

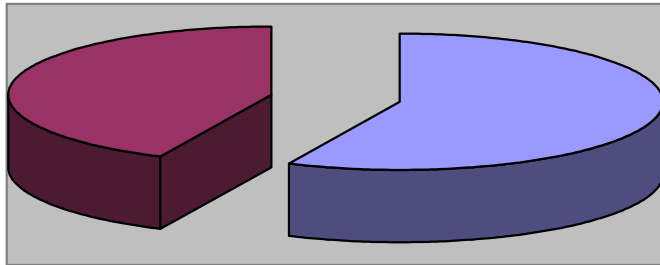


WAYNESVILLE  
NORTH CAROLINA

**August 2010 Review**

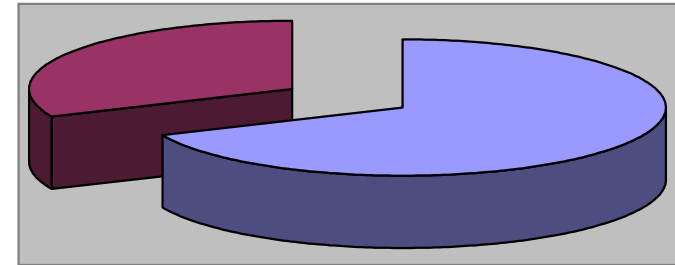
PARKS & RECREATION  
DEPARTMENT

# Waynesville Recreation Center Member Demographics



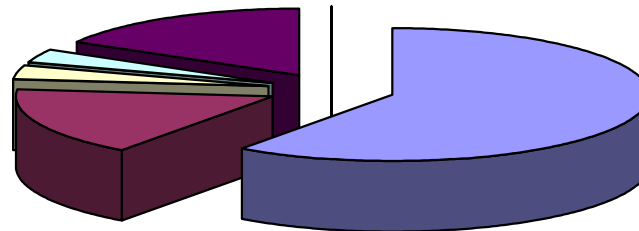
■ Males ■ Females

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



■ Non-Residents ■ Residents

67% of visits in August were non-residents  
31% of visits in August were residents

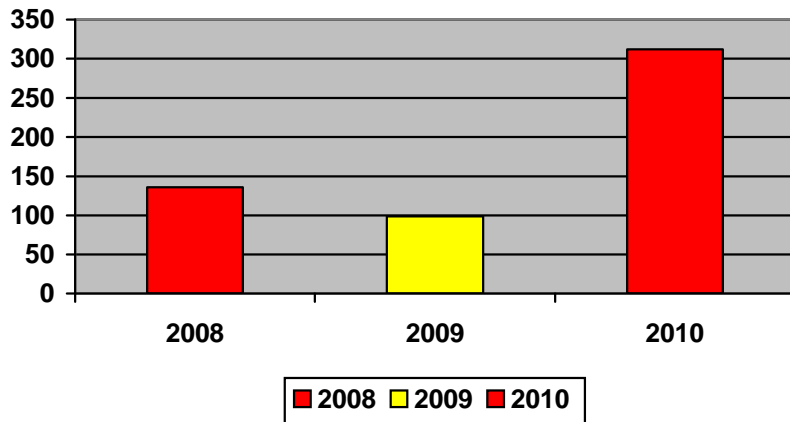


■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

## How did you hear about us?

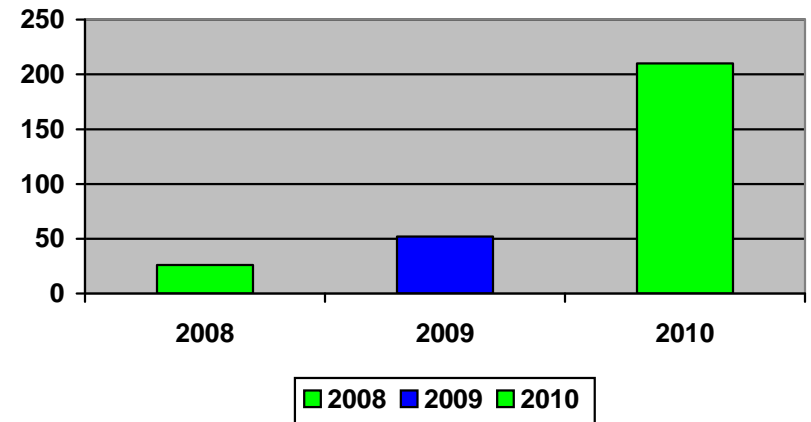
- Friend—18
- Been here before—5
- Family—1
- Local—1
- Media—5
- Employer—0

