

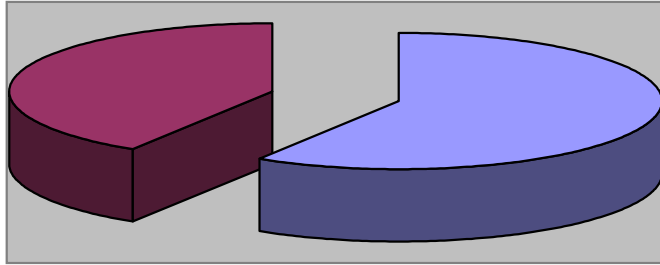


**WAYNESVILLE**  
NORTH CAROLINA

**January 2010 Review**

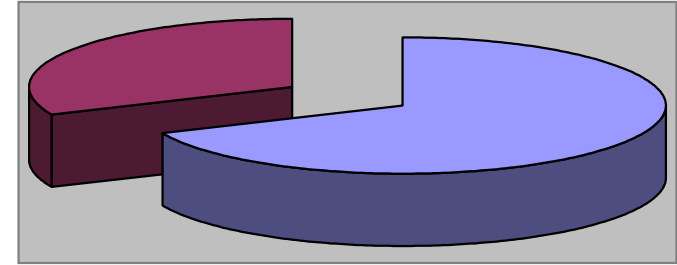
**PARKS & RECREATION  
DEPARTMENT**

# Waynesville Recreation Center Member Demographics



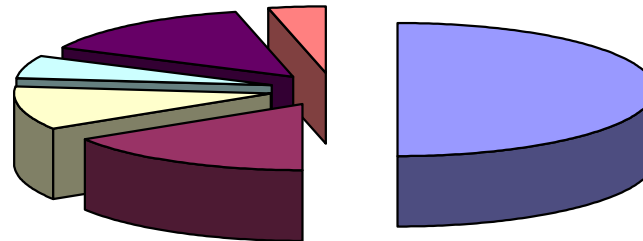
■ Males ■ Females

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



■ Non-Residents ■ Residents

69% of visits in January were non-residents  
32% of visits in January were residents

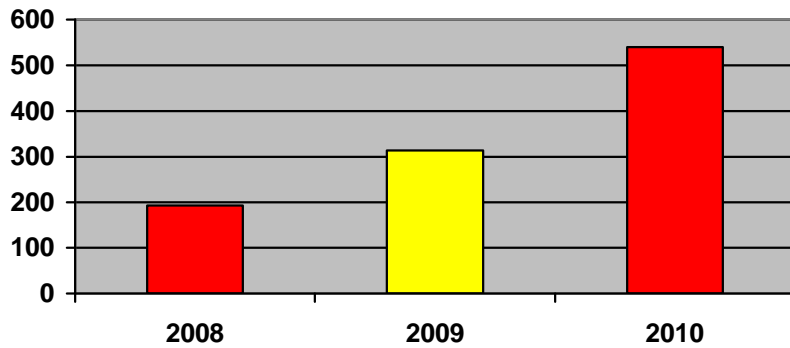


■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

## How did you hear about us?

- Friend—28
- Been here before—9
- Family—6
- Local—3
- Media—8
- Employer—2

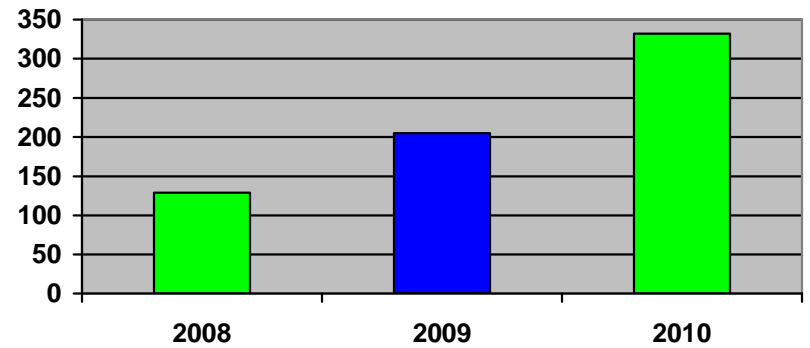
# Waynesville Recreation Center Membership Totals



