

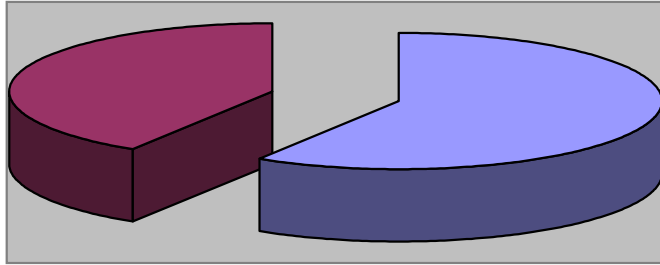


WAYNESVILLE
NORTH CAROLINA

August 2009 Review

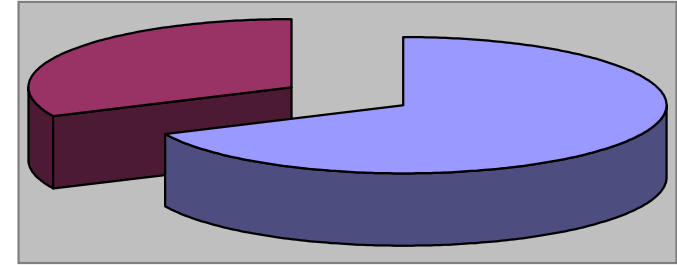
PARKS & RECREATION
DEPARTMENT

Waynesville Recreation Center Member Demographics



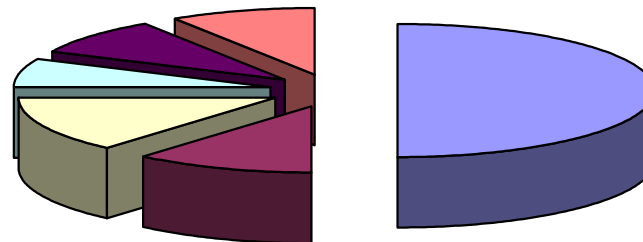
■ Males ■ Females

59% of visits in August were males
41% of visits in August were females



■ Non-Residents ■ Residents

68% of visits in August were non-residents
32% of visits in August were residents

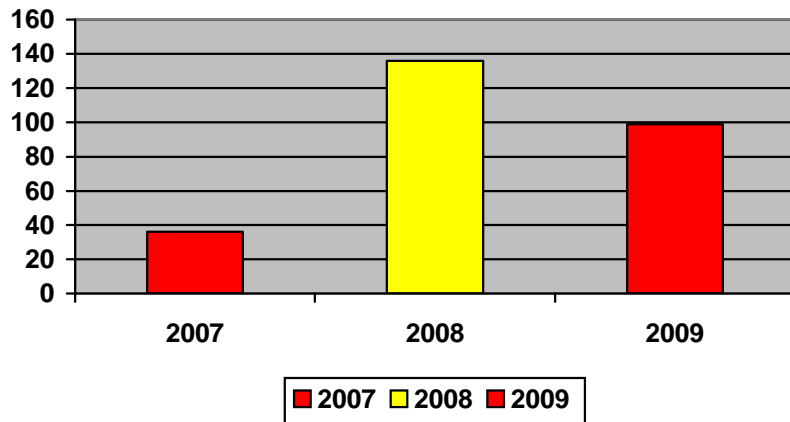


■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

How did you hear about us?

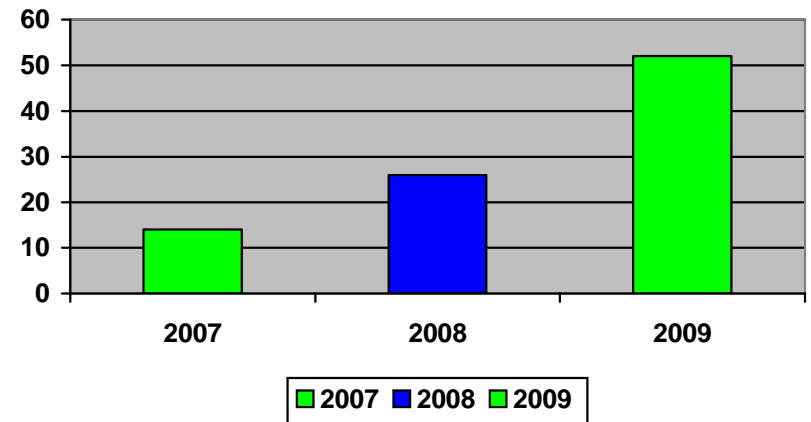
- Friend—22
- Been here before—5
- Family—6
- Local—3
- Media—4
- Employer—4

