

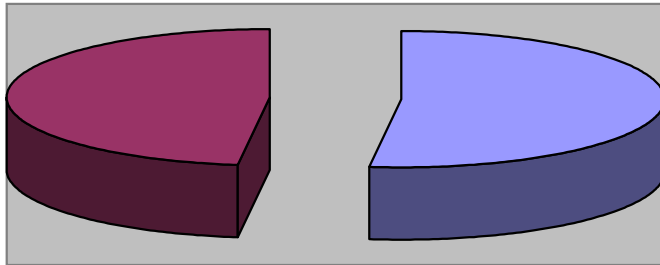


**WAYNESVILLE**  
NORTH CAROLINA

**September 2010 Review**

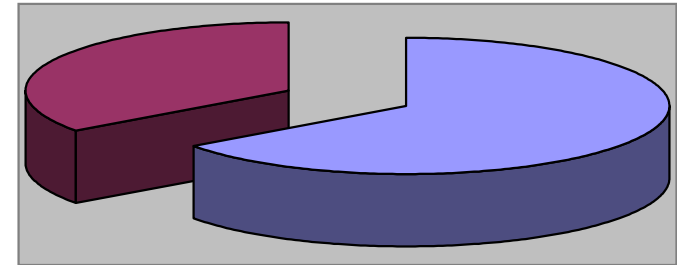
**PARKS & RECREATION  
DEPARTMENT**

# Waynesville Recreation Center Member Demographics



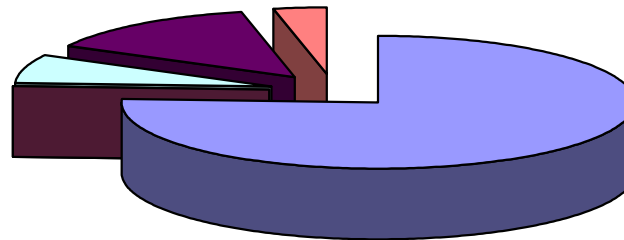
■ Males ■ Females

52% of visits in September were males  
48% of visits in September were females



■ Non-Residents ■ Residents

65% of visits in September were non-residents  
35% of visits in September were residents