■ 2008 ■ 2009 ■ 2010

New WRC members for the month of January:

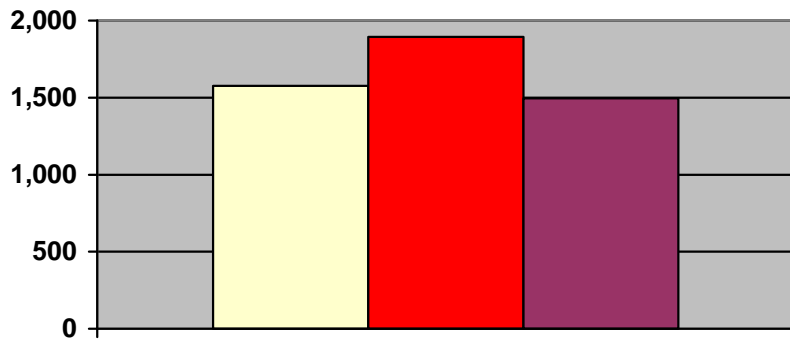
- 2008—193
- 2009—314
- 2010—540



■ 2008 ■ 2009 ■ 2010

New WRC memberships for the month of January:

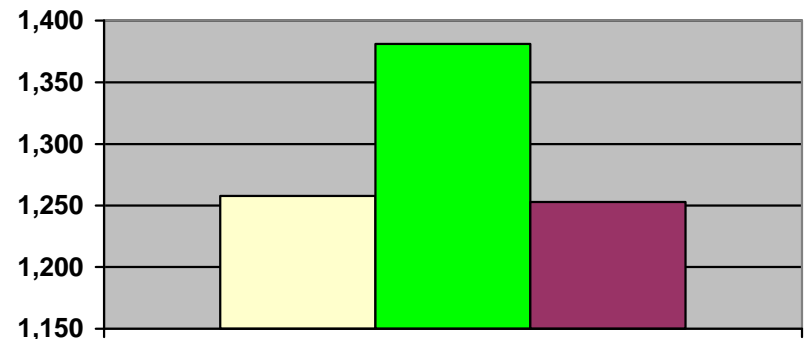
- 2008—129
- 2009—205
- 2010—332



■ 2008 ■ 2009 ■ 2010

Grand total WRC members through January:

- 2008—1,576
- 2009—1,894
- 2010—1,495

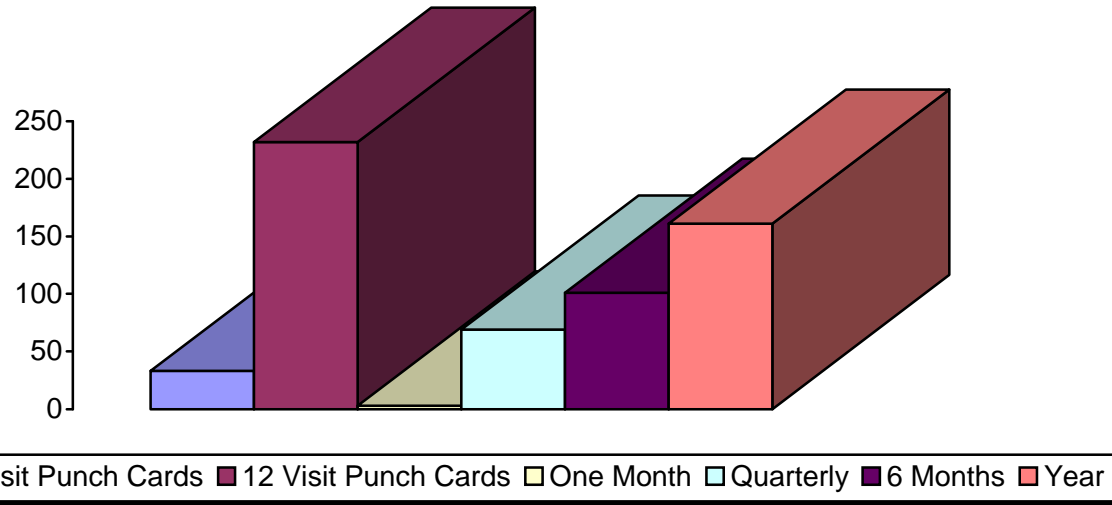


■ 2008 ■ 2009 ■ 2010

Grand total WRC memberships through January:

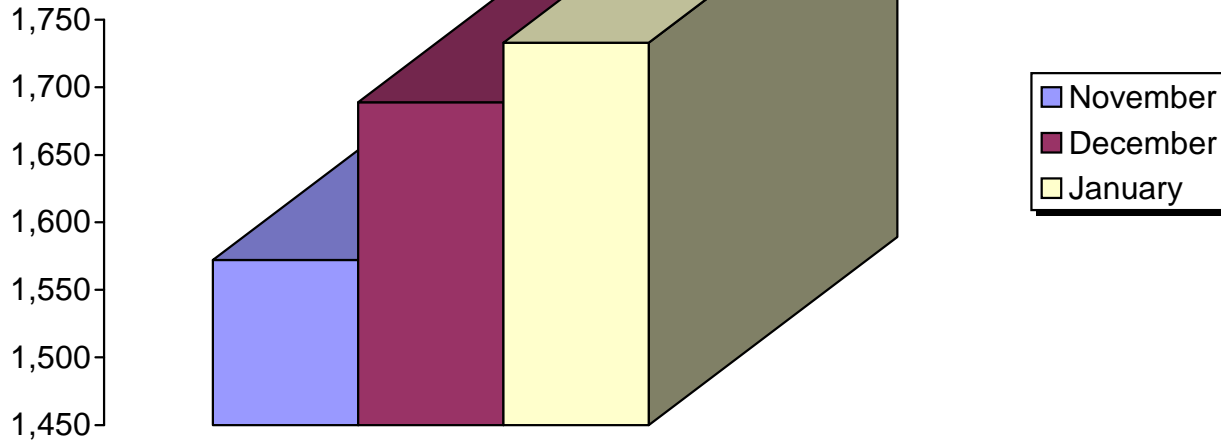
- 2008—1,258
- 2009—1,381
- 2010—1,253

# Waynesville Recreation Center Memberships



### Active Memberships in January:

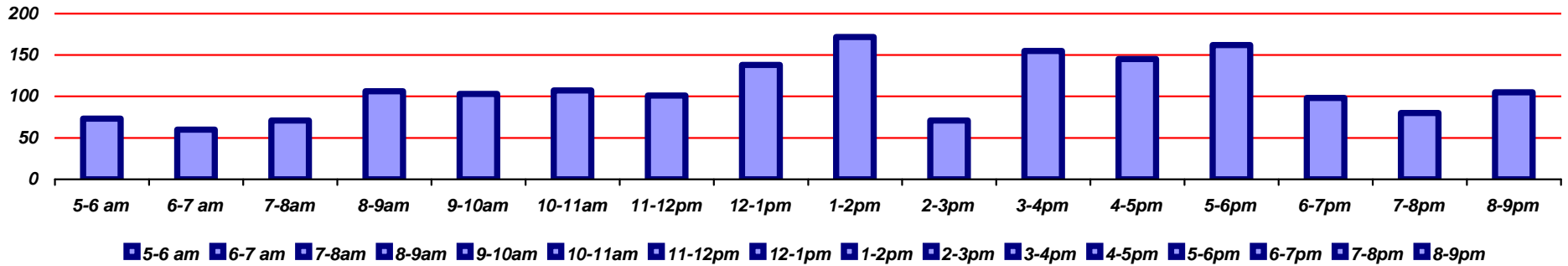
- 6 visit punch card—33
- 12 visit punch card—232
- Month—3
- Quarterly—69
- 6 months—101
- Yearly—161