Waynesville Recreation Center Membership Totals



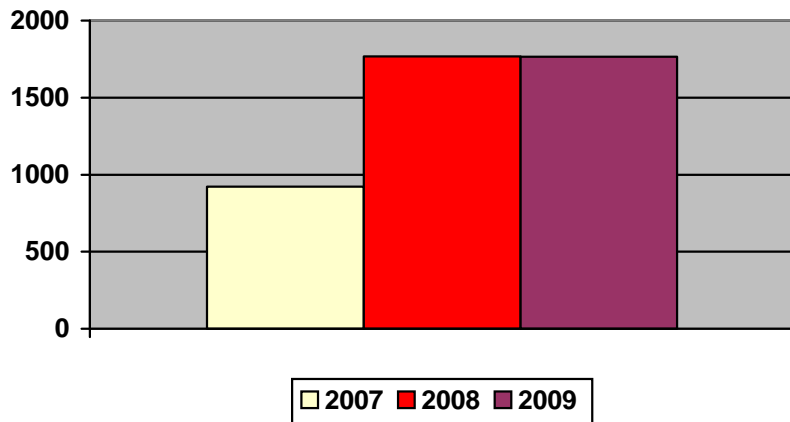
New WRC members for the month of August:

- 2007—36
- 2008—136
- 2009—99



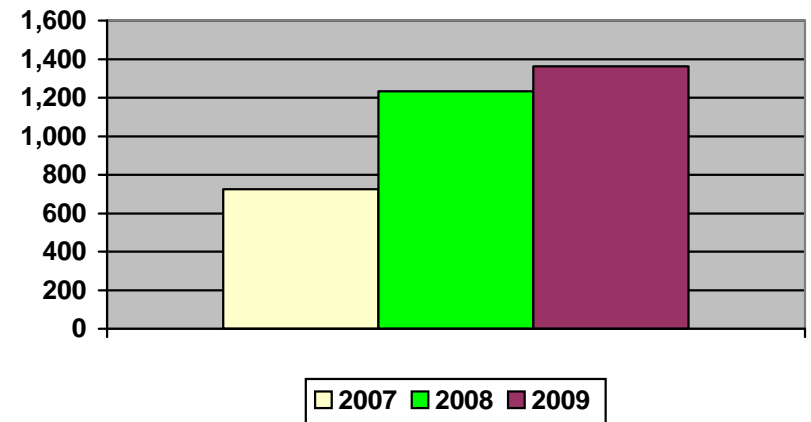
New WRC memberships for the month of August:

- 2007—14
- 2008—26
- 2009—52



Grand total WRC members through August:

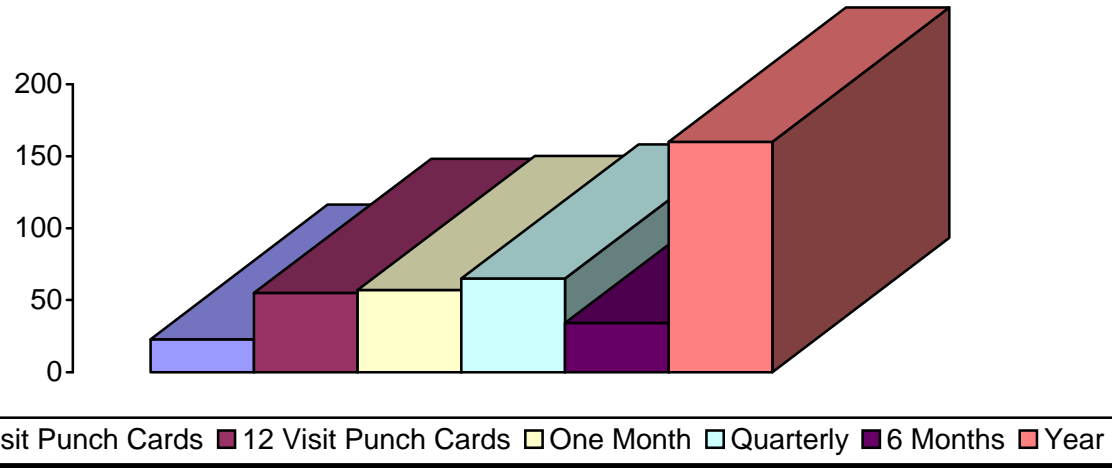
- 2007—924
- 2008—1,767
- 2009—1,765



Grand total WRC memberships through August:

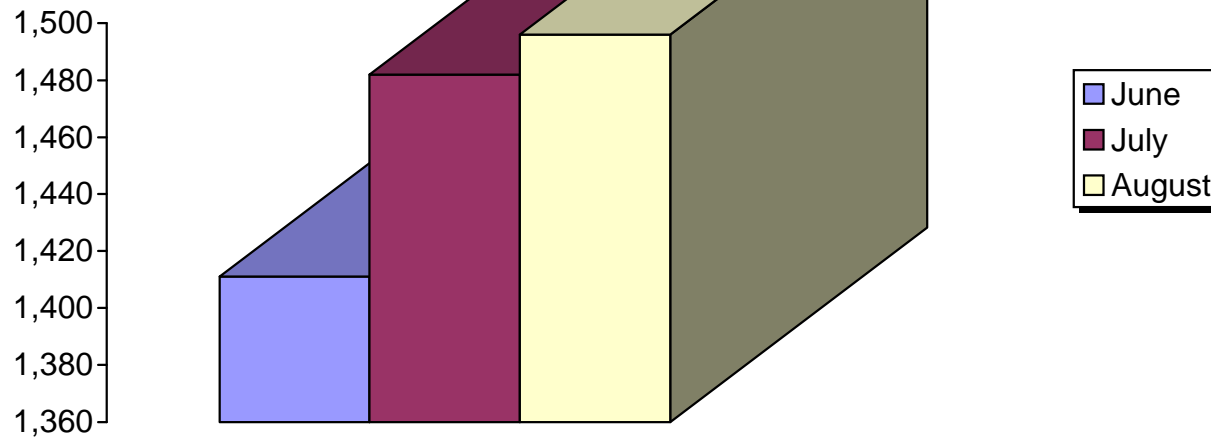
- 2007—726
- 2008—1,234
- 2009—1,363

Waynesville Recreation Center Memberships



Active Memberships in August:

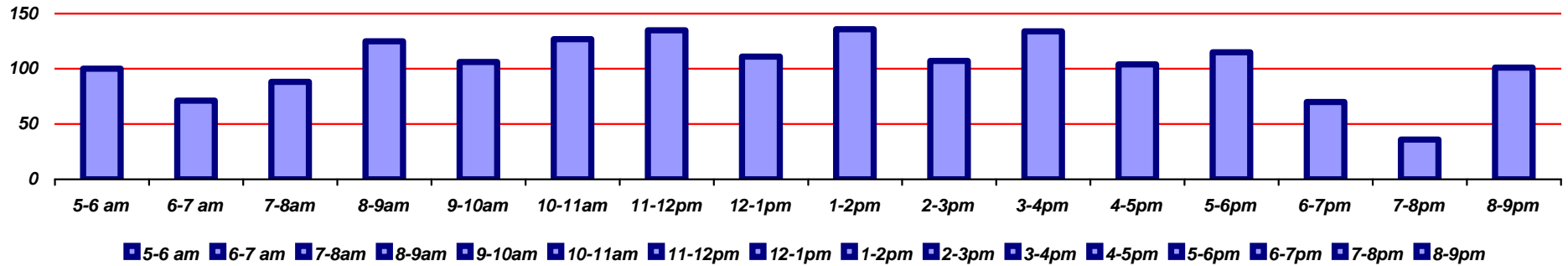
- 6 visit punch card—17
- 12 visit punch card—21
- Month—48
- Quarterly—38
- 6 months—61
- Yearly—160



