

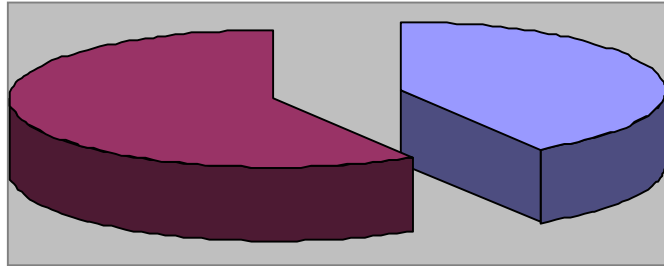


WAYNESVILLE  
NORTH CAROLINA

**April 2011 Review**

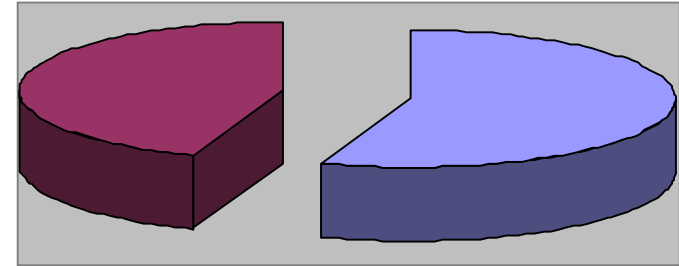
PARKS & RECREATION  
DEPARTMENT

# Waynesville Recreation Center Member Demographics



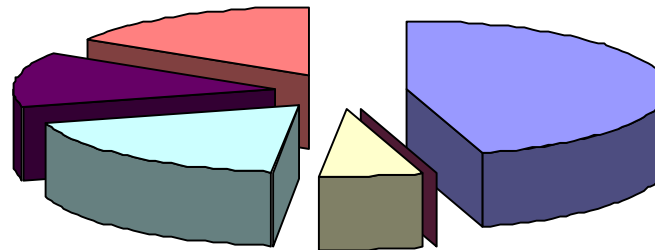
■ Males ■ Females

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



■ Non-Residents ■ Residents

55% of visits in April were non-residents  
44% of visits in April were residents

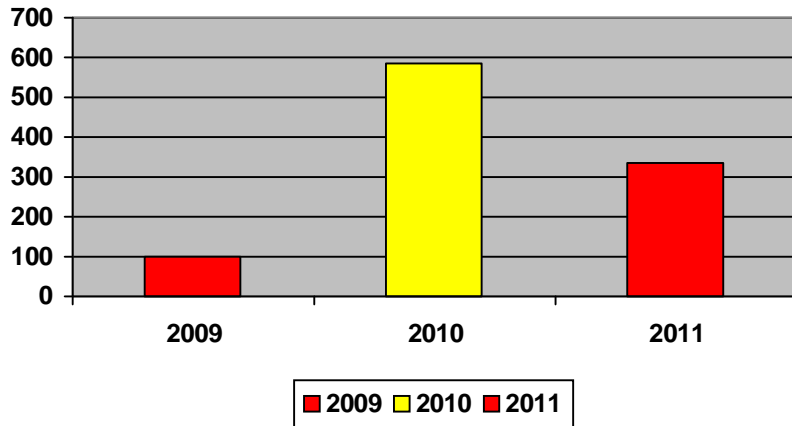


■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

## How did you hear about us?

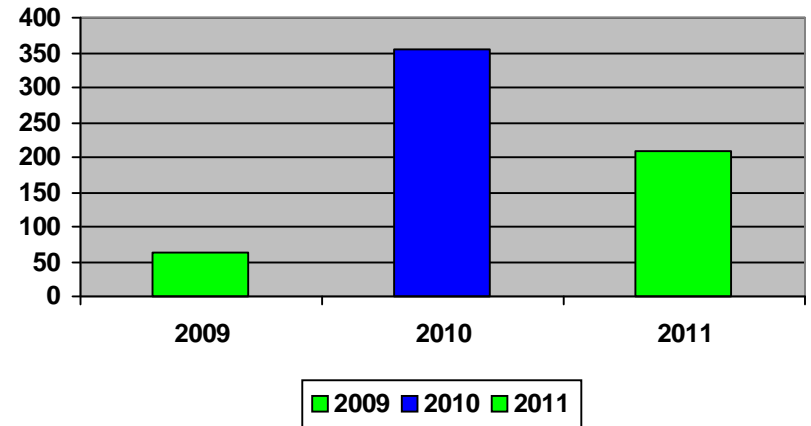
- Friend—14
- Been here before—0
- Family—2
- Local—6
- Media—4
- Employer—5