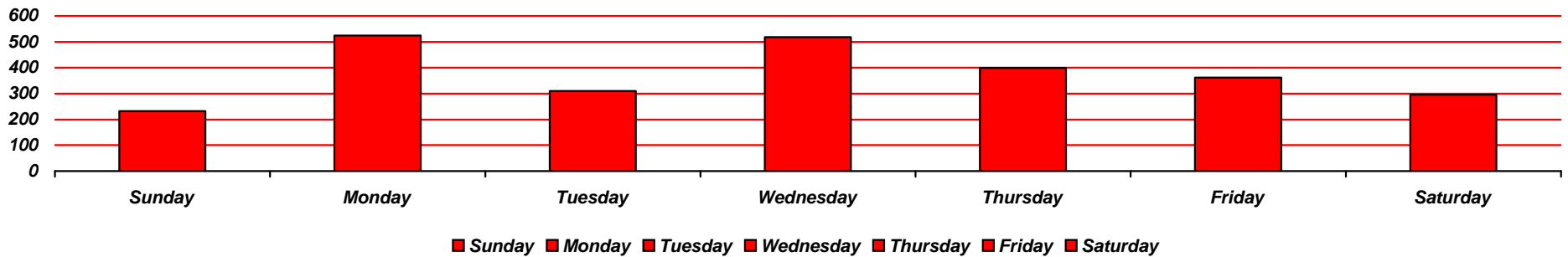
### Total Active Corporate Memberships as of:

- November—1,572
- December—1,689
- January—1,733

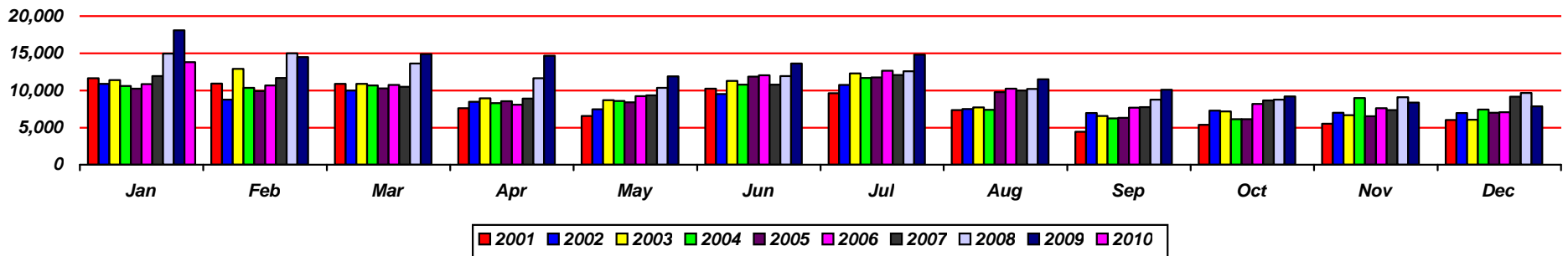
# Waynesville Recreation Center Visits



Average hourly visits for January

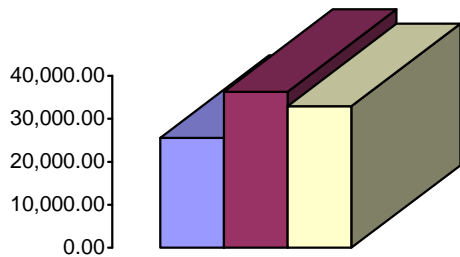


Average daily visits for January



Total Waynesville Recreation Center visits from 2001-2009

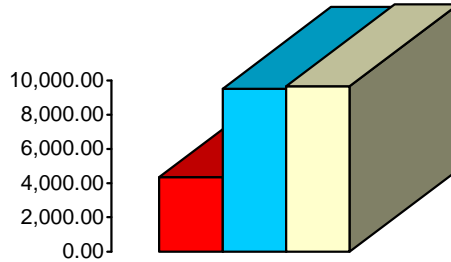
# Waynesville Recreation Center Revenue



■ 2008 ■ 2009 ■ 2010

### Membership Revenue for January

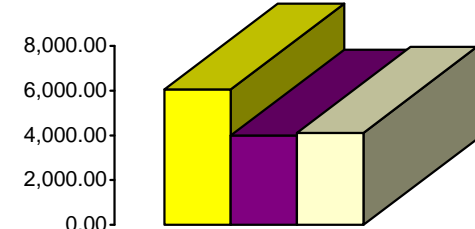
- 2008—25,554.75
- 2009—36,245.48
- 2010—32,893.60