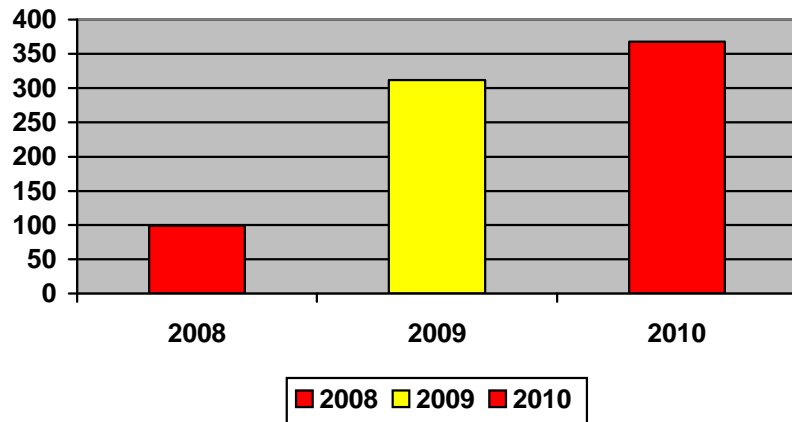


■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

## How did you hear about us?

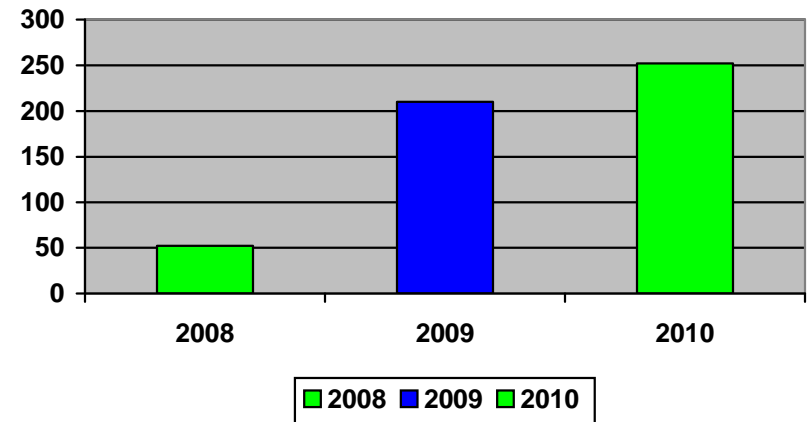
- Friend—22
- Been here before—0
- Family—0
- Local—2
- Media—4
- Employer—1

# Waynesville Recreation Center Membership Totals



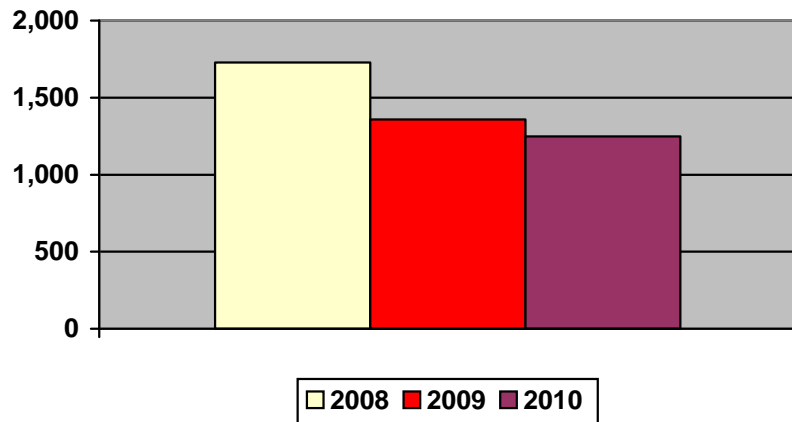
New WRC members for the month of September:

- 2008—99
- 2009—312
- 2010—368



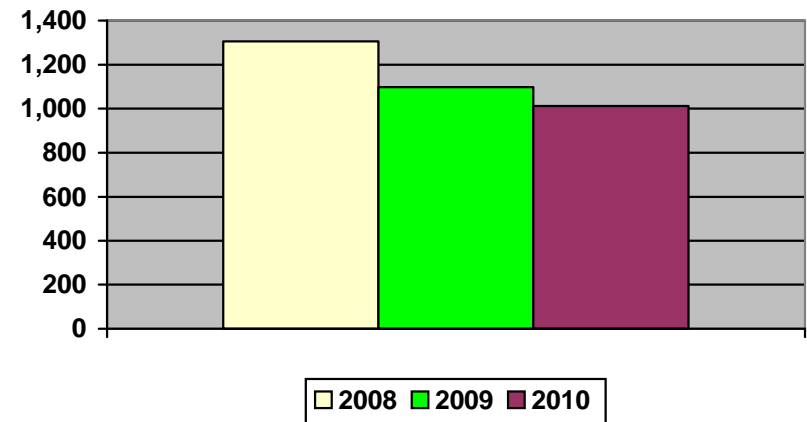
New WRC memberships for the month of September:

- 2008—52
- 2009—210
- 2010—252



Grand total WRC members through September:

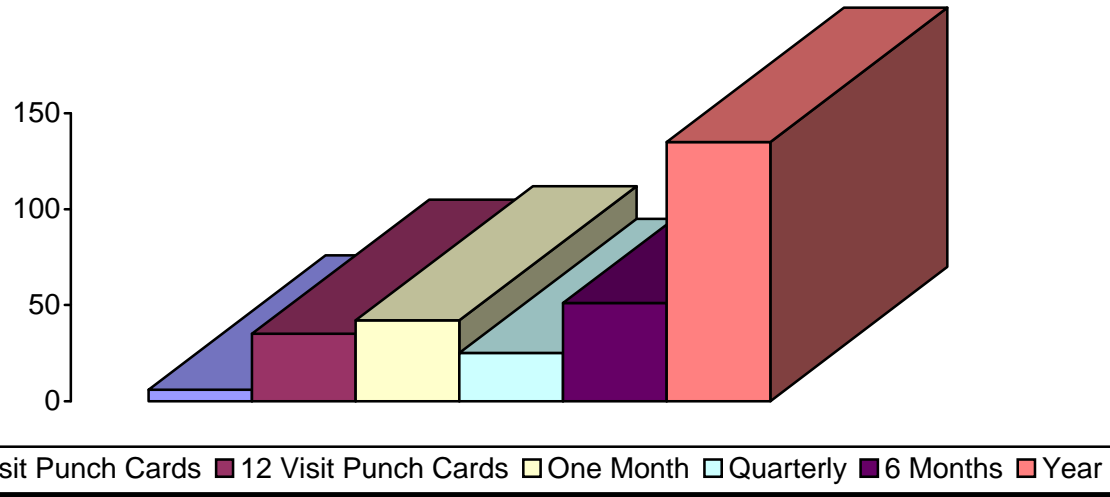
- 2008—1,728
- 2009—1,358
- 2010—1,249



Grand total WRC memberships through September:

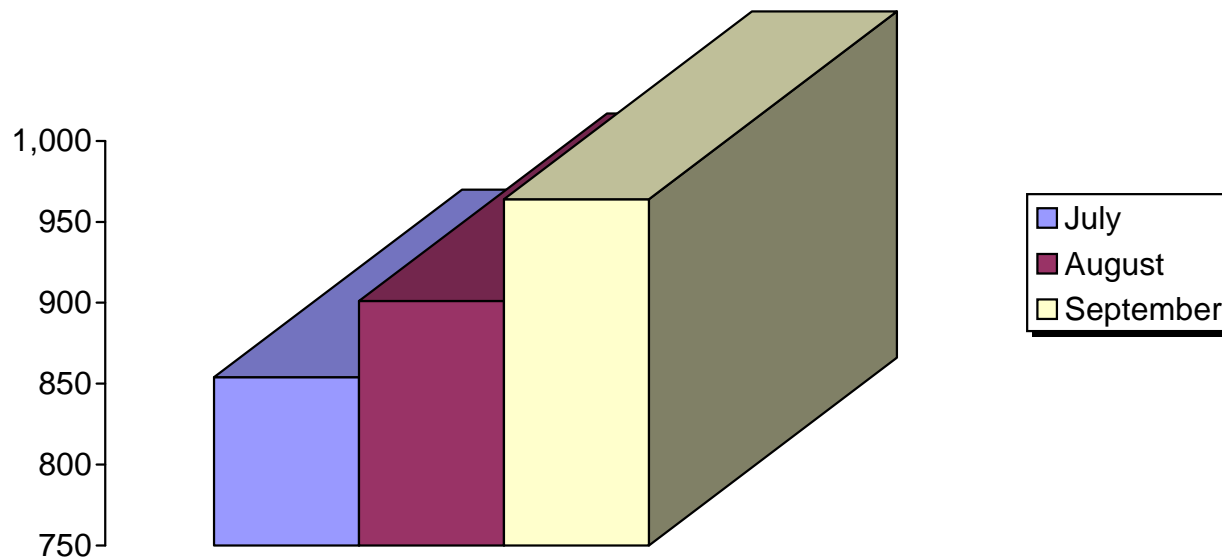
- 2008—1,305
- 2009—1,098
- 2010—1,012

# Waynesville Recreation Center Memberships



### Active Memberships in September:

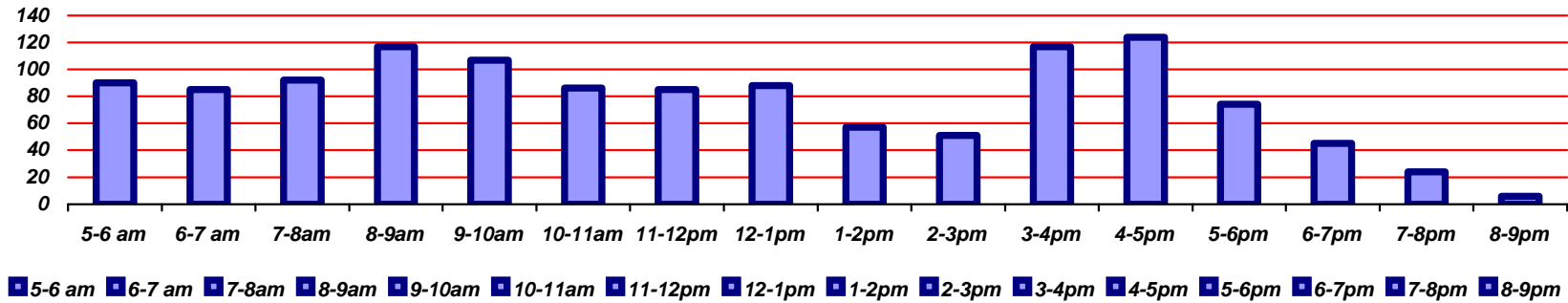
- 6 visit punch card—6
- 12 visit punch card—35
- Month—42
- Quarterly—25
- 6 months—51
- Yearly—135



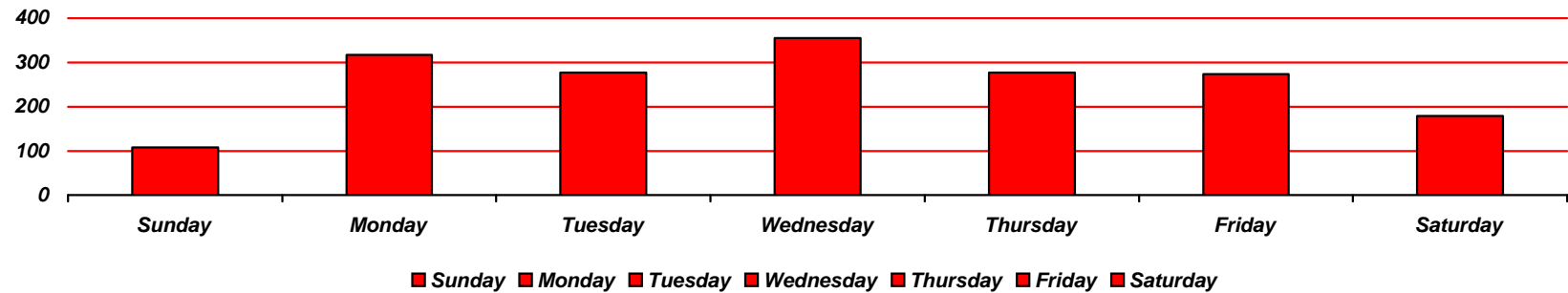
### Total Active Corporate Memberships as of:

- July—854
- August—901
- September—964

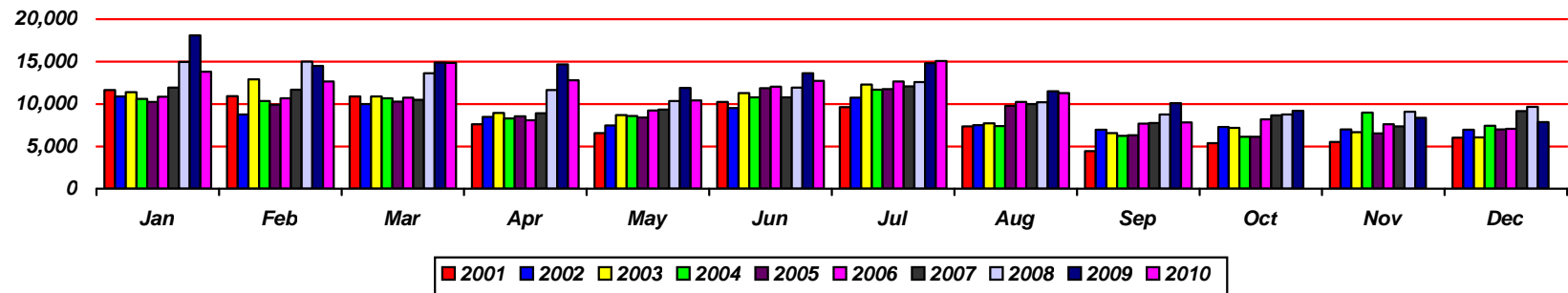
# Waynesville Recreation Center Visits



Average hourly visits for September

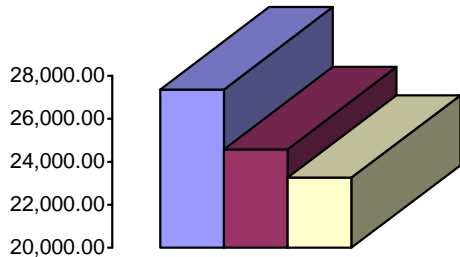


Average daily visits for September



Total Waynesville Recreation Center visits from 2001-2010

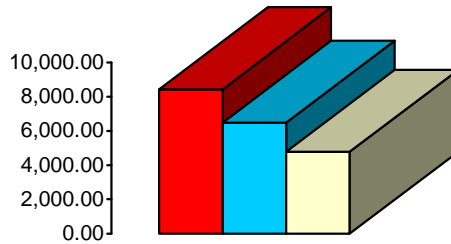
# Waynesville Recreation Center Revenue



■ 2008 ■ 2009 ■ 2010

### Membership Revenue for September

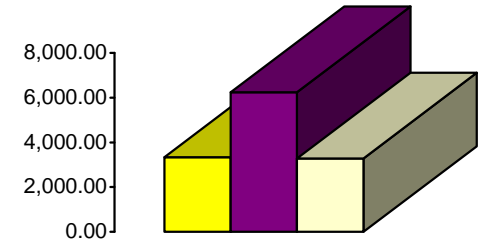
- 2008—27,353.30
- 2009—24,579.51
- 2010—23,254.33



■ 2008 ■ 2009 ■ 2010

### Daily Admissions Revenue for September

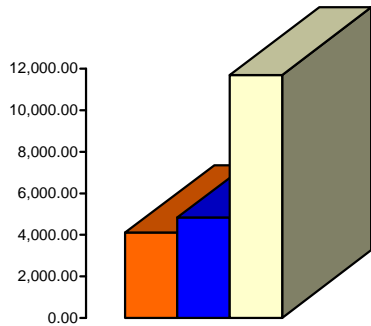
- 2008—8,433.40
- 2009—6,482.94
- 2010—4,790.15



■ 2008 ■ 2009 ■ 2010

### Facility Rental Revenue for September

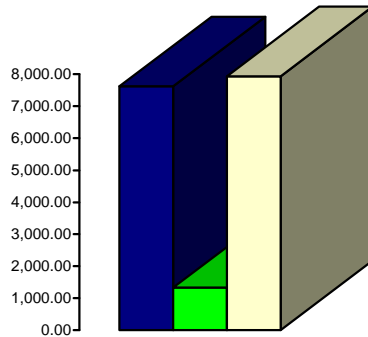
- 2008—3,336.06
- 2009—6,246.97
- 2010—3,278.70



