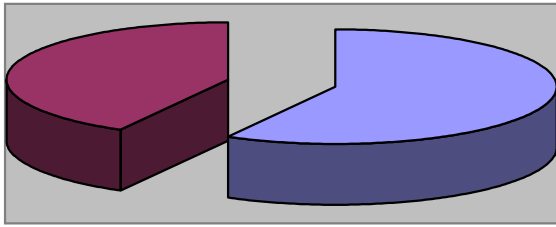


Waynesville Parks & Recreation Department

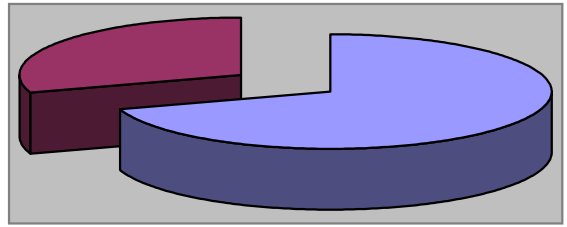
October 2008 Monthly Review

Waynesville Recreation Center Member Demographics



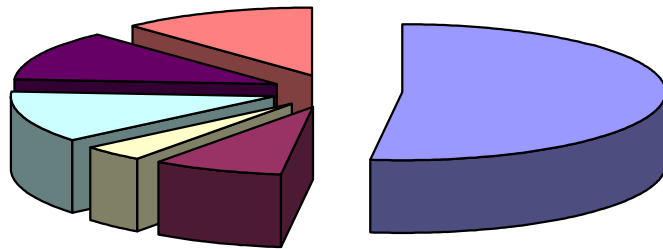
■ Males ■ Females

58% of visits in October were males
42% of visits in October were females



■ Non-Residents ■ Residents

70% of visits in October were non-residents
30% of visits in October were residents



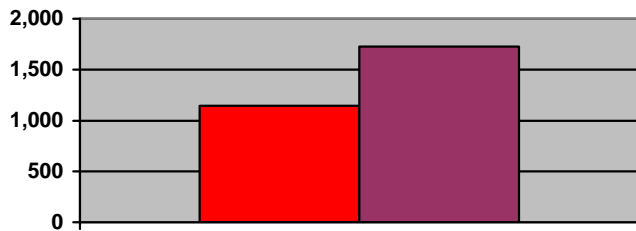
■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

How did you hear about us?

- Friend—13
- Been here before—2
- Family—1
- Local—3
- Media—3
- Employer—3



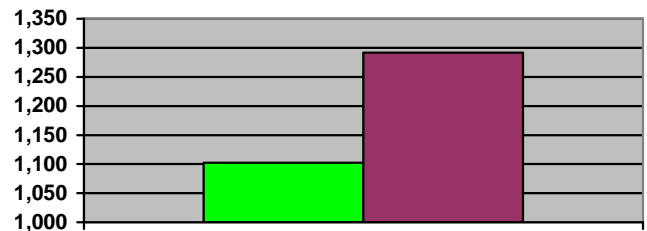
Waynesville Recreation Center Memberships



■ 2007 ■ 2008

Grand total WRC members through October:

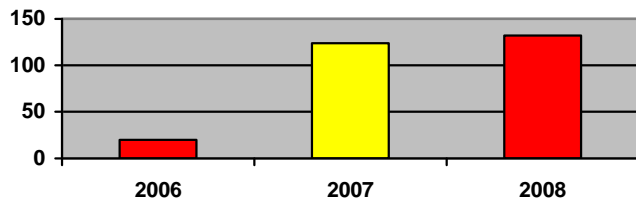
- 2007—1,147
- 2008—1,726



■ 2007 ■ 2008

Grand total WRC memberships through October:

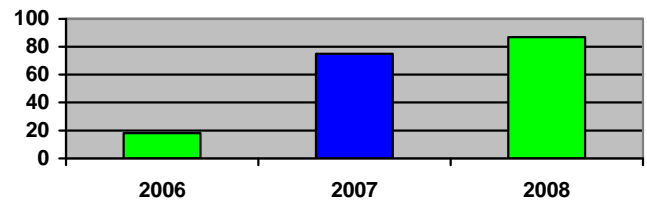
- 2007—1,102
- 2008—1,292



■ 2006 ■ 2007 ■ 2008

New WRC members for the month of October:

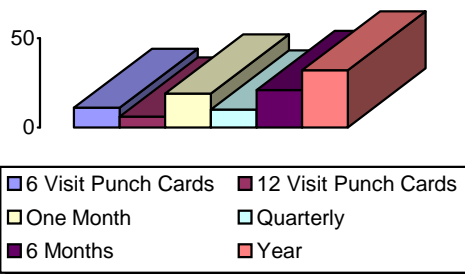
- 2006—20
- 2007—124
- 2008—132



■ 2006 ■ 2007 ■ 2008

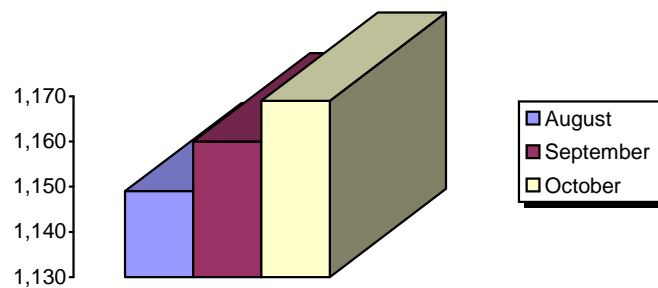
New WRC memberships for the month of October:

- 2006—18
- 2007—75
- 2008—87



Types of memberships sold in October:

- 6 visit punch card—11
- 12 visit punch card—6
- Month—19
- Quarterly—10
- 6 months—21
- Year—32



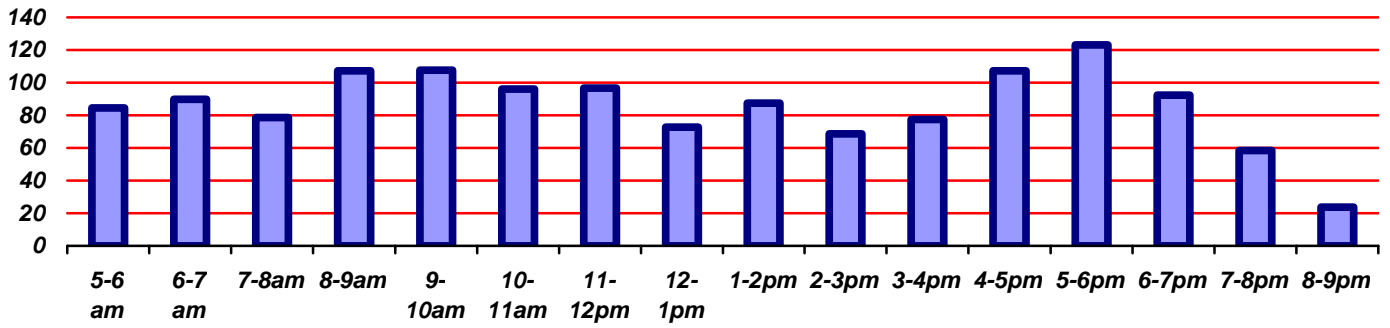
■ August
■ September
■ October

Corporate memberships:

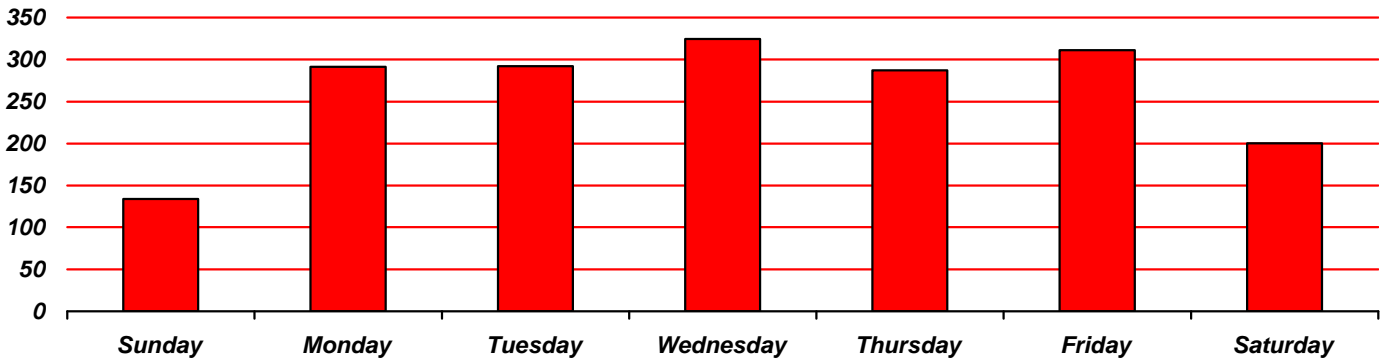
- August—1,149
- September—1,160
- October—1,169