■ 2008 ■ 2009 ■ 2010

### Daily Admissions Revenue for January

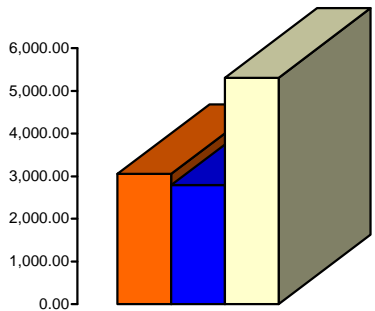
- 2008—4,360.30
- 2009—9,530.18
- 2010—9,675.45



■ 2008 ■ 2009 ■ 2010

### Facility Rental Revenue for January

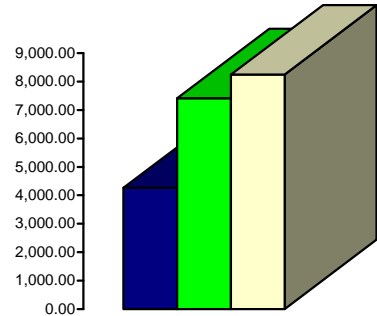
- 2008—6,061.70
- 2009—3,998.73
- 2010—4,122.66



■ 2008 ■ 2009 ■ 2010

### Programs Revenue for January

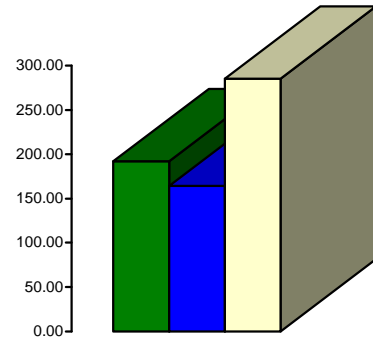
- 2008—3,057.90
- 2009—2,792.18
- 2010—5,306.48



■ 2008 ■ 2009 ■ 2010

### General Fund Revenue for January

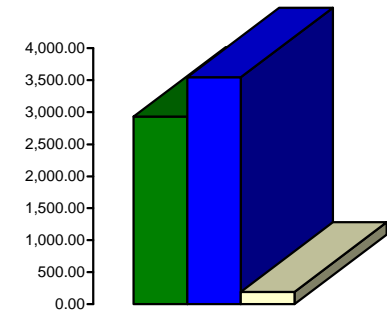
- 2008—4,270.57
- 2009—7,413.90
- 2010—8,249.10



