

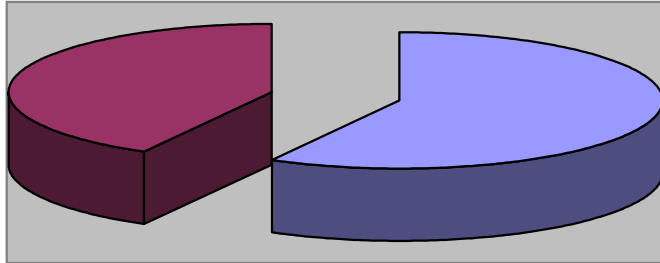


**WAYNESVILLE**  
NORTH CAROLINA

**June 2010 Review**

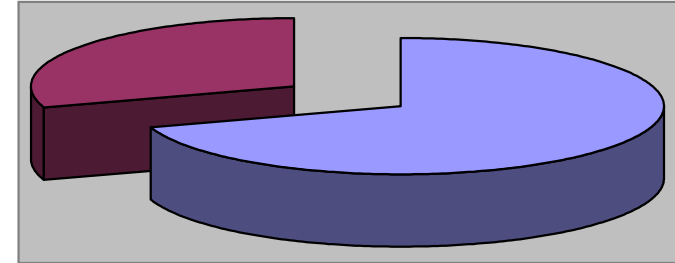
**PARKS & RECREATION  
DEPARTMENT**

# Waynesville Recreation Center Member Demographics



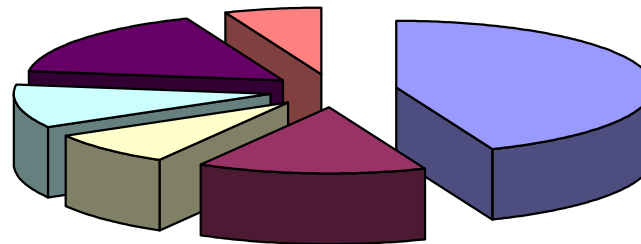
■ Males ■ Females

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



■ Non-Residents ■ Residents

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

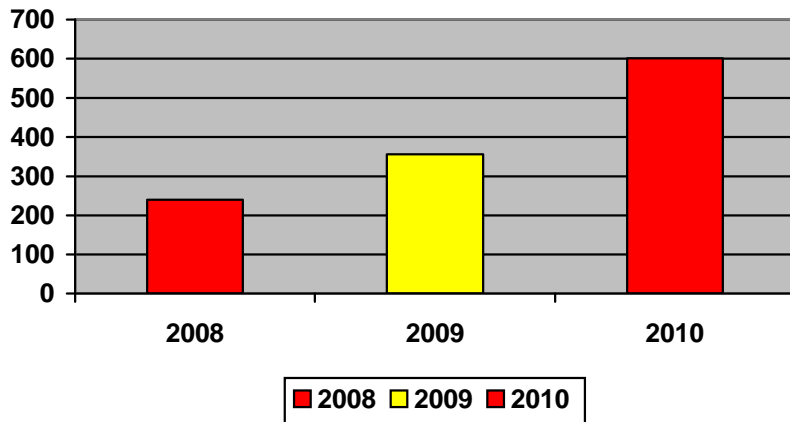


■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