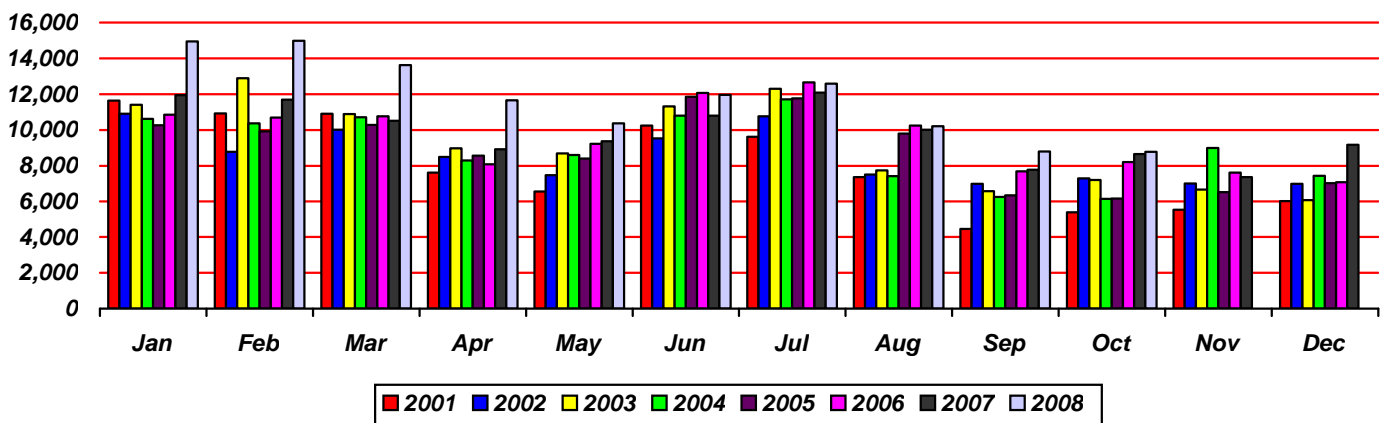
Waynesville Recreation Center Visits



Average hourly visits for October



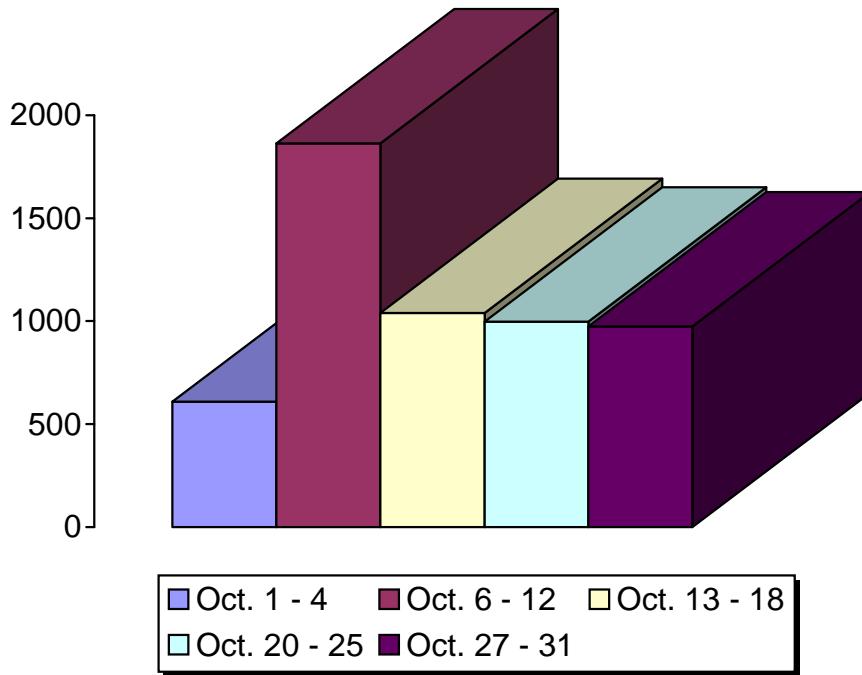
Average daily visits for September



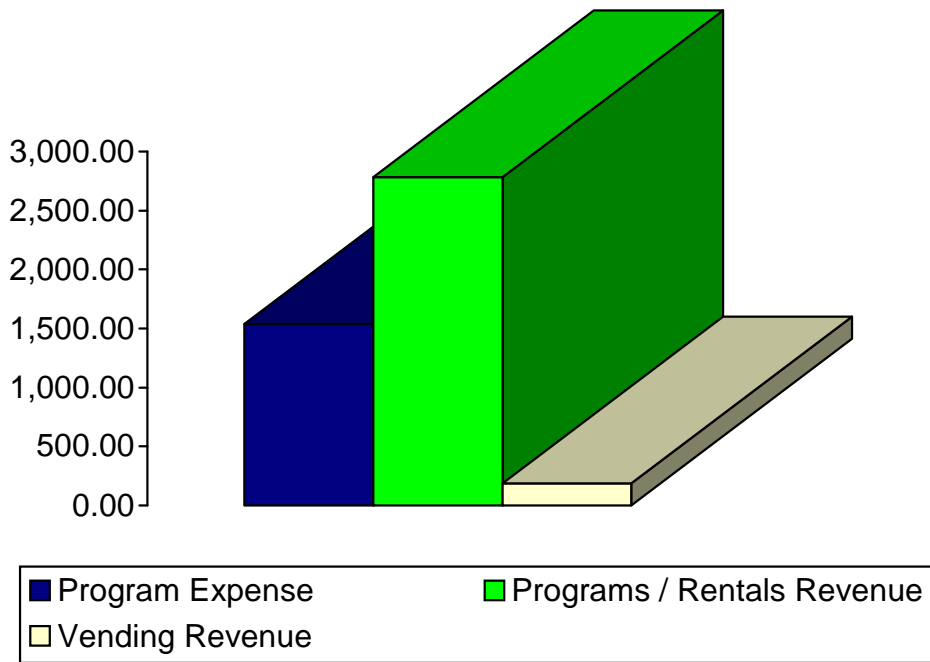
Total Waynesville Recreation Center visits from 2001-2008



Old Armory Program Participants and Revenue



Total Program Participants for October
 • 5,485



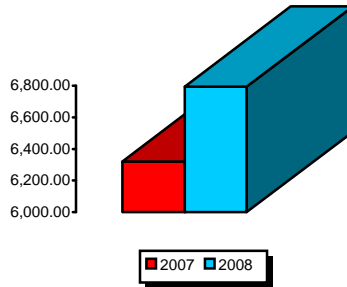
Total Program Revenue for October
 • \$1,032.56

Waynesville Recreation Center Revenue



Membership Revenue for October

- 2007—19,547.25
- 2008—20,995.07



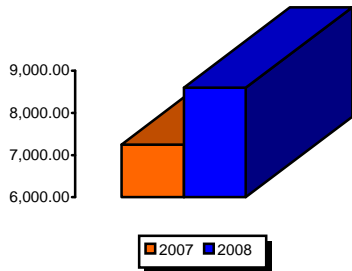
Daily Admissions Revenue for October