# Waynesville Recreation Center Membership Totals



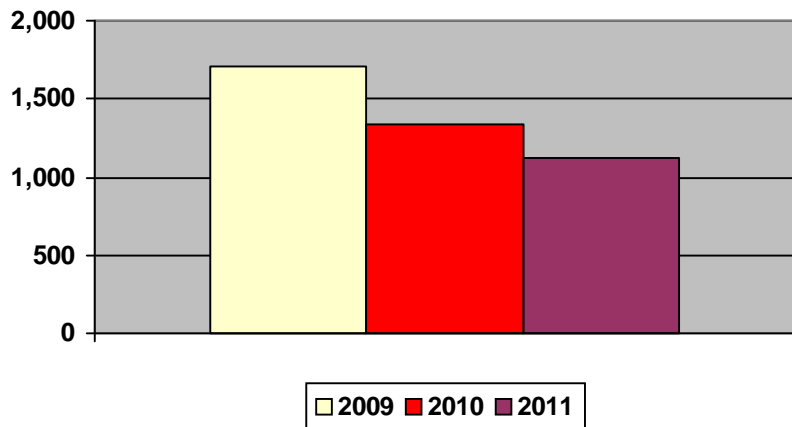
New WRC members for the month of April:

- 2009—99
- 2010—586
- 2011—337



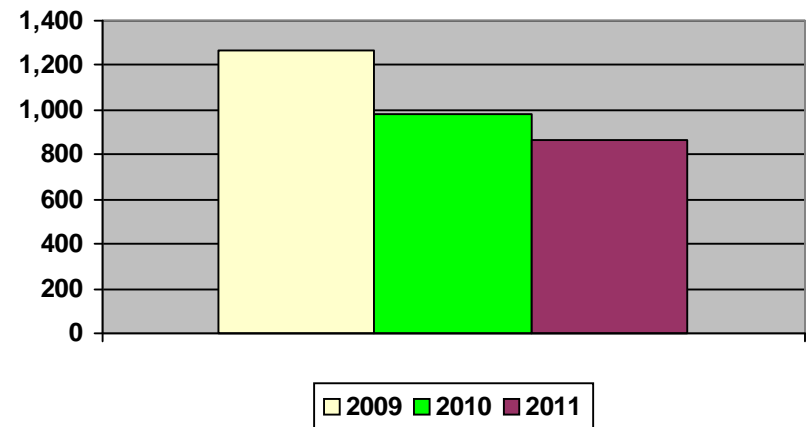
New WRC memberships for the month of April:

- 2009—64
- 2010—353
- 2011—208



Grand total WRC members through April:

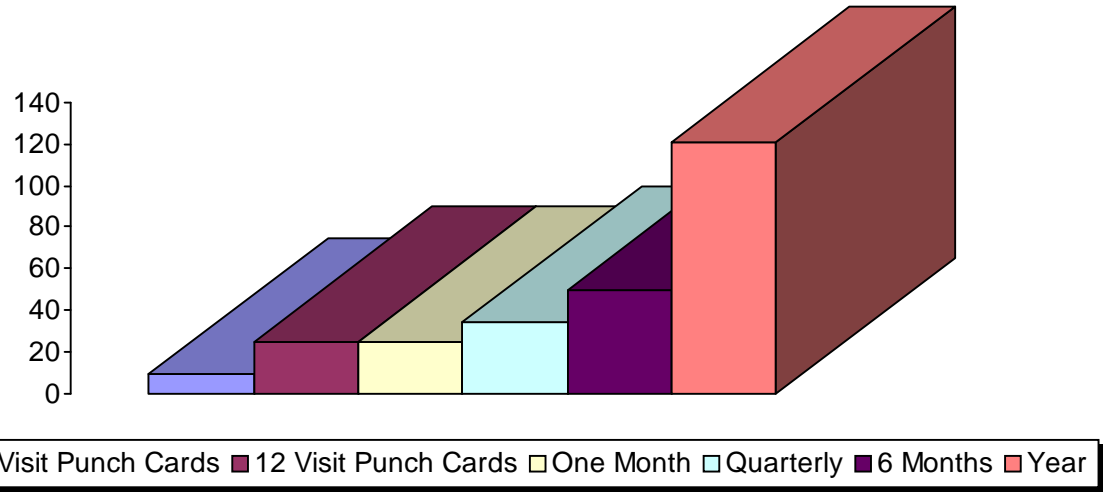
- 2009—1,712
- 2010—1,332
- 2011—1,122



Grand total WRC memberships through April:

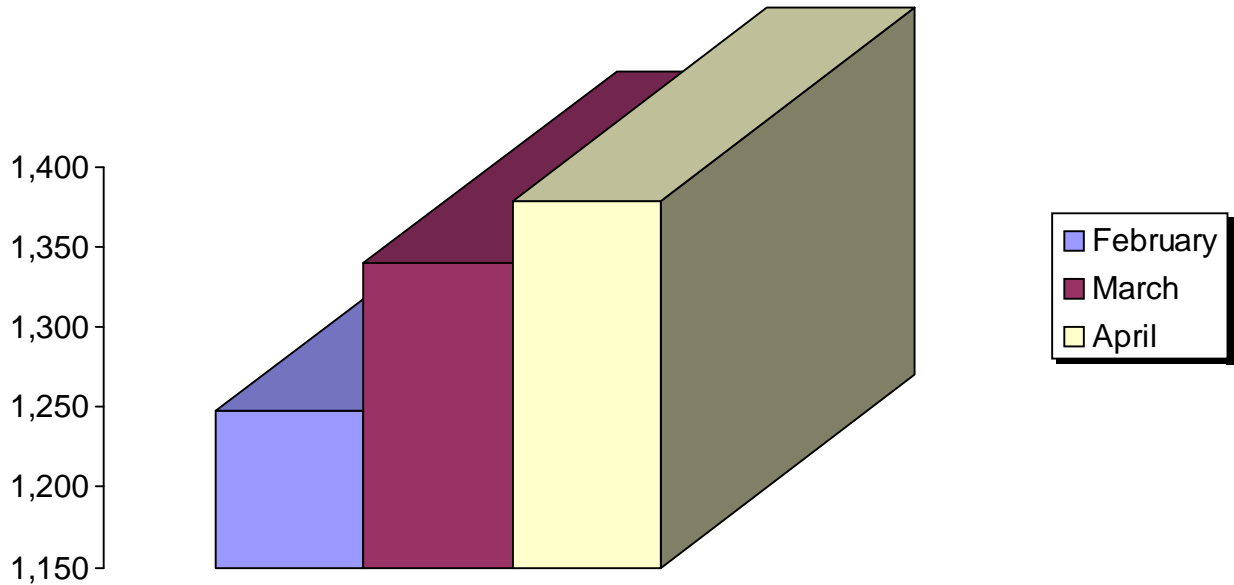
- 2009—1,270
- 2010—981
- 2011—863

# Waynesville Recreation Center Memberships



### Active Memberships in April:

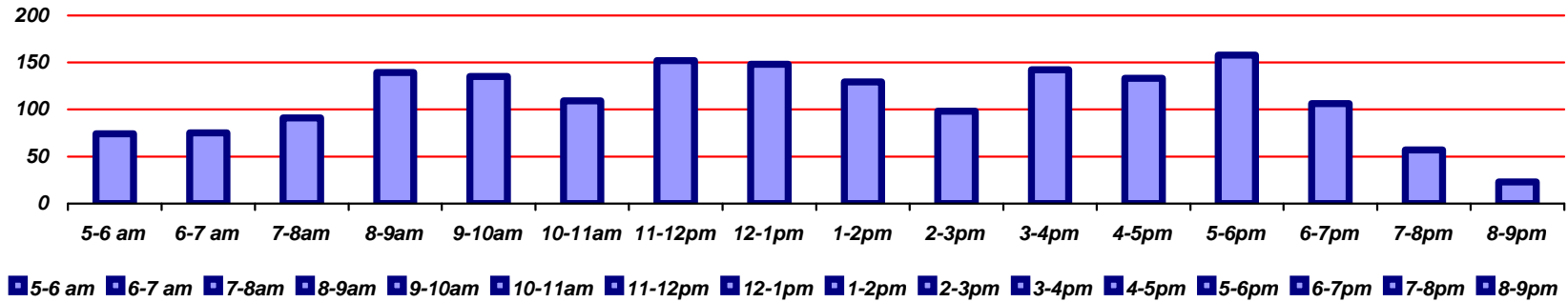
- 6 visit punch card—9
- 12 visit punch card—25
- Month—25
- Quarterly—34
- 6 months—50
- Yearly—121



