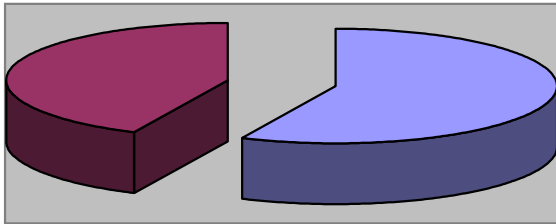


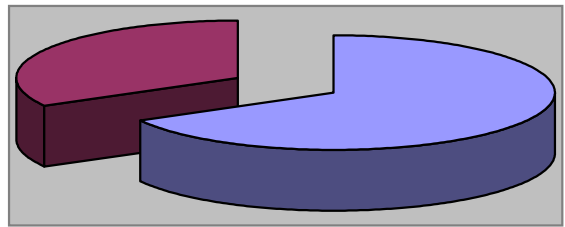
Waynesville Parks & Recreation Department
February 2009
Monthly Review

Waynesville Recreation Center Member Demographics



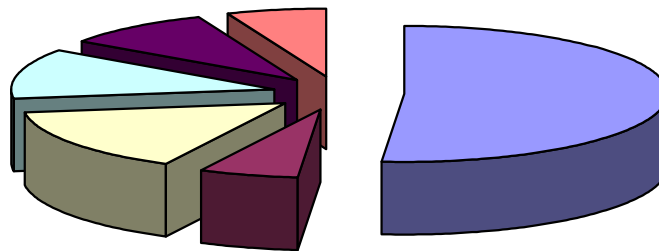
■ Males ■ Females

57% of visits in February were males
 43% of visits in February were females



■ Non-Residents ■ Residents

67% of visits in February were non-residents
 33% of visits in February were residents



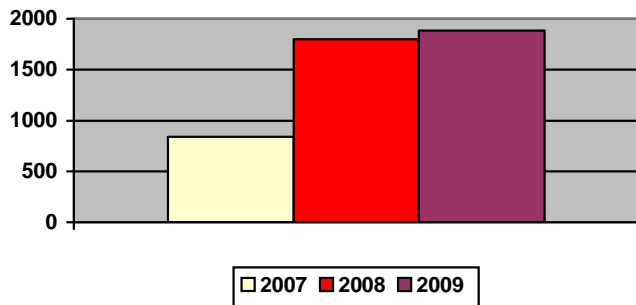
■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

How did you hear about us?

- Friend—17
- Been here before—2
- Family—5
- Local—4
- Media—3
- Employer—2

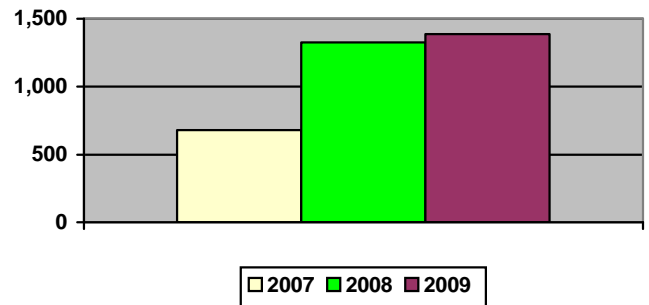


Waynesville Recreation Center Memberships



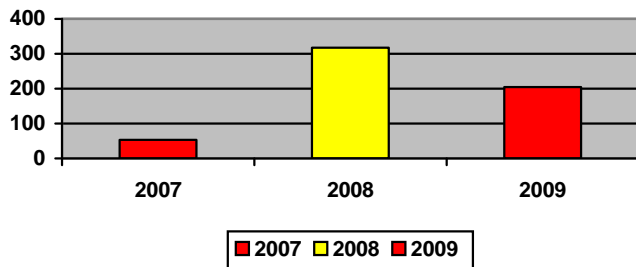
Grand total WRC members through February:

- 2007—843
- 2008—1,800
- 2009—1,885



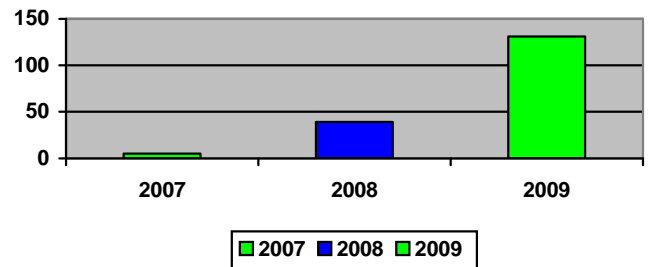
Grand total WRC memberships through February:

- 2007—681
- 2008—1,325
- 2009—1,388



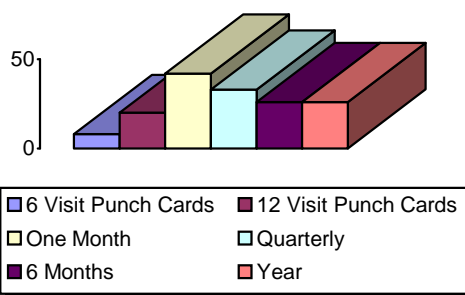
New WRC members for the month of February:

- 2007—53
- 2008—318
- 2009—204



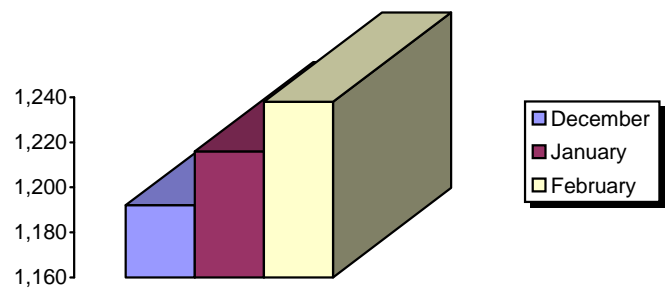
New WRC memberships for the month of February:

- 2007—5
- 2008—39
- 2009—131



Types of memberships sold in February:

- 6 visit punch card—8
- 12 visit punch card—20
- Month—42
- Quarterly—33
- 6 months—26
- Year—26

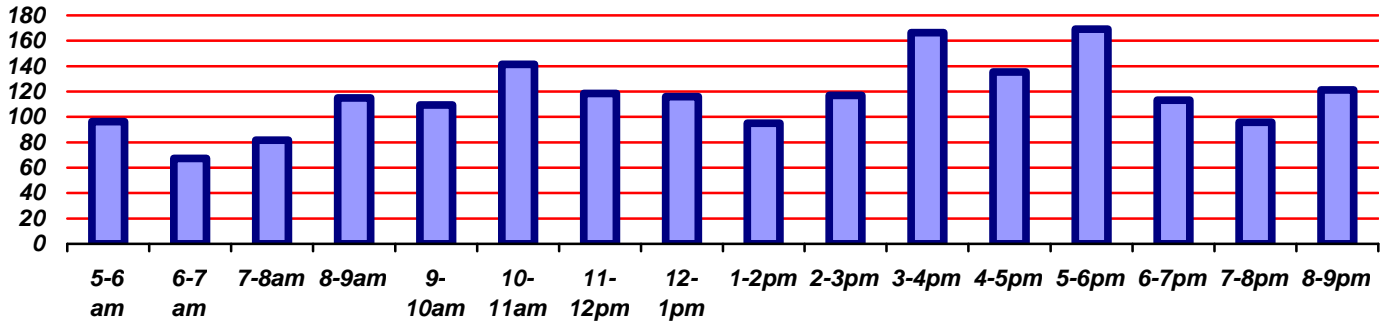


Corporate memberships:

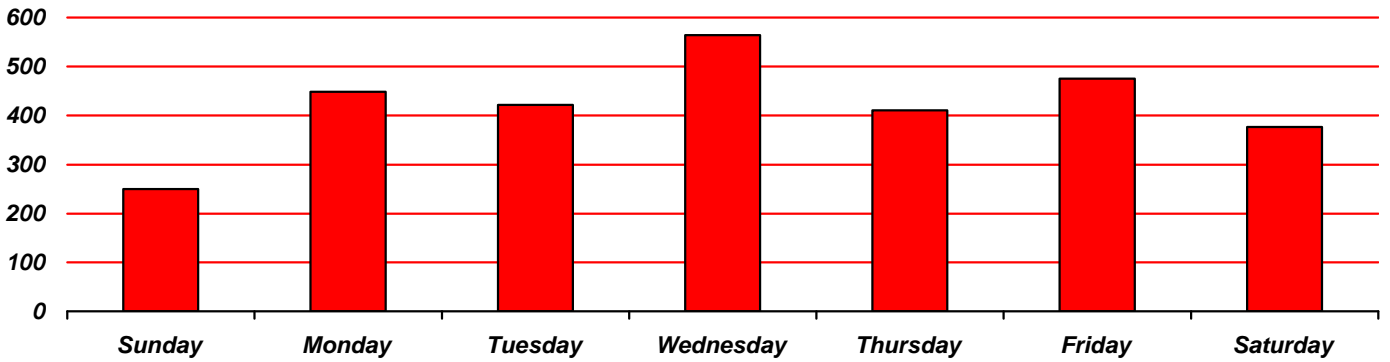
- December—1,192
- January—1,216
- February—1,238