## How did you hear about us?

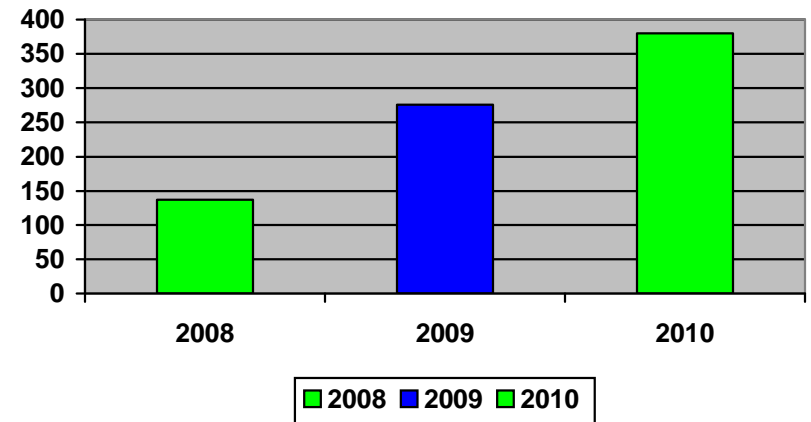
- Friend—21
- Been here before—7
- Family—4
- Local—5
- Media—8
- Employer—3

# Waynesville Recreation Center Membership Totals



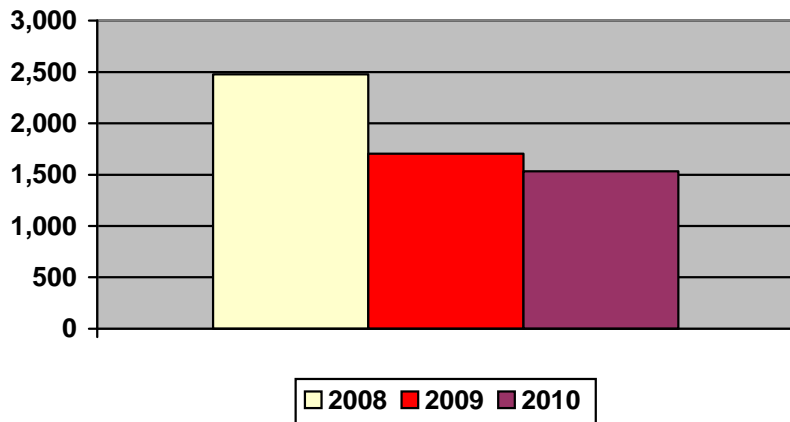
New WRC members for the month of June:

- 2008—240
- 2009—356
- 2010—601



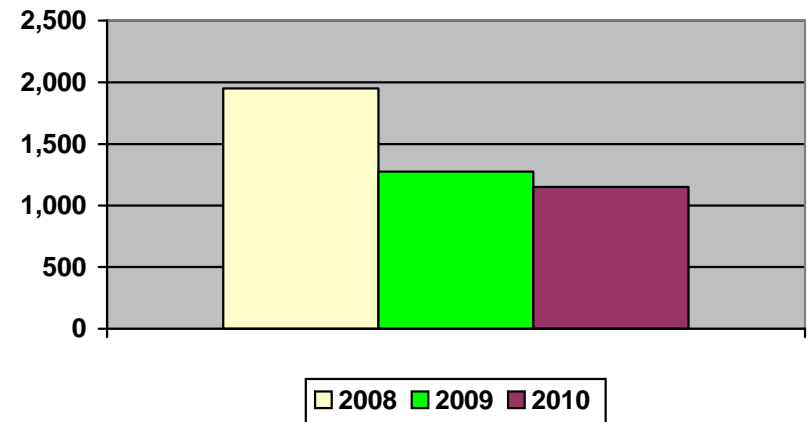
New WRC memberships for the month of June:

- 2008—137
- 2009—276
- 2010—380



Grand total WRC members through June:

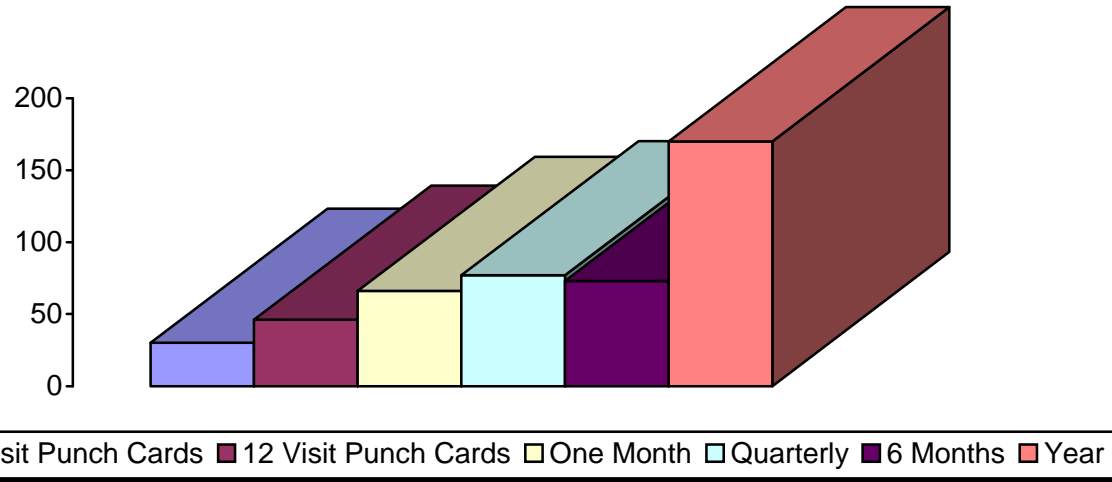
- 2008—2,478
- 2009—1,705
- 2010—1,534



Grand total WRC memberships through June:

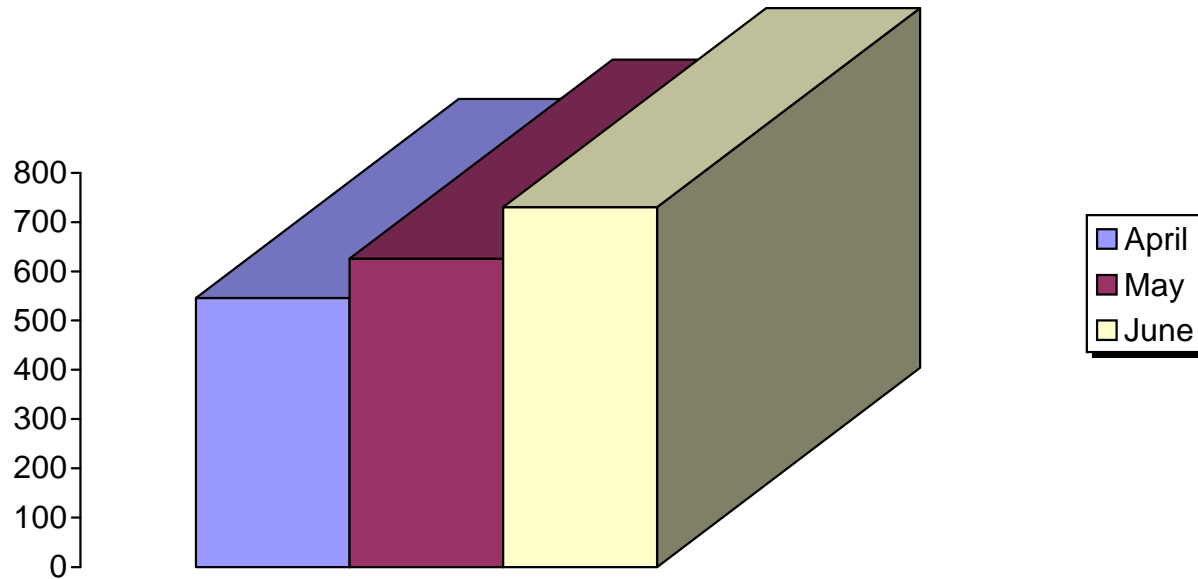
- 2008—1,950
- 2009—1,275
- 2010—1,152

# Waynesville Recreation Center Memberships



## Active Memberships in June:

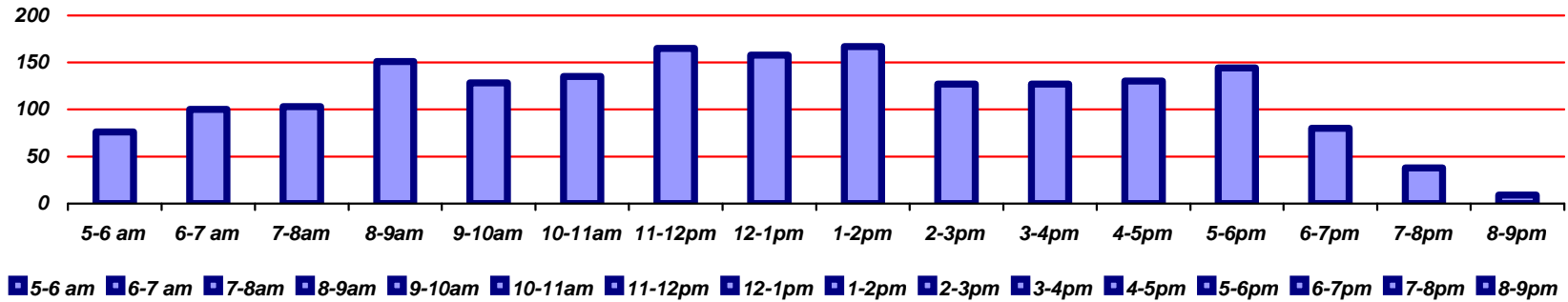
- 6 visit punch card—30
- 12 visit punch card—46
- Month—66
- Quarterly—77
- 6 months—73
- Yearly—170



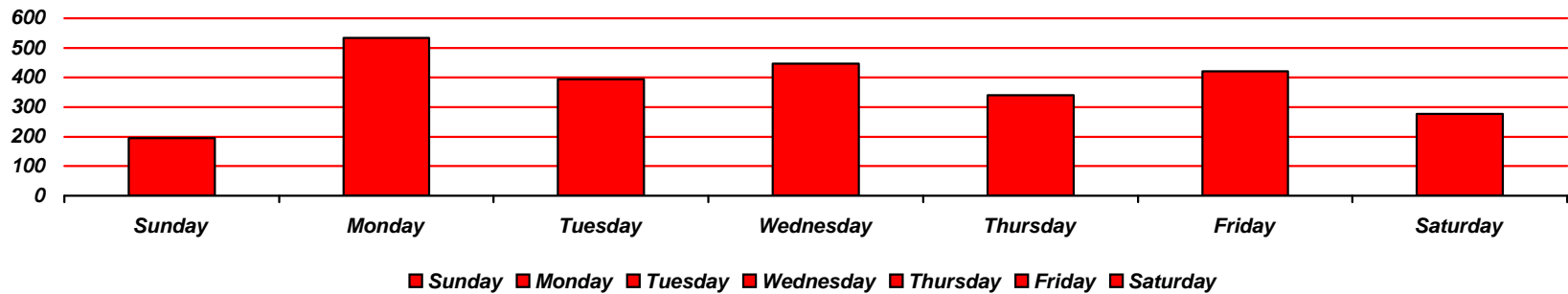
## Total Active Corporate Memberships as of:

- April—546
- May—626
- June—730

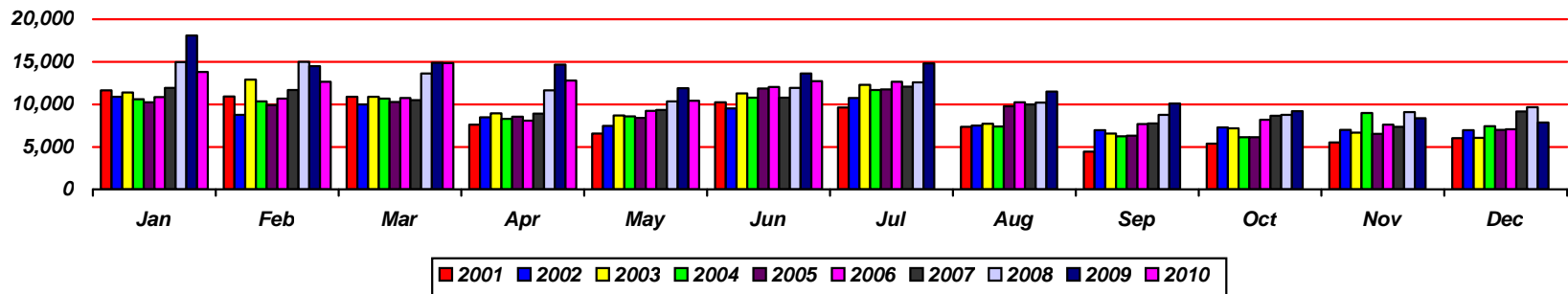
# Waynesville Recreation Center Visits



Average hourly visits for June

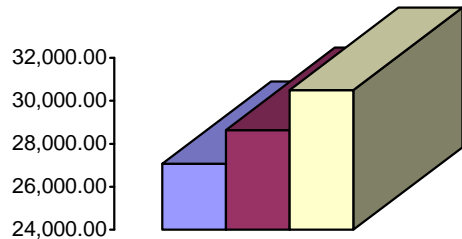


Average daily visits for June



Total Waynesville Recreation Center visits from 2001-2010

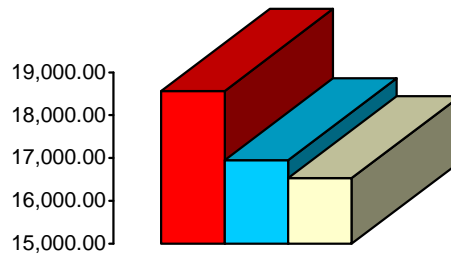
# Waynesville Recreation Center Revenue



■ 2008 ■ 2009 ■ 2010

## Membership Revenue for June

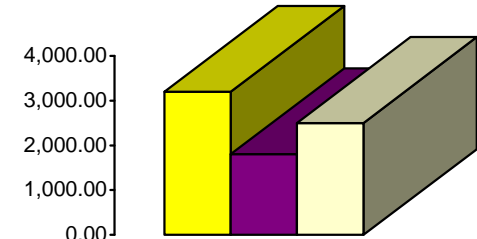
- 2008—27,068.23
- 2009—28,642.83
- 2010—30,493.63



■ 2008 ■ 2009 ■ 2010

## Daily Admissions Revenue for June

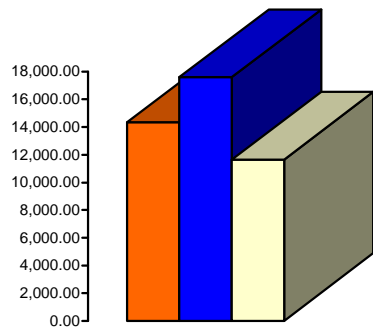
- 2008—18,568.70
- 2009—16,953.93
- 2010—16,532.64



■ 2008 ■ 2009 ■ 2010

## Facility Rental Revenue for June

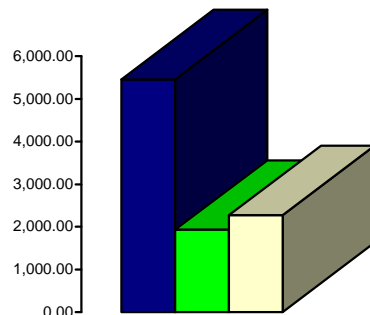
- 2008—3,199.15
- 2009—1,802.80
- 2010—2,504.50