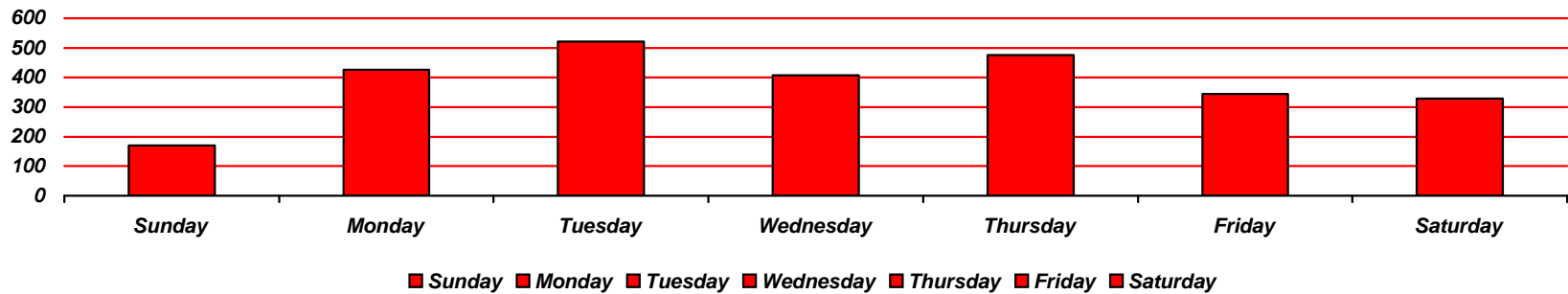
### Total Active Corporate Memberships as of:

- February—1,248
- March—1,340
- April—1,379

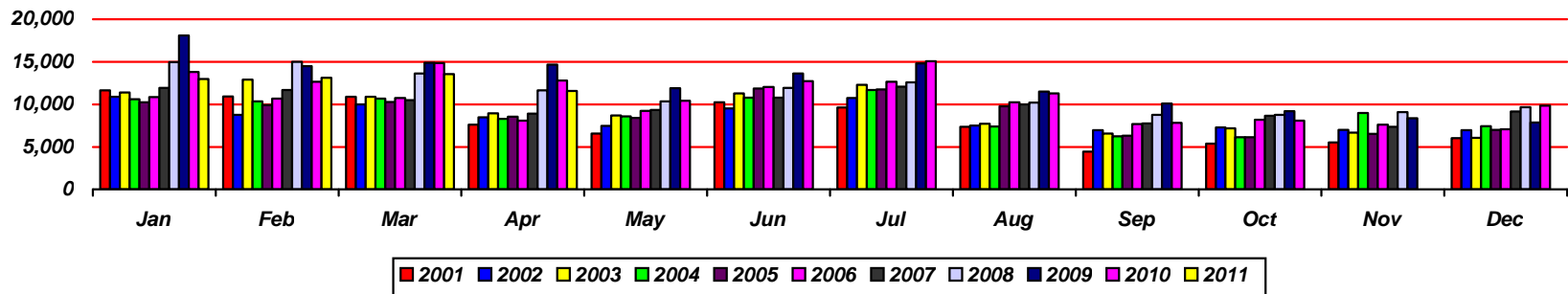
# Waynesville Recreation Center Visits



Average hourly visits for April

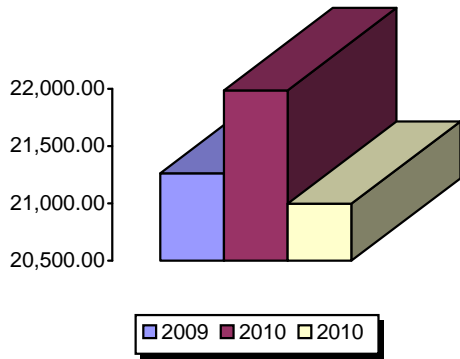


Average daily visits for April



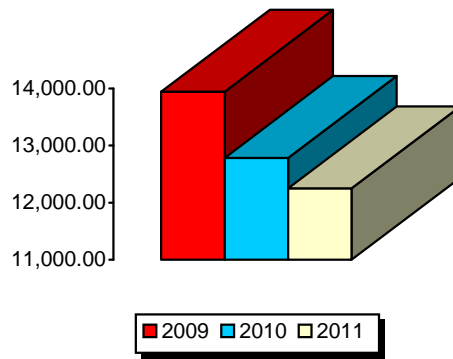
Total Waynesville Recreation Center visits from 2001-2011