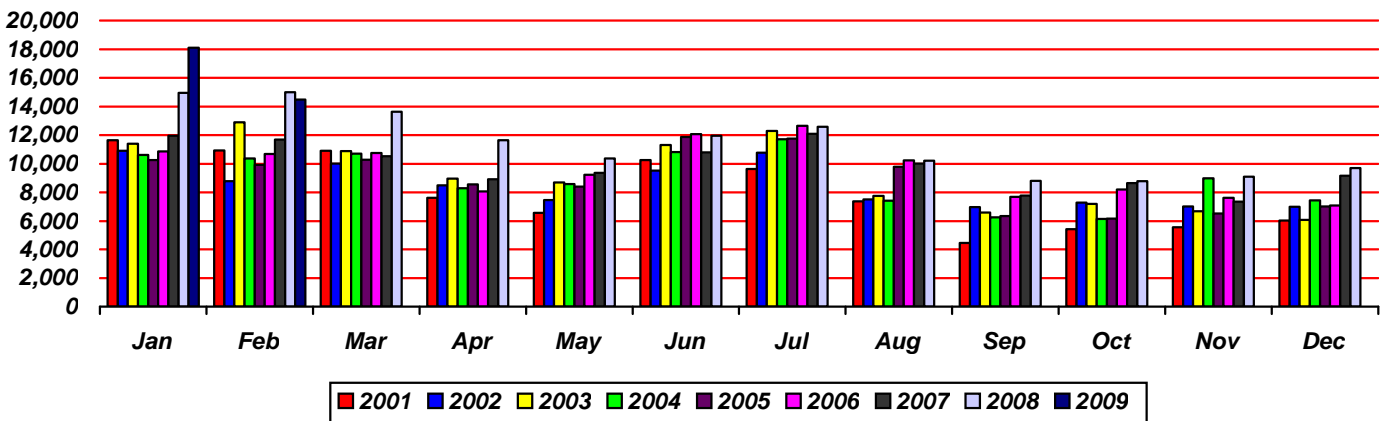
Waynesville Recreation Center Visits



Average hourly visits for February



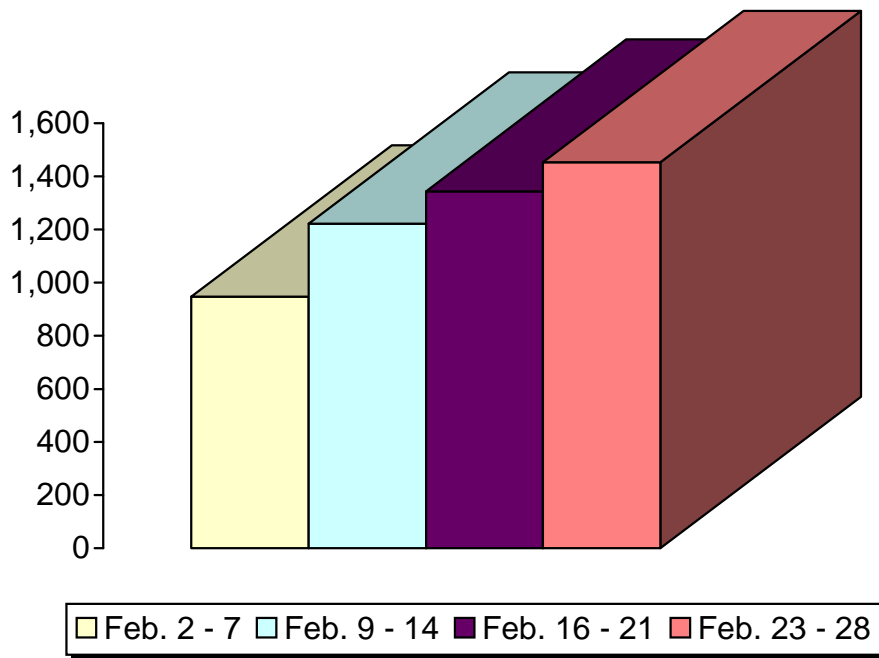
Average daily visits for February



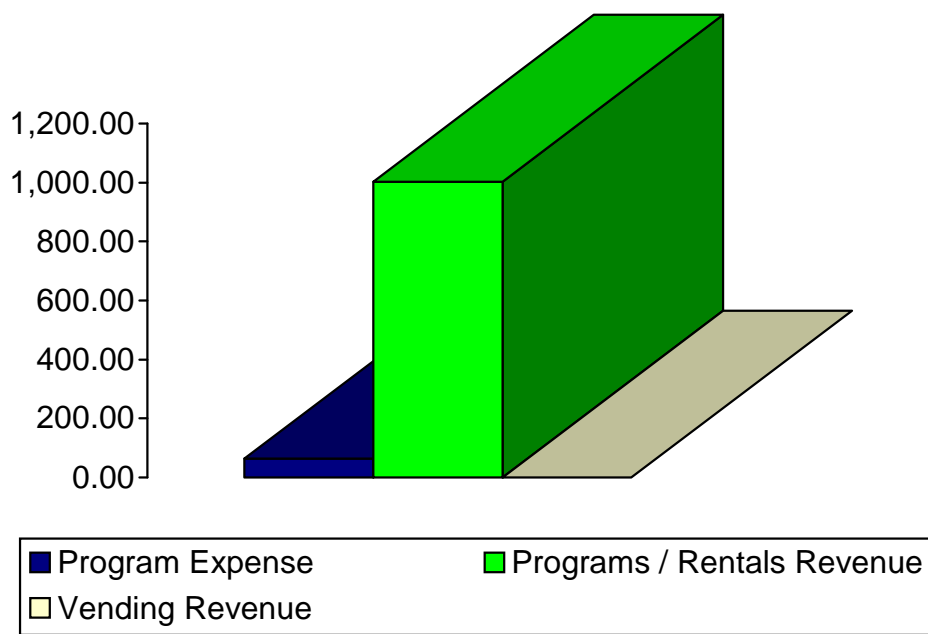
Total Waynesville Recreation Center visits from 2001-2009



Old Armory Program Participants and Revenue

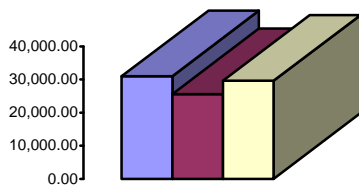


Total Program Participants for February
 • 4,965



Total Program Revenue for February
 • \$939.43

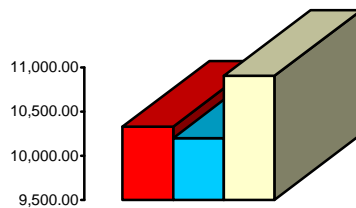
Waynesville Recreation Center Revenue



■ 2007 ■ 2008 ■ 2009

Membership Revenue for February

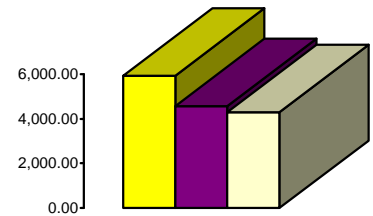
- 2007—30,971.96
- 2008—25,554.75
- 2009—29,628.55



■ 2007 ■ 2008 ■ 2009

Daily Admissions Revenue for February

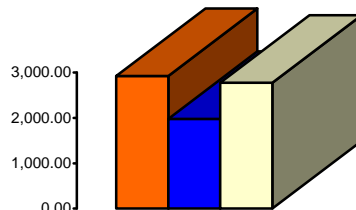
- 2007—10,327.20