■ 2008 ■ 2009 ■ 2010

### Commissions (Pepsi) for January

- 2008—192.15
- 2009—164.47
- 2010—285.33

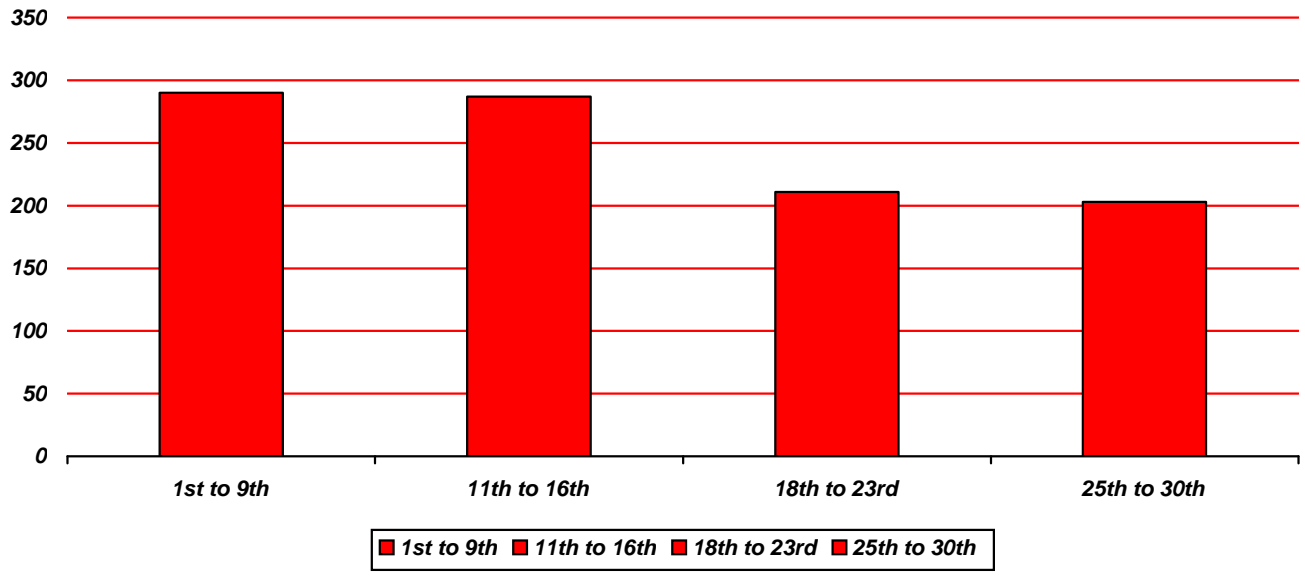


■ 2008 ■ 2009 ■ 2010

### Resale/Vending/Other for January

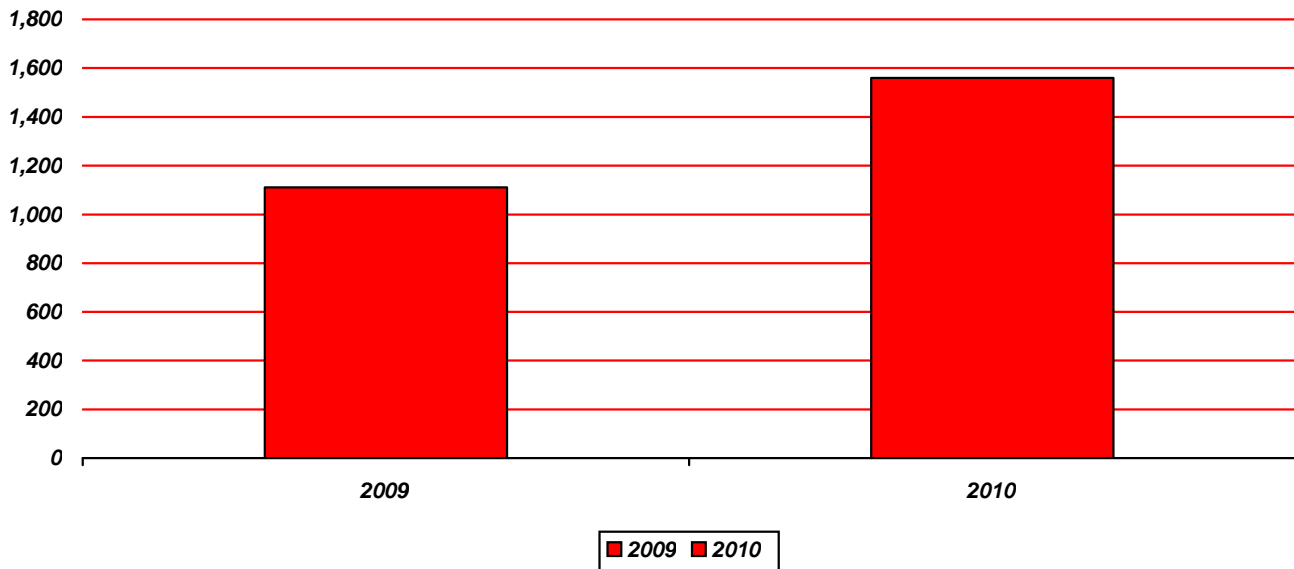
- 2008—2,929.64
- 2009—3,544.49
- 2010—192.40