# Waynesville Recreation Center Membership Totals



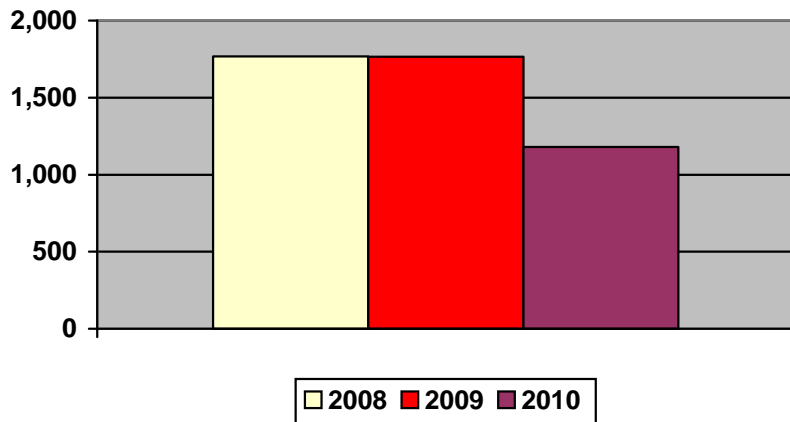
New WRC members for the month of August:

- 2008—136
- 2009—99
- 2010—312



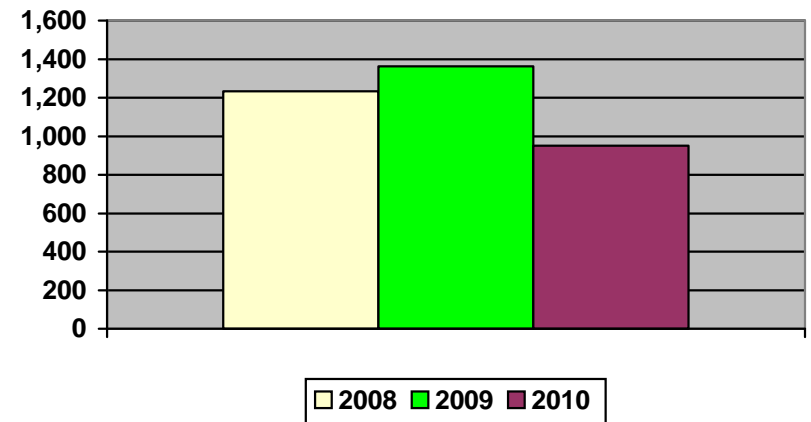
New WRC memberships for the month of August:

- 2008—26
- 2009—52
- 2010—210



Grand total WRC members through August:

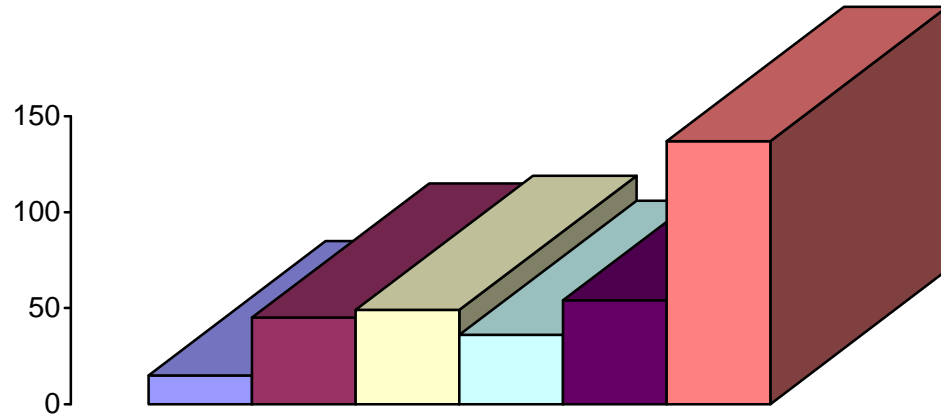
- 2008—1,767
- 2009—1,765
- 2010—1,180



Grand total WRC memberships through August:

- 2008—1,234
- 2009—1,363
- 2010—951

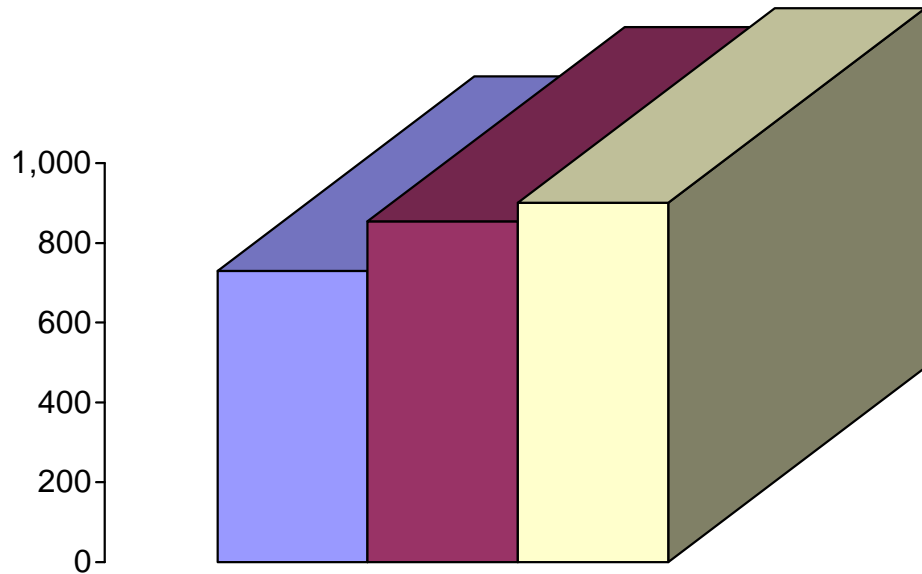
# Waynesville Recreation Center Memberships



■ 6 Visit Punch Cards 
 ■ 12 Visit Punch Cards 
 ■ One Month 
 ■ Quarterly 
 ■ 6 Months 
 ■ Year

### Active Memberships in August:

- 6 visit punch card—15
- 12 visit punch card—45
- Month—49
- Quarterly—36
- 6 months—54
- Yearly—137