- 2007—6,320.50
- 2008—6,794.39



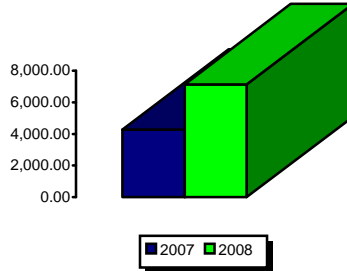
Facility Rental Revenue for October

- 2007—3,635
- 2008—3,094.02



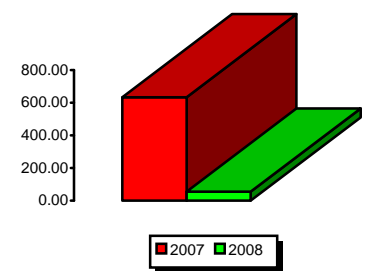
General Fund Revenue for October

- 2007—7,247.43
- 2008—8,599.13



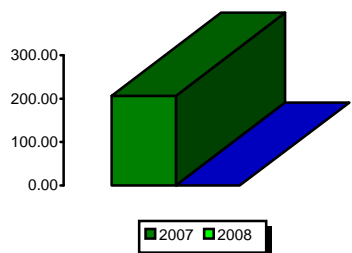
Programs Revenue for October

- 2007—4,276.75
- 2008—7,139.22



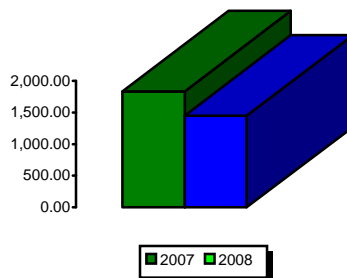
Child Care Revenue for October

- 2007—634
- 2008—54.95



Commissions (Pepsi) for October

- 2007—206.27
- 2008—



Resale/Vending/Other for October

- 2007—1,833.54
- 2008—1,448.78



Total Revenues for October

- 2006—39,965
- 2007—44,428
- 2008—51,197.19