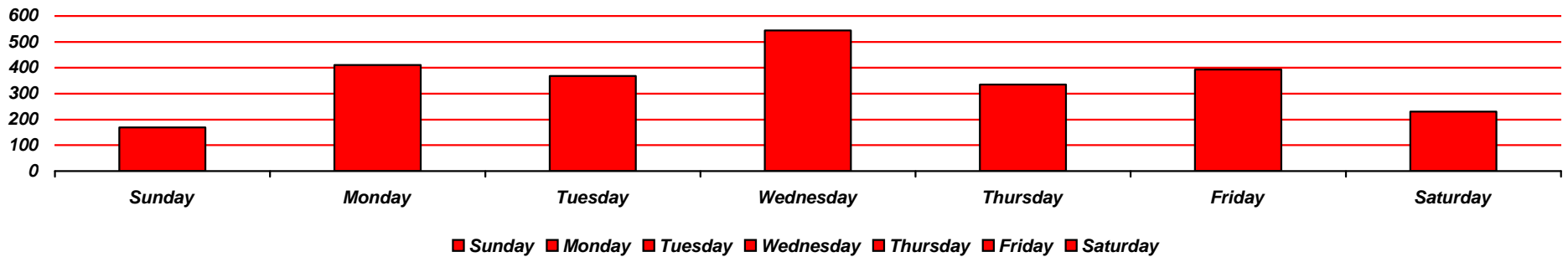
Total Active Corporate Memberships as of:

- June—1,411
- July—1,482
- August—1,496

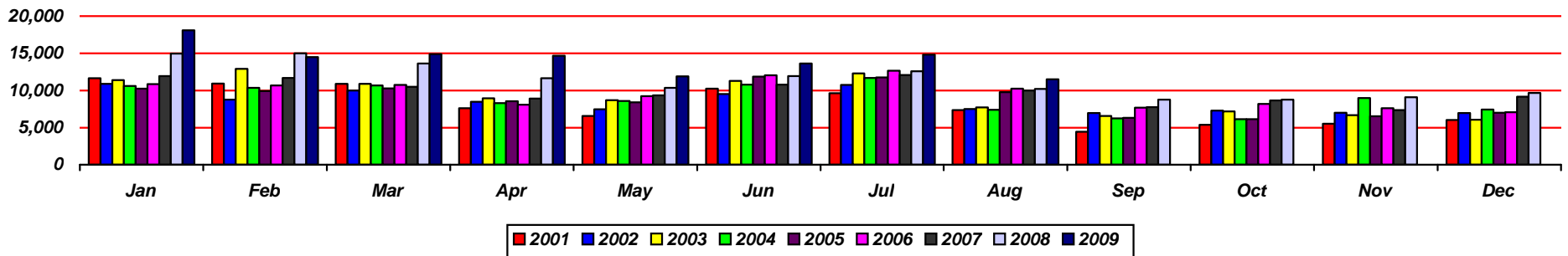
Waynesville Recreation Center Visits



Average hourly visits for August



Average daily visits for August



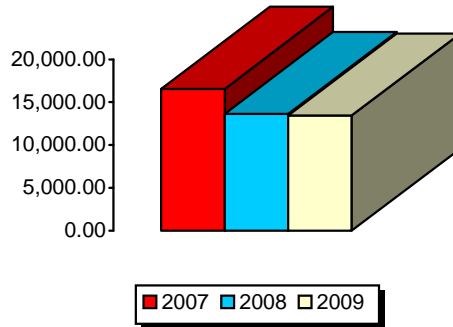
Total Waynesville Recreation Center visits from 2001-2009