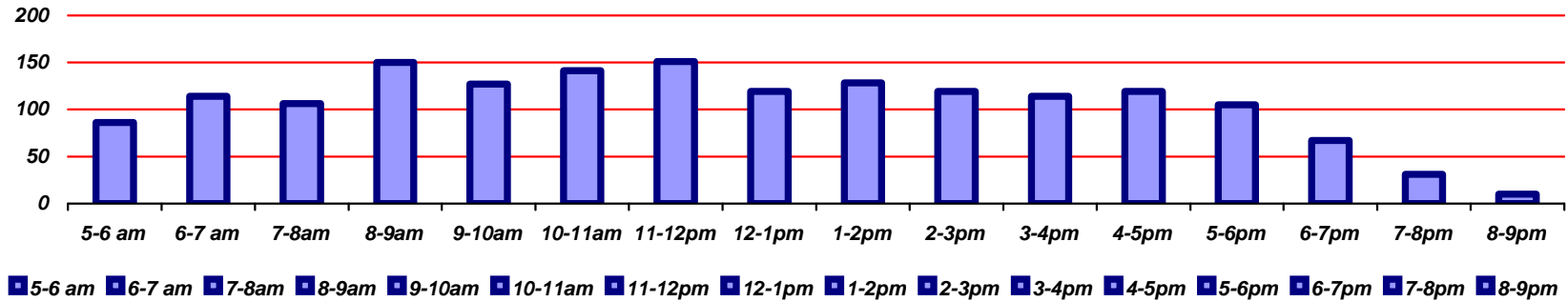


■ June  
■ July  
■ August

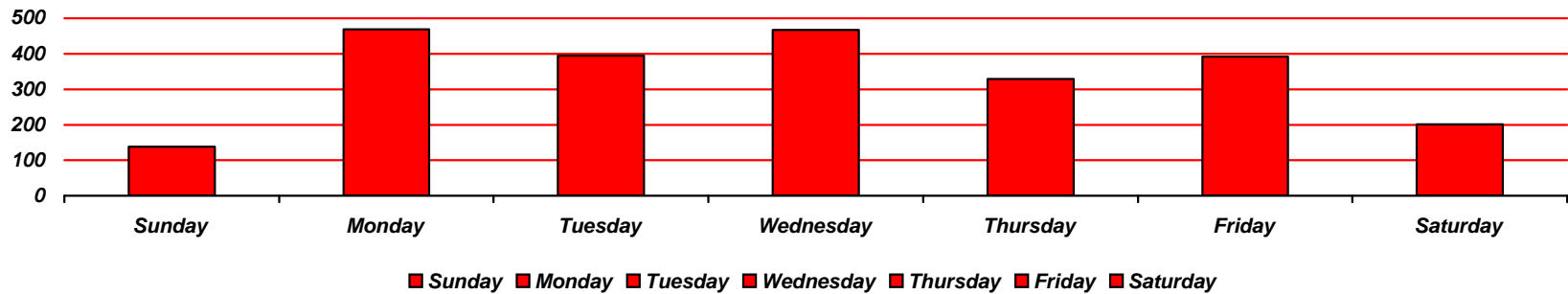
### Total Active Corporate Memberships as of:

- June—730
- July—854
- August—901

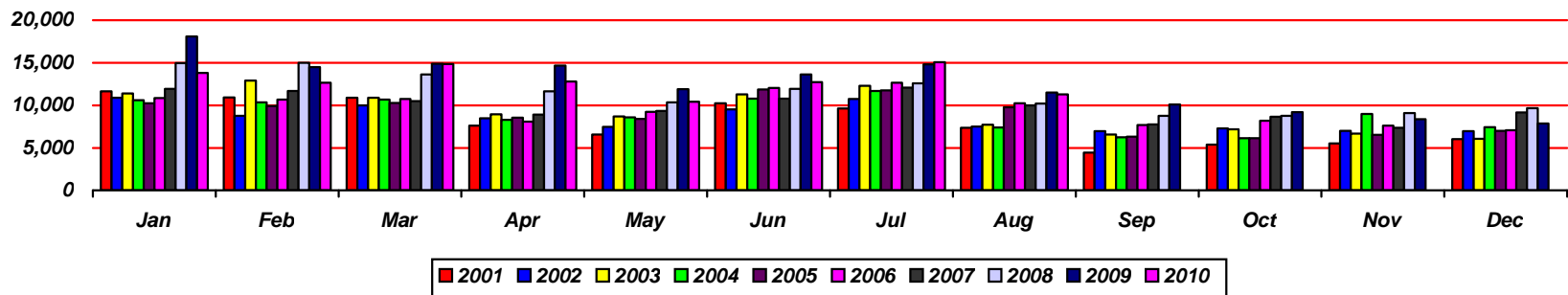
# Waynesville Recreation Center Visits



Average hourly visits for August

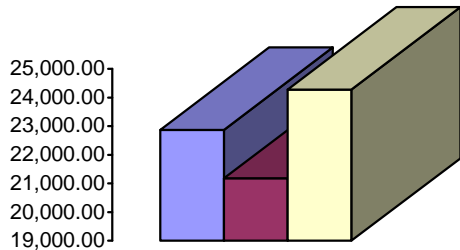


Average daily visits for August



Total Waynesville Recreation Center visits from 2001-2010

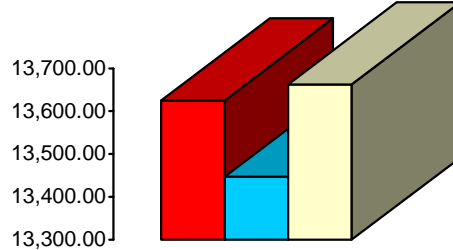
# Waynesville Recreation Center Revenue



■ 2008 ■ 2009 ■ 2010

### Membership Revenue for August

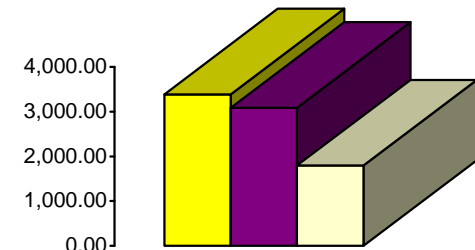
- 2008—22,871.16
- 2009—21,171.54
- 2010—24,268.97