# Waynesville Recreation Center Revenue



**Membership Revenue for April**

- 2009—21,262.92
- 2010—21,985.73
- 2011—20,996.38



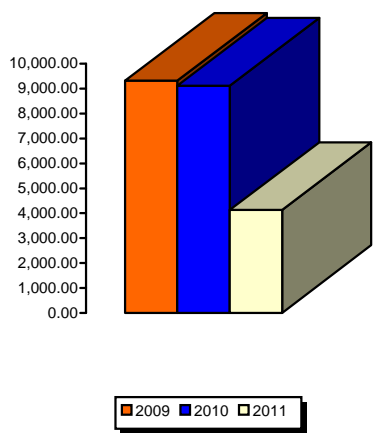
**Daily Admissions Revenue for April**

- 2009—13,945.18
- 2010—12,780.25
- 2011—12,248.64



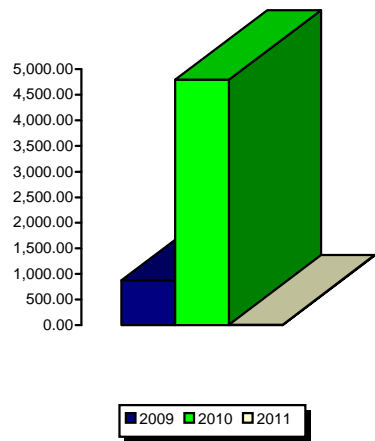
**Facility Rental Revenue for April**

- 2009—4,200.16
- 2010—3,918.85
- 2011—3,395.05



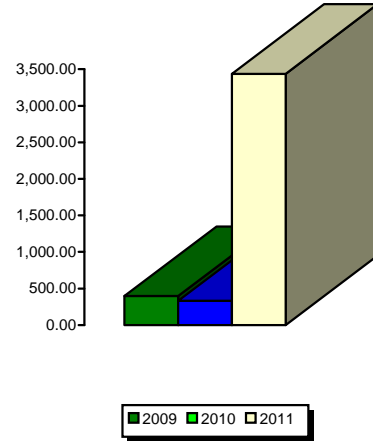
**Programs Revenue for April**

- 2009—9,312.92
- 2010—9,114.07
- 2011—4,125.34



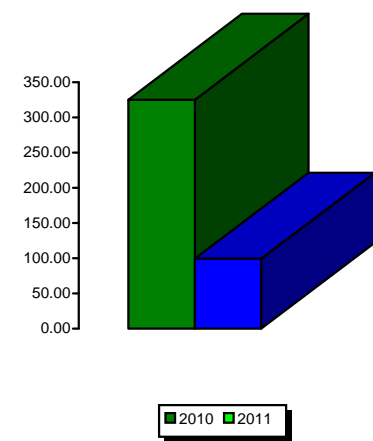
**General Fund Revenue for April**

- 2009—873.40
- 2010—4,792.10
- 2011—10



**Commissions (Pepsi) for April**

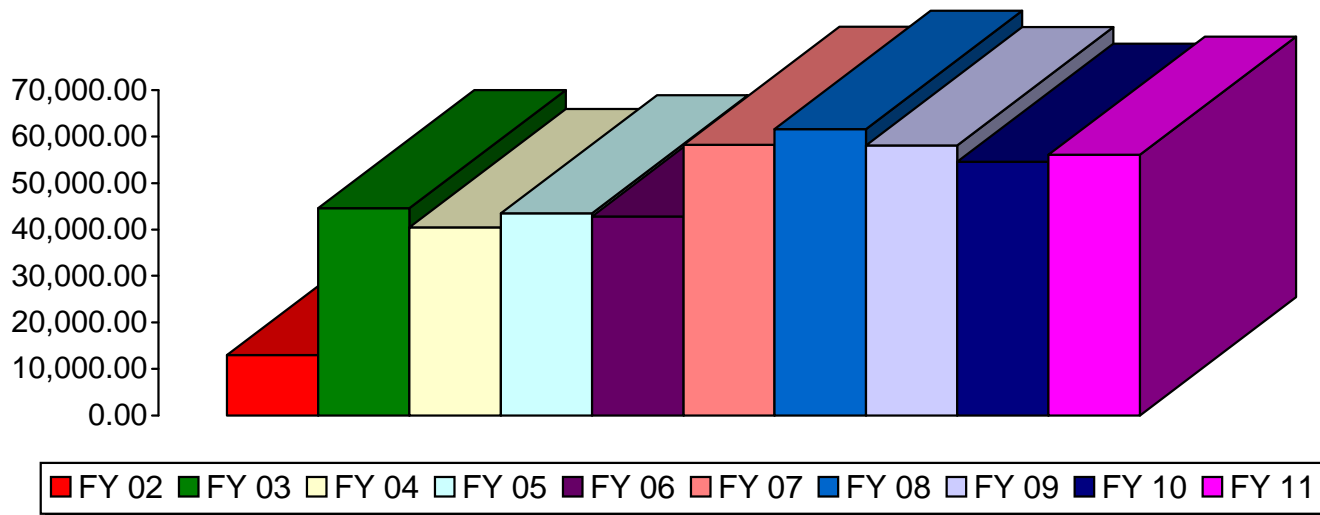