Waynesville Recreation Center Revenue



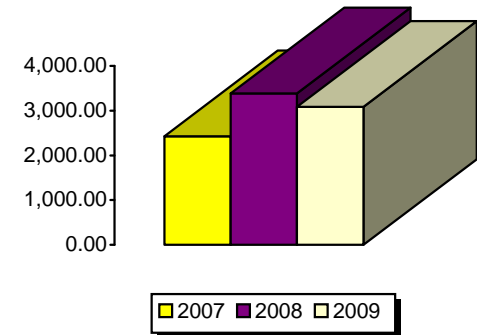
Membership Revenue for August

- 2007—22,278.86
- 2008—22,871.16
- 2009—21,171.54



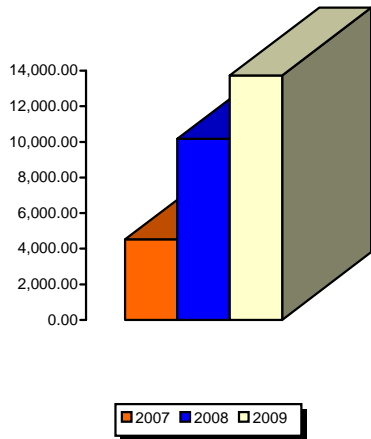
Daily Admissions Revenue for August

- 2007—16,574.20
- 2008—13,625.43
- 2009—13,447.31



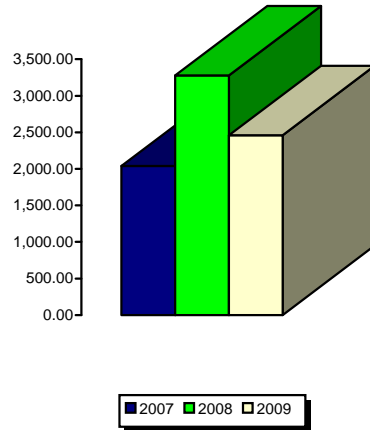
Facility Rental Revenue for August

- 2007—2,430
- 2008—3,383.90
- 2009—3,083.88



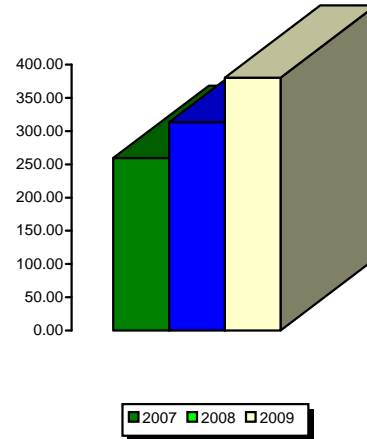
Programs Revenue for August

- 2007—4,526.20
- 2008—10,177.62
- 2009—13,724.21



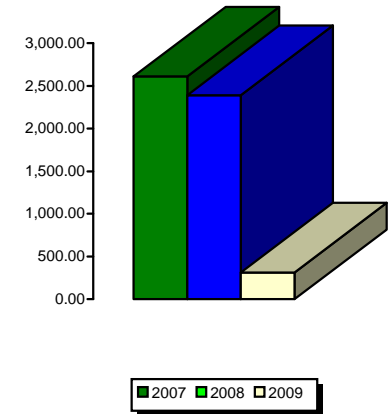
General Fund Revenue for August

- 2007—2,041.90
- 2008—3,276.18
- 2009—2,459.60



Commissions (Pepsi) for August

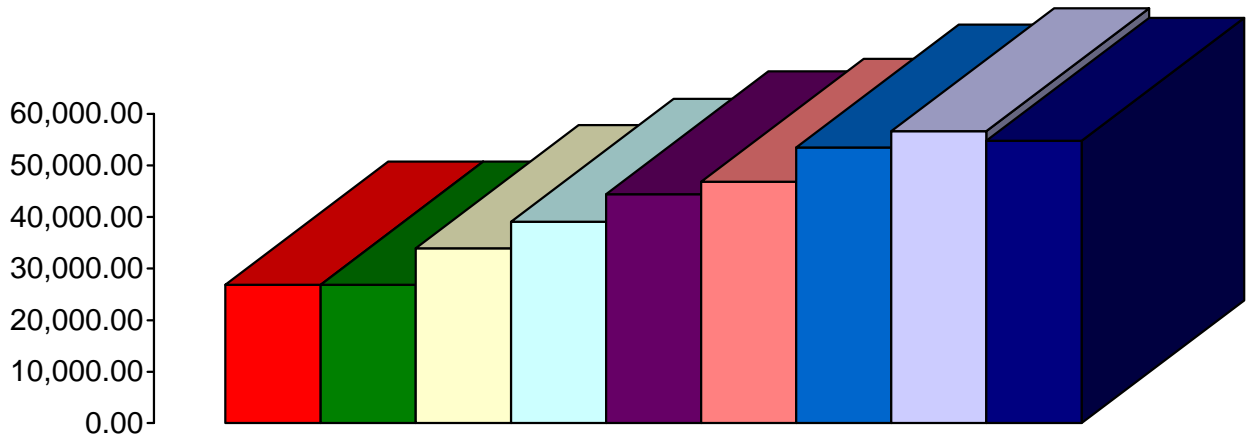
- 2007—259.58
- 2008—313.41