■ 2008 ■ 2009 ■ 2010

### Daily Admissions Revenue for August

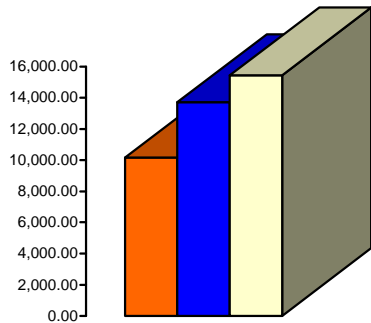
- 2008—13,625.43
- 2009—13,447.31
- 2010—13,663.00



■ 2008 ■ 2009 ■ 2010

### Facility Rental Revenue for August

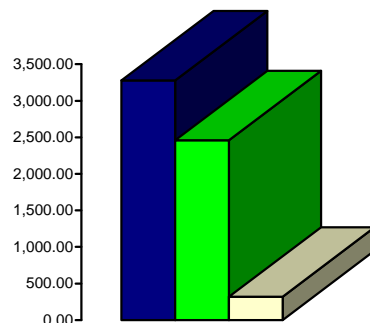
- 2008—3,383.90
- 2009—3,083.88
- 2010—1,794.00



■ 2008 ■ 2009 ■ 2010

### Programs Revenue for August

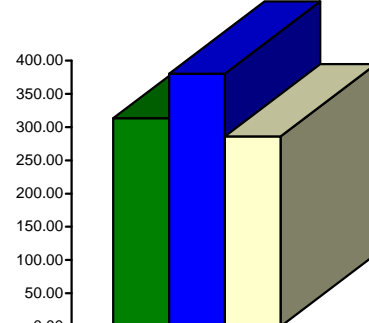
- 2008—10,177.62
- 2009—13,724.21
- 2010—15,439.48



■ 2008 ■ 2009 ■ 2010

### General Fund Revenue for August

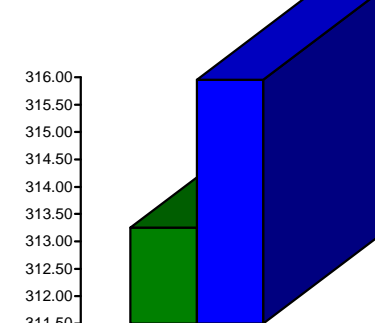
- 2008—3,276.18
- 2009—2,459.60
- 2010—318.90