■ 2008 ■ 2009 ■ 2010

## Programs Revenue for June

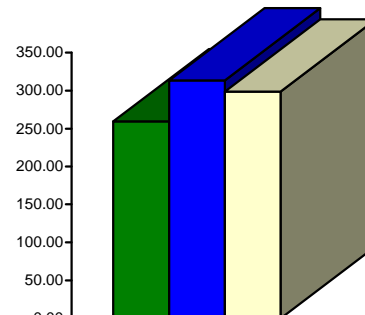
- 2008—14,342.62
- 2009—17,590.90
- 2010—11,646.09



■ 2008 ■ 2009 ■ 2010

## General Fund Revenue for June

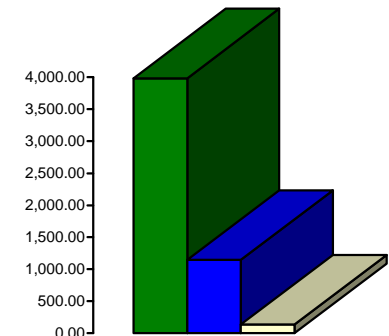
- 2008—5,456.76
- 2009—1,933.50
- 2010—2,273.70



■ 2008 ■ 2009 ■ 2010

## Commissions (Pepsi) for June

- 2008—259.58
- 2009—313.41