■ 2008 ■ 2009 ■ 2010

### Programs Revenue for September

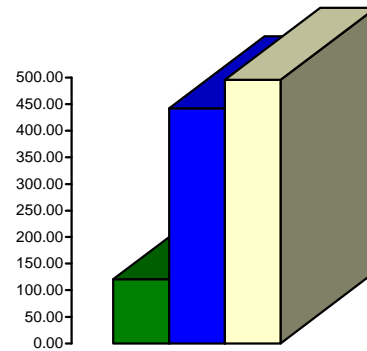
- 2008—4,099.15
- 2009—4,836.79
- 2010—11,687.20



■ 2008 ■ 2009 ■ 2010

### General Fund Revenue for September

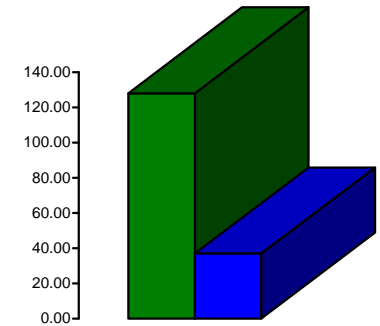
- 2008—7,617.50
- 2009—1,329.79
- 2010—7,933.00



■ 2008 ■ 2009 ■ 2010

### Commissions (Pepsi) for September

- 2008—120.85
- 2009—442.00
- 2010—495.49

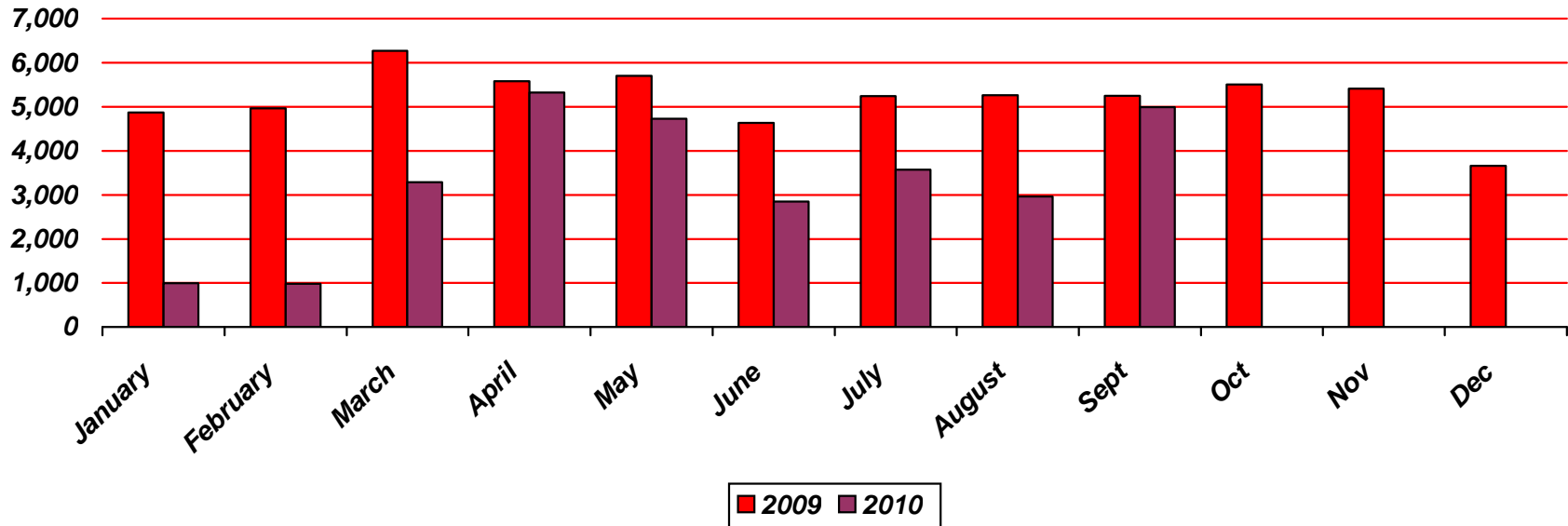


■ 2009 ■ 2010

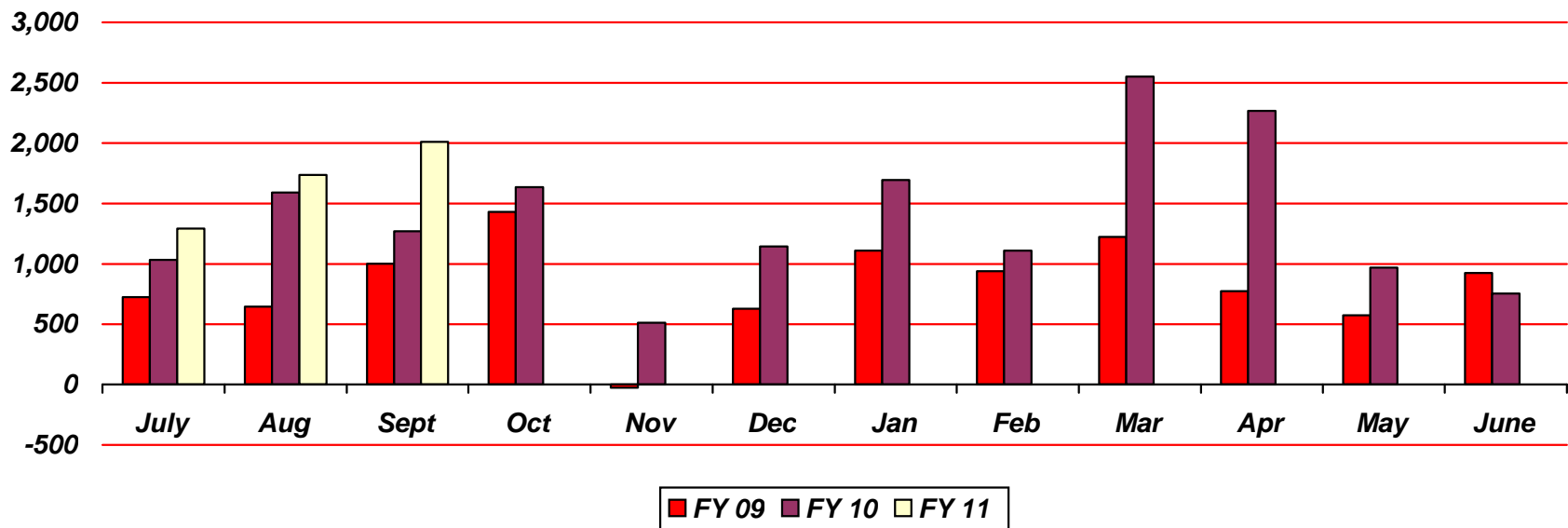
### Resale/Vending/Other for September

- 2009—128.05
- 2010—37.00

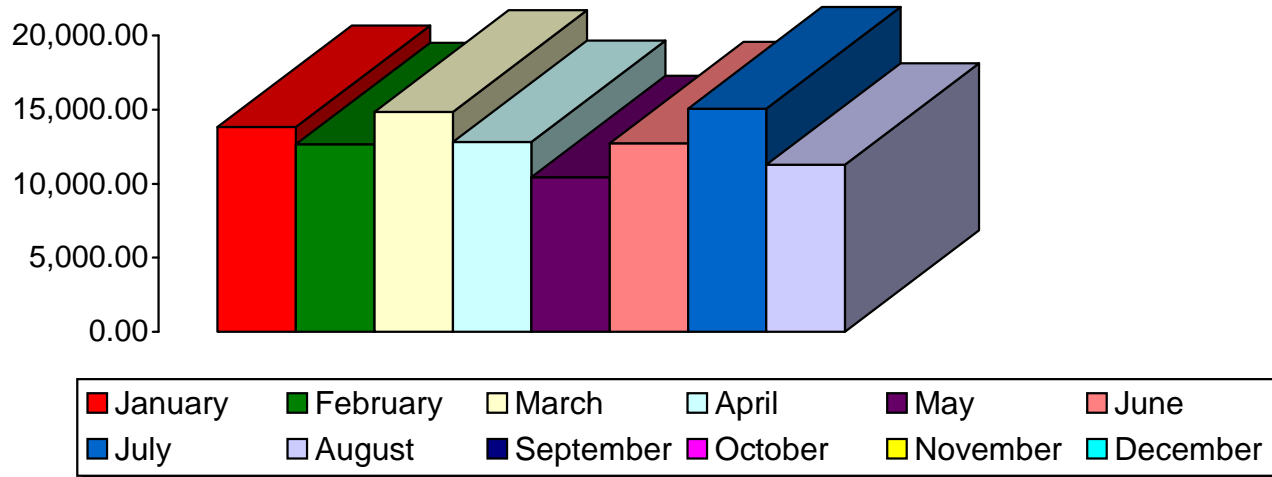
# Old Armory Recreation Center Program Participants 2009 vs 2010



