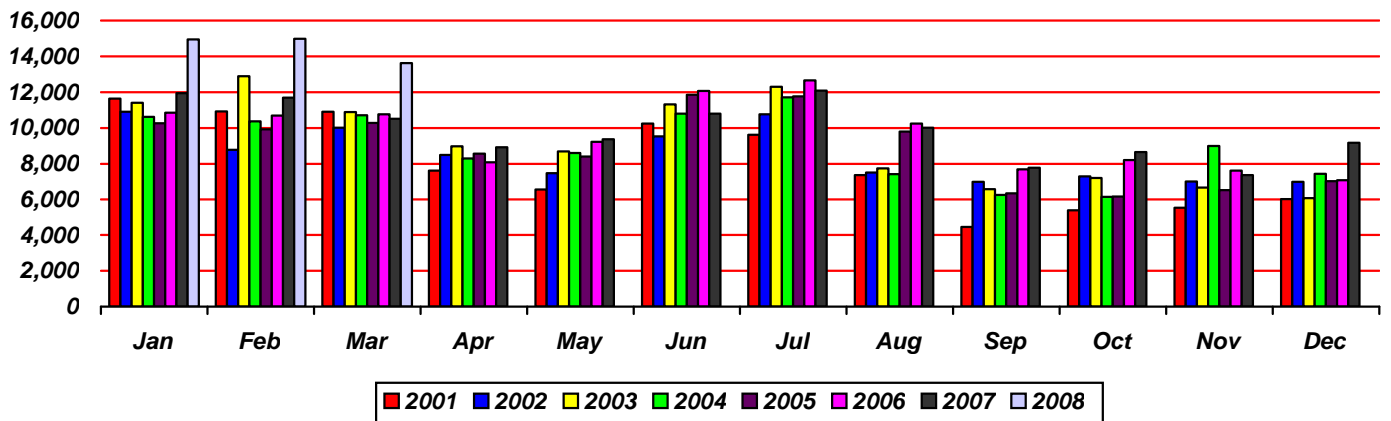
# Waynesville Recreation Center Visits



Average hourly visits for March



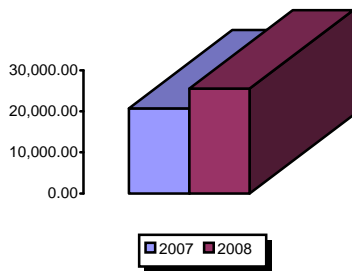
Average daily visits for March



Total Waynesville Recreation Center visits from 2001-2007

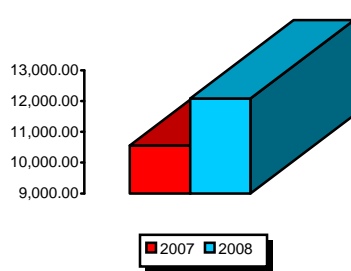


# Waynesville Recreation Center Revenue



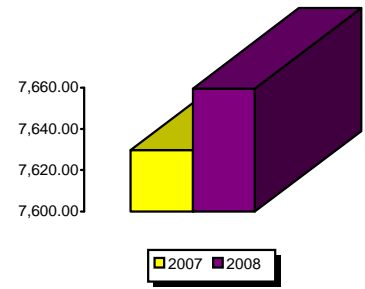
## Membership Revenue for March

- 2007—20,714.57
- 2008—25,554.75



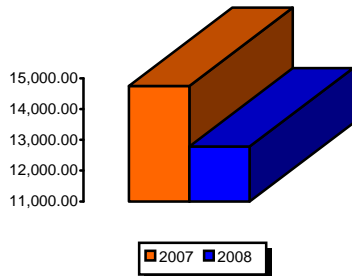
## Daily Admissions Revenue for March

- 2007—10,554
- 2008—12,085.06



## Facility Rental Revenue for March

- 2007—7,629.75
- 2008—7,659.50



## General Fund Revenue for March

- 2007—14,756.28
- 2008—12,782.02



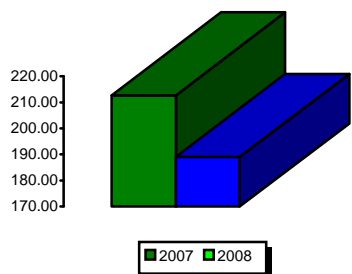
## Programs Revenue for March

- 2007—3,125.05
- 2008—8,521.05



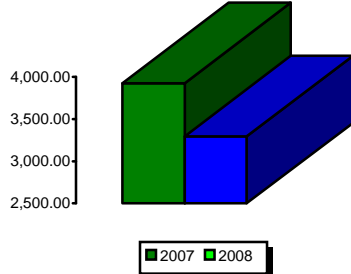
## Child Care Revenue for March

- 2007—626
- 2008—344.50



## Commissions (Pepsi) for March

- 2007—212.65
- 2008—189.06



## Resale/Vending/Other for March

- 2007—3,924.38
- 2008—3,295.26



## Total Revenues for March

- 2007—61,789.50
- 2008—71,324.60