- 2008—10,199.87
- 2009—10,903.58



■ 2007 ■ 2008 ■ 2009

Facility Rental Revenue for February

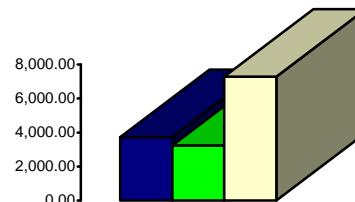
- 2007—5,938.50
- 2008—4,564
- 2009—4,293.32



■ 2007 ■ 2008 ■ 2009

General Fund Revenue for February

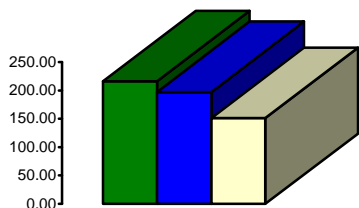
- 2007—2,918.67
- 2008—1,973.70
- 2009—2,774.17



■ 2007 ■ 2008 ■ 2009

Programs Revenue for February

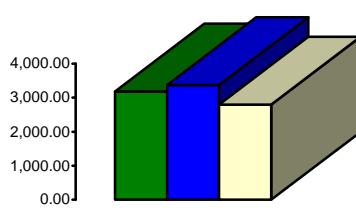
- 2007—3,723.92
- 2008—3,238.10
- 2009—7,280.77



■ 2007 ■ 2008 ■ 2009

Commissions (Pepsi) for February

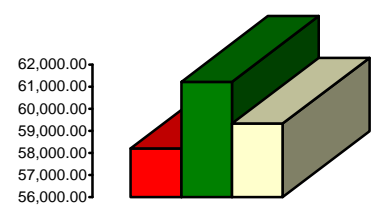
- 2007—216.19
- 2008—197.34
- 2009—151.64



■ 2007 ■ 2008 ■ 2009

Resale/Vending/Other for February

- 2007—3,181.78
- 2008—3,368.16
- 2009—2,797.46



■ 2007 ■ 2008 ■ 2009

Total Revenues for February

- 2007—58,206.67
- 2008—61,206.67
- 2009—59,329.24