# Old Armory Recreation Center Net Revenue FY09 vs FY10



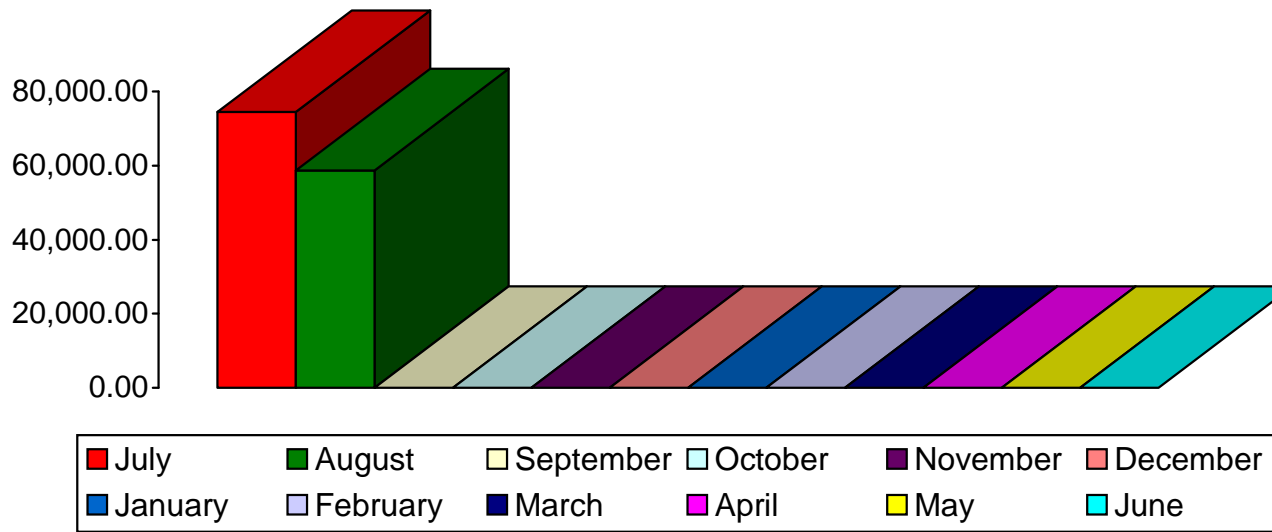
# Waynesville Recreation Center Attendance—2010 Monthly Totals



- January—13,824
- February—12,668
- March—14,855
- April—12,813
- May—10,444
- June—12,723
- July—15,074
- August—11,292
- September—7,834

**To date: 100,235**  
**GOAL: 150,000**

# Waynesville Parks and Recreation Revenue—FY 11 Monthly Totals



- July—\$74,469
- August—\$58,740
- September—\$52,945
- October—0
- November—0
- December—0
- January—0
- February—0
- March—0
- April—0
- May—0
- June—0

**To date: \$127,414**  
**GOAL: \$750,000**