■ 2008 ■ 2009 ■ 2010

### Commissions (Pepsi) for August

- 2008—313.41
- 2009—380.44
- 2010—286.10

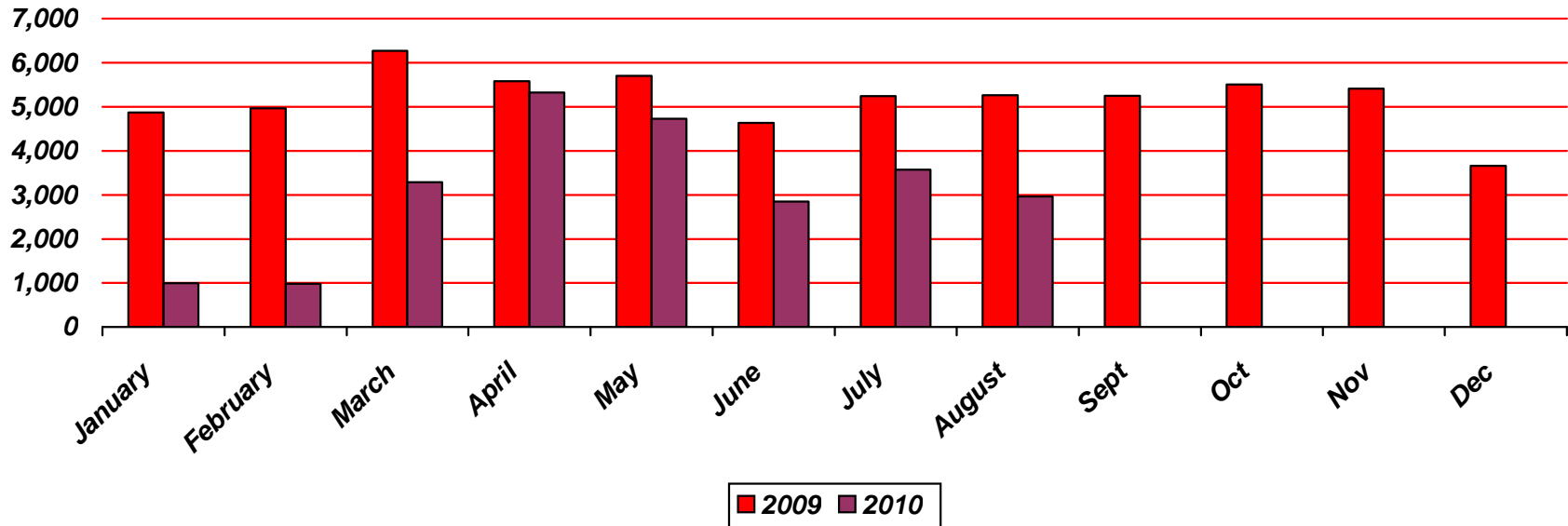


■ 2009 ■ 2010

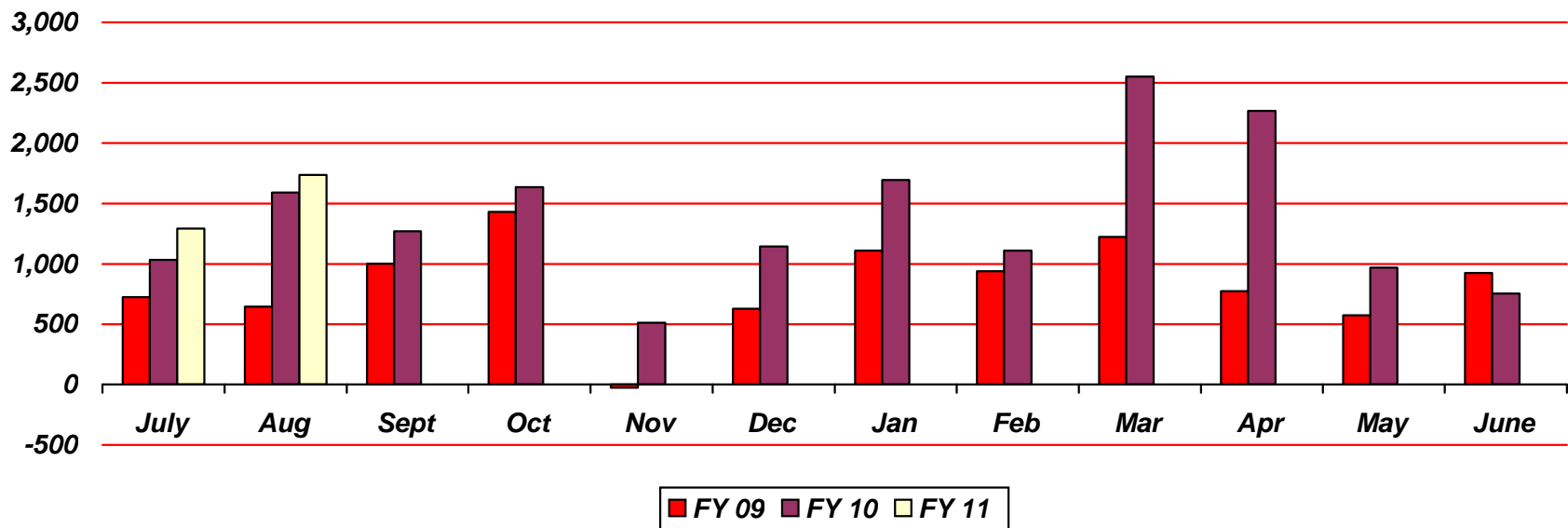
### Resale/Vending/Other for August

- 2009—313.25
- 2010—315.95

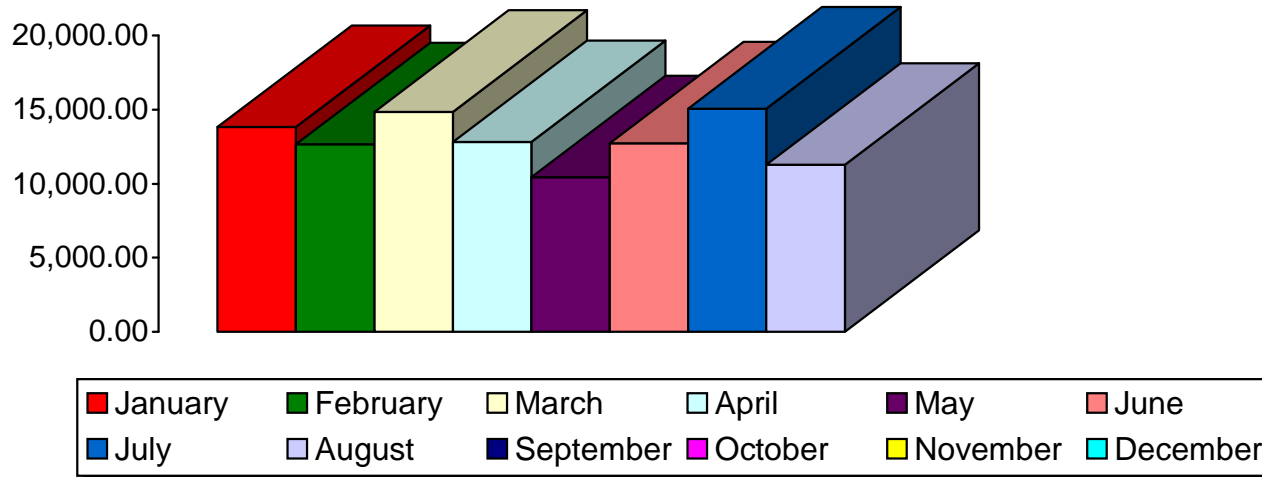
# Old Armory Recreation Center Program Participants 2009 vs 2010



# Old Armory Recreation Center Net Revenue FY09 vs FY10



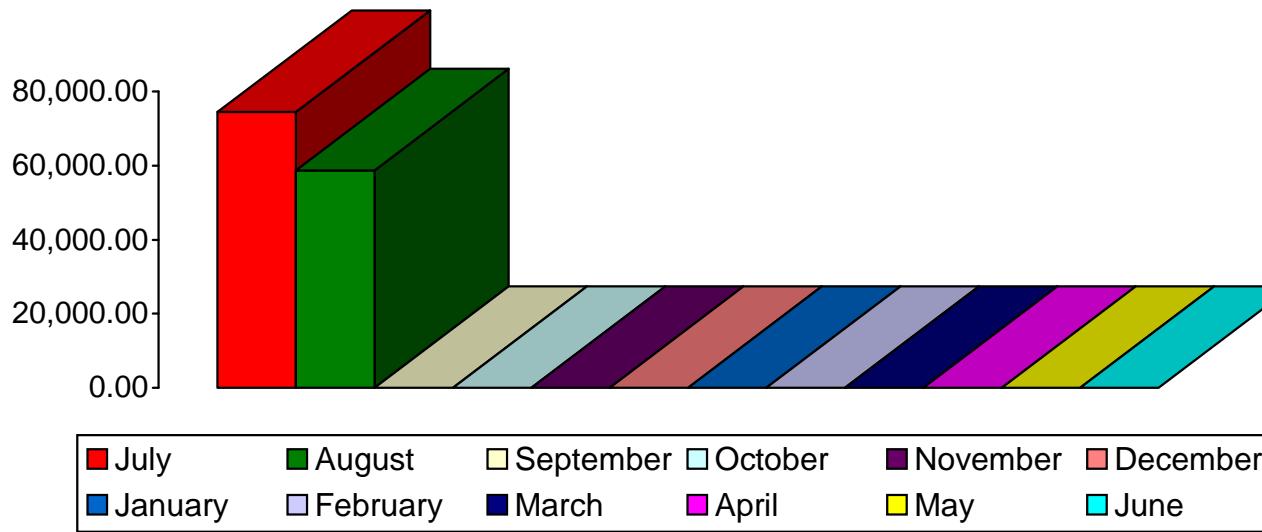
# Waynesville Recreation Center Attendance—2010 Monthly Totals



- January—13,824
- February—12,668
- March—14,855
- April—12,813
- May—10,444
- June—12,723
- July—15,074
- August—11,292

**To date: 92,401**  
**GOAL: 150,000**

# Waynesville Parks and Recreation Revenue—FY 11 Monthly Totals



- July—\$74,469
- August—\$58,740
- September—0
- October—0
- November—0
- December—0
- January—0
- February—0
- March—0
- April—0
- May—0
- June—0

**To date: \$74,469**  
**GOAL: \$750,000**