- 2010—298.80

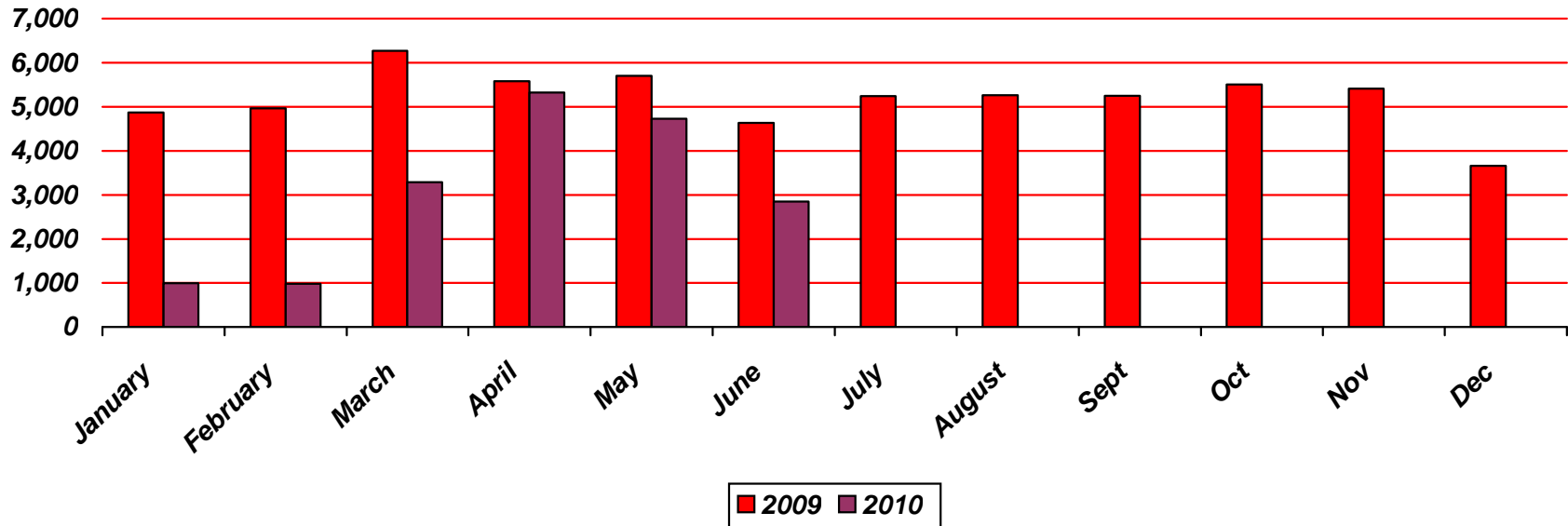


■ 2008 ■ 2009 ■ 2010

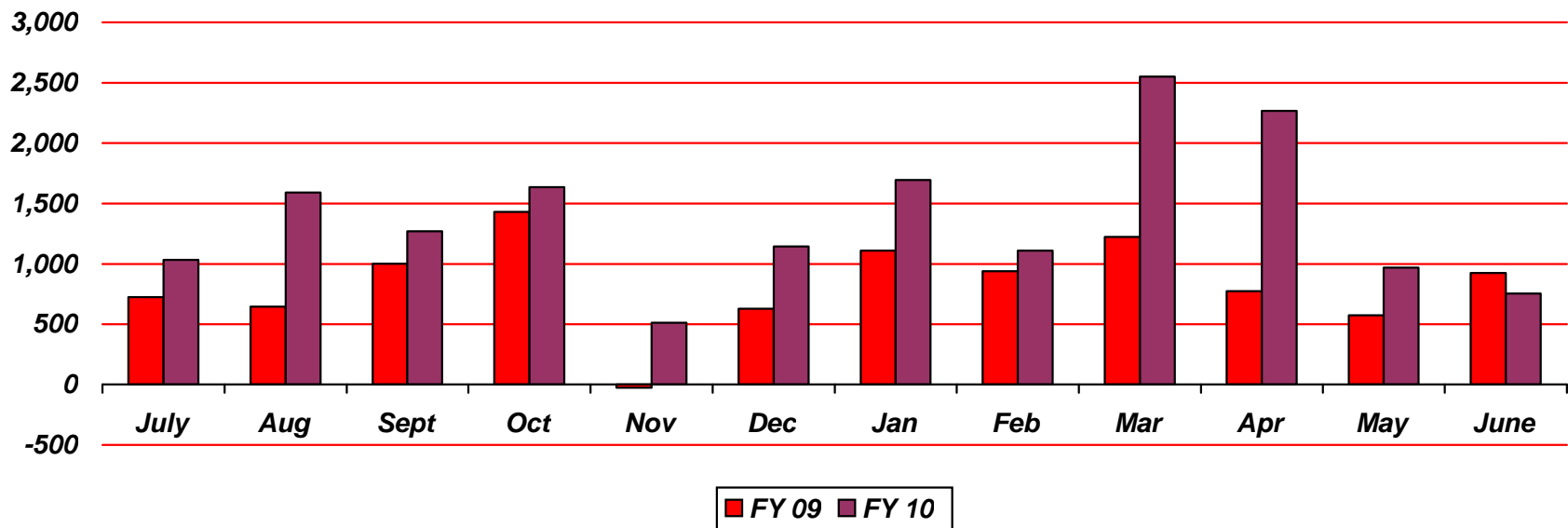
## Resale/Vending/Other for June

- 2008—3,982.55
- 2009—1,146.44
- 2010—136.70

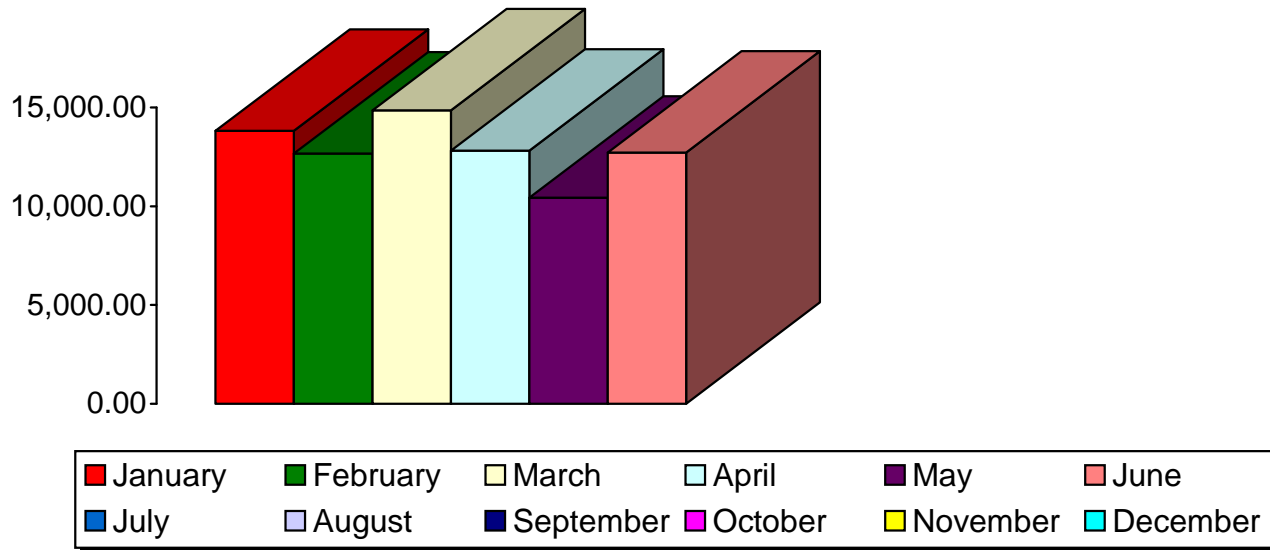
# Old Armory Recreation Center Program Participants 2009 vs 2010



# Old Armory Recreation Center Net Revenue FY09 vs FY10



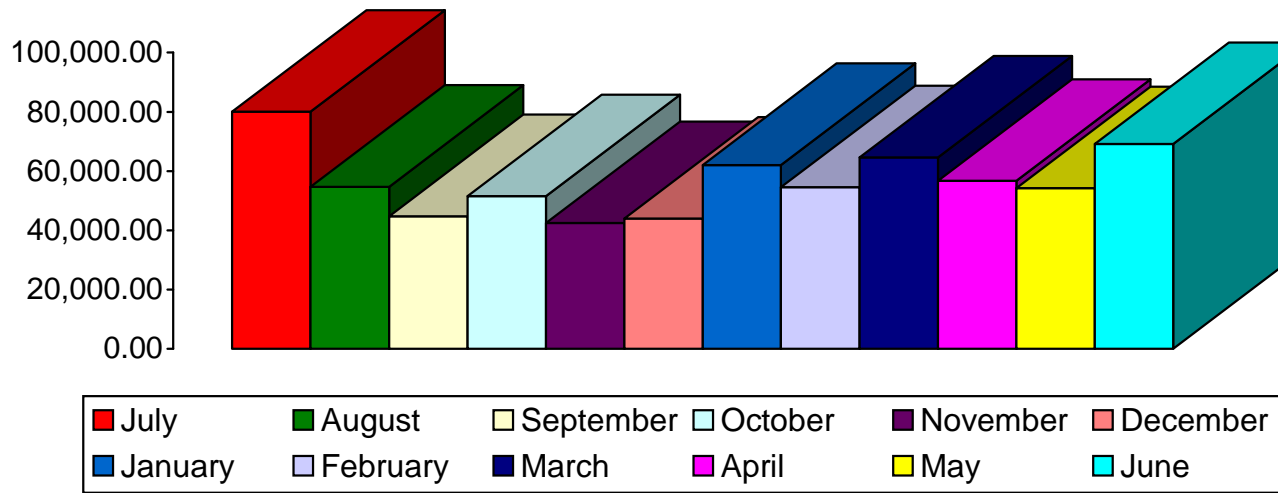
# Waynesville Recreation Center Attendance—2010 Monthly Totals



- January—13,824
- February—12,668
- March—14,855
- April—12,813
- May—10,444
- June—12,723

**To date: 77,327**  
**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—54,564
- March—64,591
- April—56,777
- May—54,279
- June—69,139

**To date: \$679,211**  
**GOAL: \$750,000**