# Old Armory Recreation Center



## January Program Participants

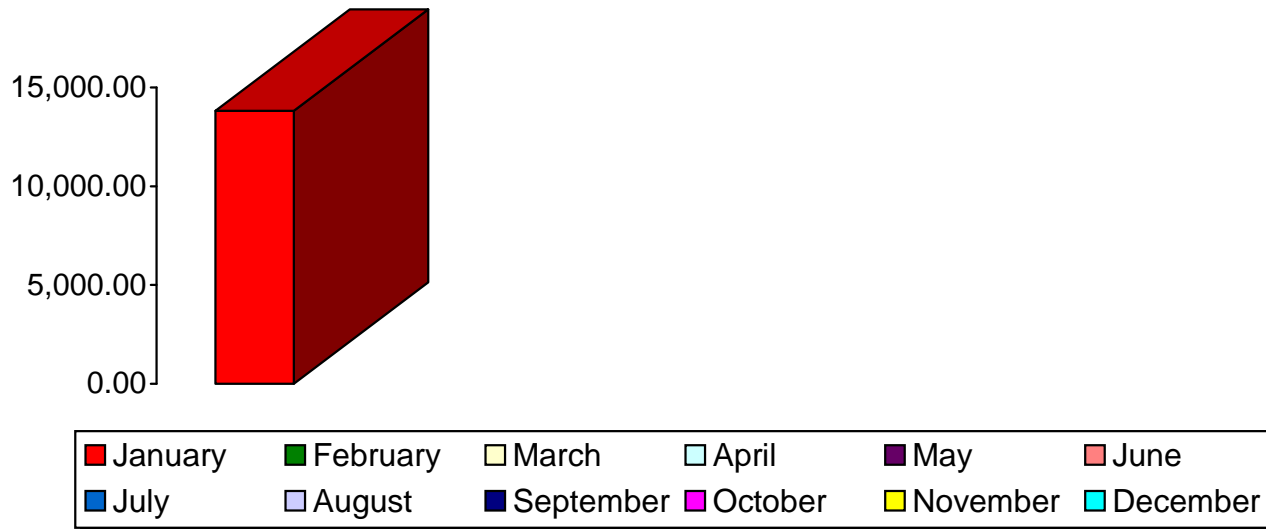
- January 1 to 9—290
- January 11 to 16—287
- January 18 to 23—211
- January 25 to 30—203



## Program Revenue + Vending

- January 2009—\$1,110.68
- January 2010—\$1,560.10

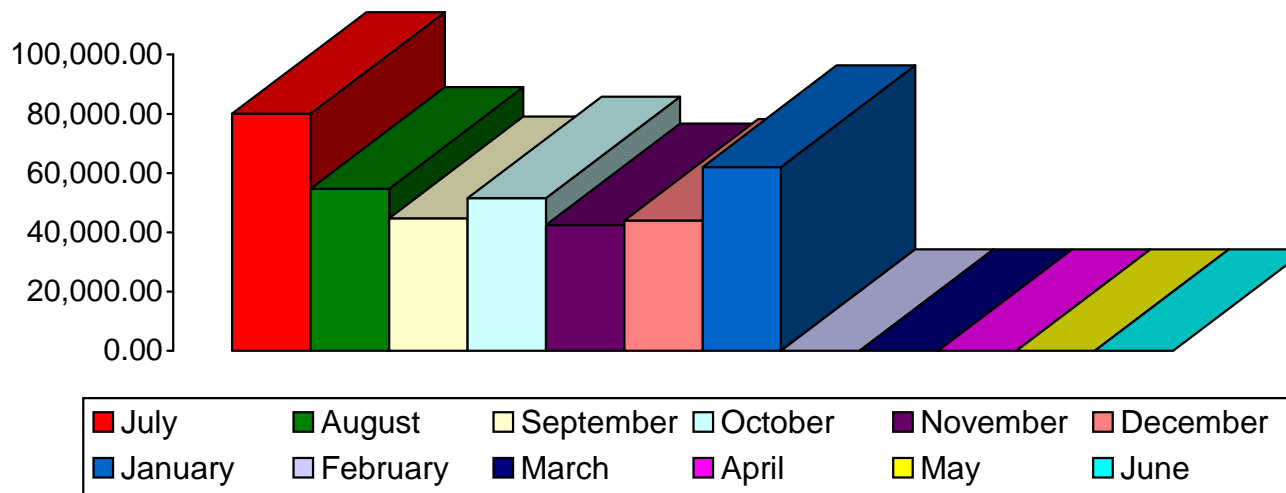
# Waynesville Recreation Center Attendance—2010 Monthly Totals



- January—13,824

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

# Waynesville Parks and Recreation Revenue—FY 10 Monthly Totals



- July—80,066
- August—54,743
- September—44,817
- October—51,594
- November—42,532
- December—44,020
- January—62,089
- February—0
- March—0
- April—0
- May—0
- June—0

**To date: \$379,862**  
**GOAL: \$750,000**