- 2009—380.44



Resale/Vending/Other for August

- 2007—2,610.33
- 2008—2,391.68
- 2009—313.25

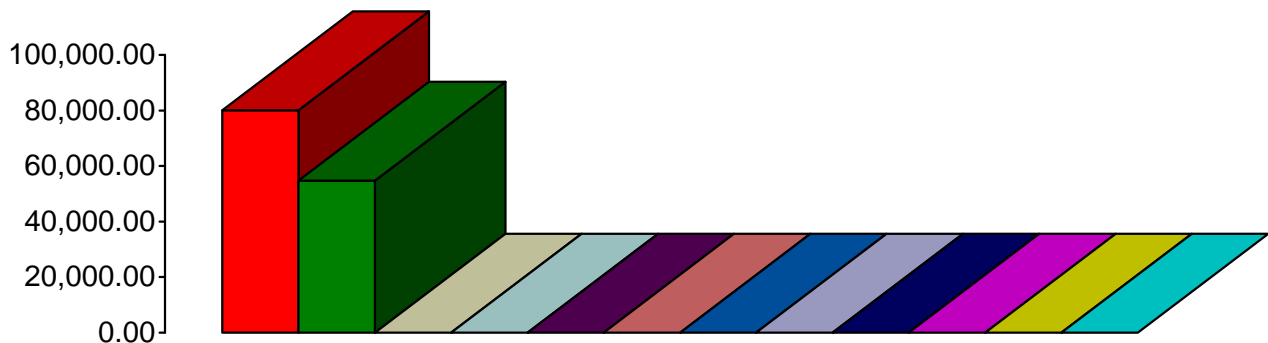
Waynesville Parks and Recreation Revenue—Year by Year for August



- FY01-02—26,871
- FY02-03—26,890
- FY03-04—33,943
- FY04-05—39,078
- FY05-06—44,402
- FY06-07—46,807
- FY07-08—53,449
- FY08-09—56,632
- FY09-10—54,743

■ FY01-02
 ■ FY02-03
 ■ FY03-04
 ■ FY04-05
 ■ FY05-06
 ■ FY06-07
 ■ FY07-08
 ■ FY08-09
 ■ FY09-10

Waynesville Parks and Recreation Revenue—FY 10 Monthly Totals



- July—80,066
- August—54,743
- September—0
- October—0
- November—0
- December—0
- January—0
- February—0
- March—0
- April—0
- May—0
- June—0

■ July
 ■ August
 ■ September
 ■ October
 ■ November
 ■ December
 ■ January
 ■ February
 ■ March
 ■ April
 ■ May
 ■ June