- 2009—397.47
- 2010—332.64
- 2011—3,436.77



**Resale/Vending/Other for April**

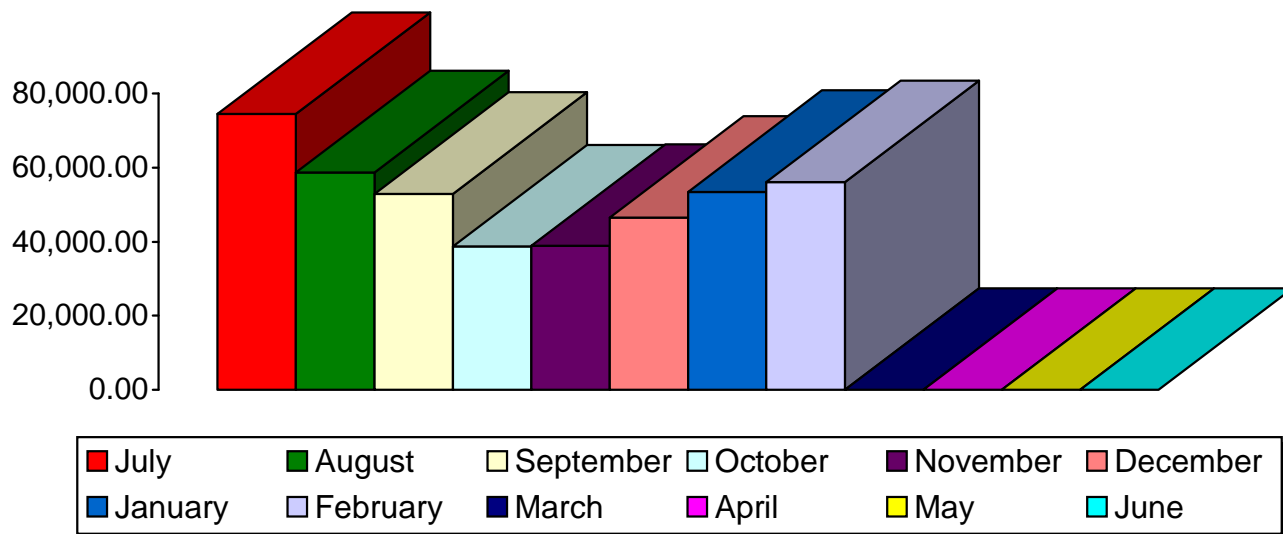
- 2010—325.00
- 2011—99.25

## Waynesville Parks and Recreation Revenue—April Totals



- FY 02—\$32,482
- FY 03—\$48,474
- FY 04—\$37,004
- FY 05—\$37,884
- FY 06—\$39,891
- FY 07—\$42,507
- FY 08—\$47,846
- **FY 09—\$53,772**
- **FY 10—\$56,777**
- **FY 11—\$51,830**

## Waynesville Parks and Recreation Revenue—FY 11 Monthly Totals



- July—\$74,469
- August—\$58,740
- September—\$52,945
- October—\$38,719
- November—\$38,923
- December—\$46,542
- January—\$53,464
- February—\$56,094
- March—\$60,526
- April—\$51,830
- May—0
- June—0

**To date: \$532,252**  
**GOAL: \$650,000**