

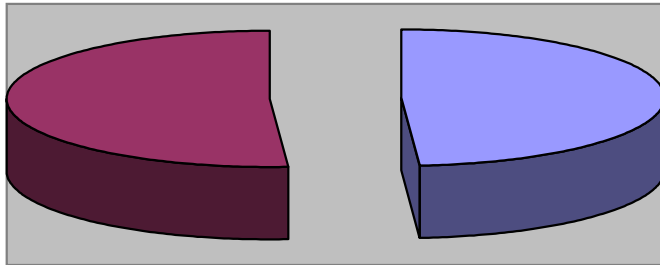


WAYNESVILLE  
NORTH CAROLINA

**January 2011 Review**

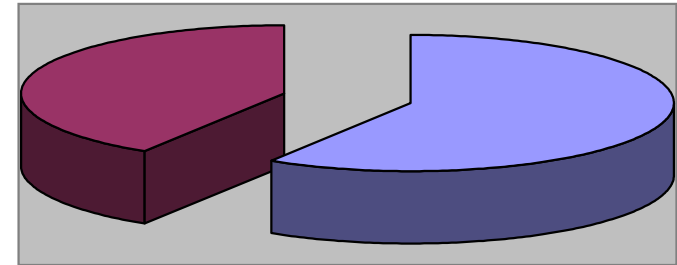
PARKS & RECREATION  
DEPARTMENT

# Waynesville Recreation Center Member Demographics



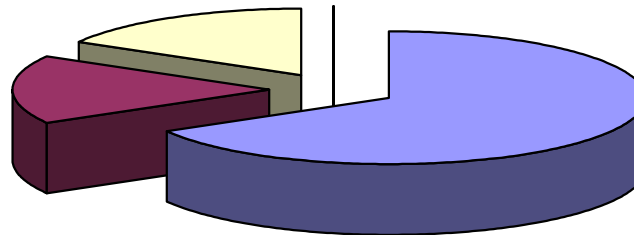
■ Males ■ Females

49% of visits in January were males  
51% of visits in January were females



■ Non-Residents ■ Residents

59% of visits in January were non-residents  
41% of visits in January were residents

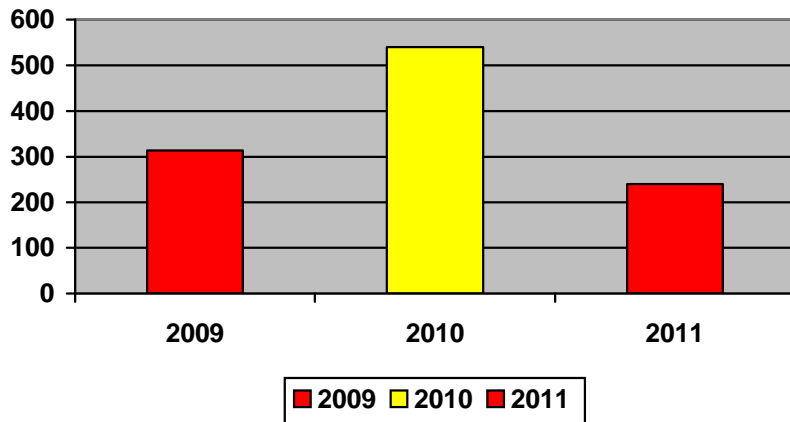


■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

## How did you hear about us?

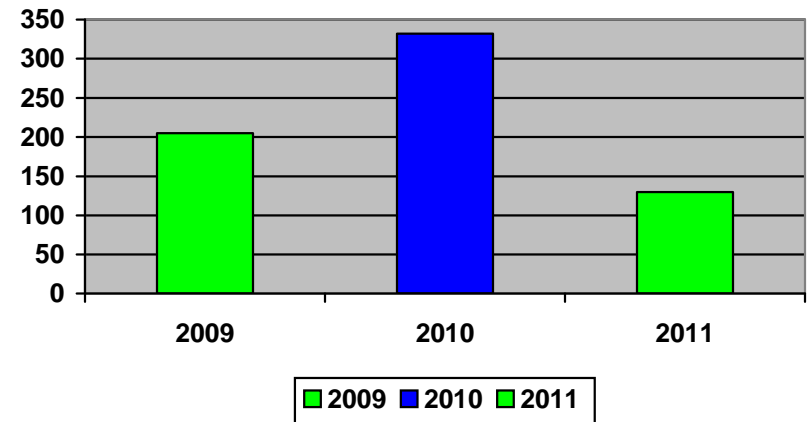
- Friend—20
- Been here before—5
- Family—5
- Local—0
- Media—0
- Employer—0

# Waynesville Recreation Center Membership Totals



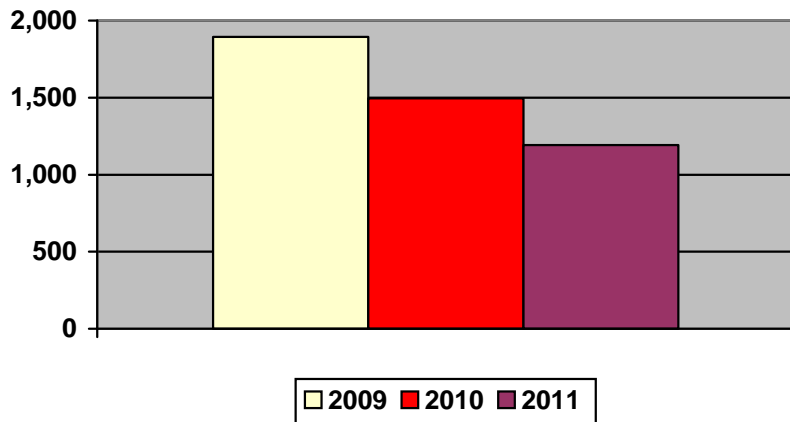
New WRC members for the month of January:

- 2009—314
- 2010—540
- 2011—240



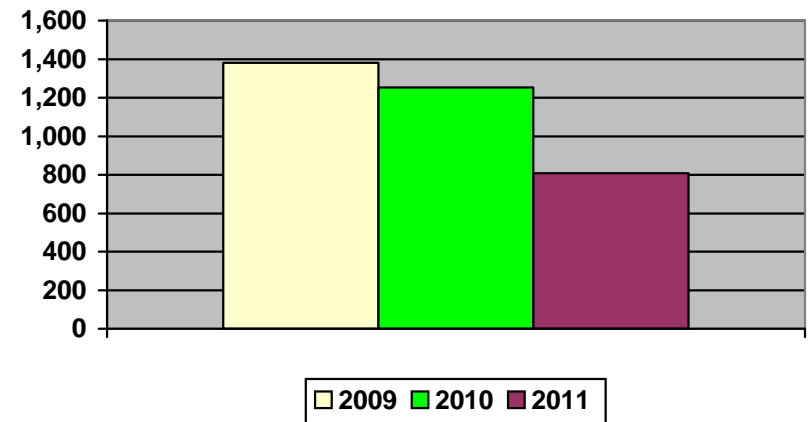
New WRC memberships for the month of January:

- 2009—205
- 2010—332
- 2011—130



Grand total WRC members through January:

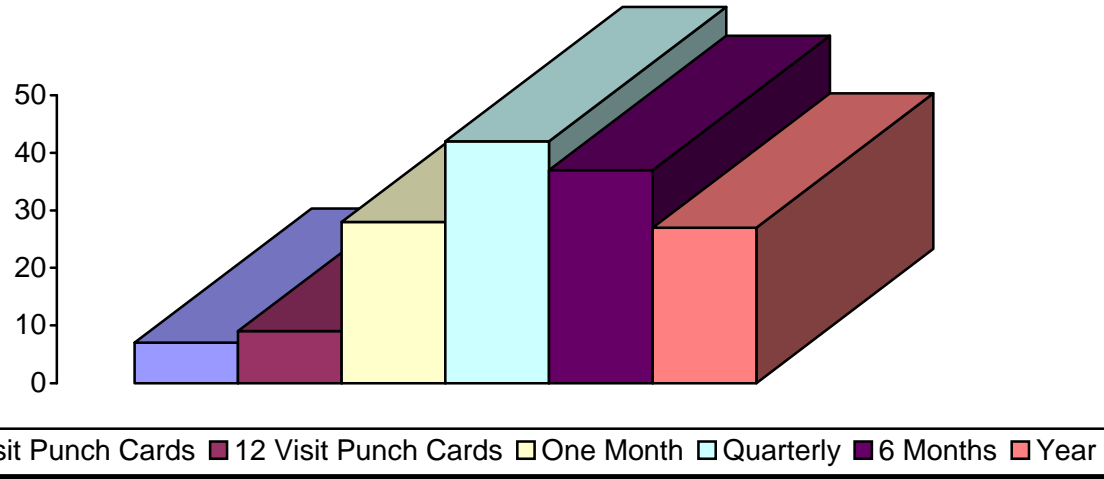
- 2009—1,894
- 2010—1,495
- 2011—1,193



Grand total WRC memberships through January:

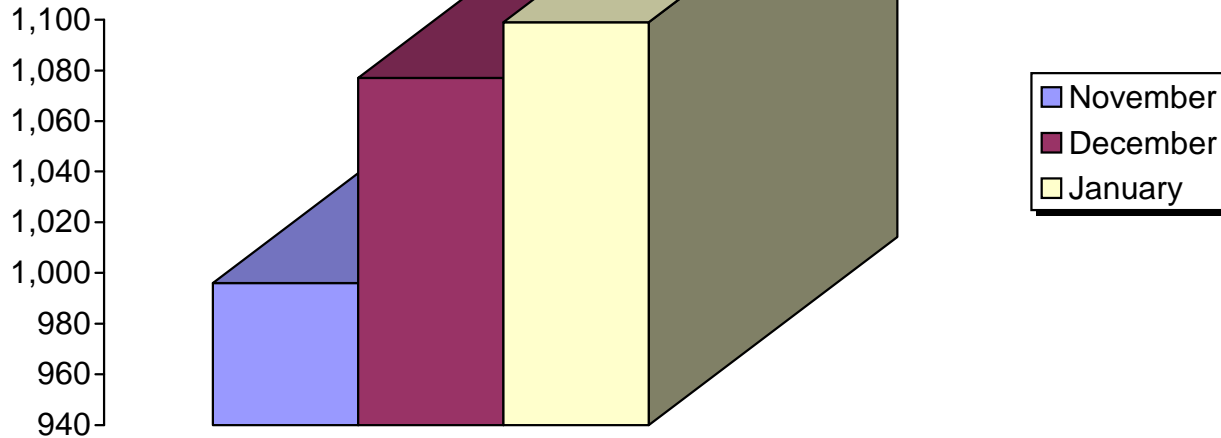
- 2009—1,381
- 2010—1,253
- 2011—809

# Waynesville Recreation Center Memberships



### Active Memberships in January:

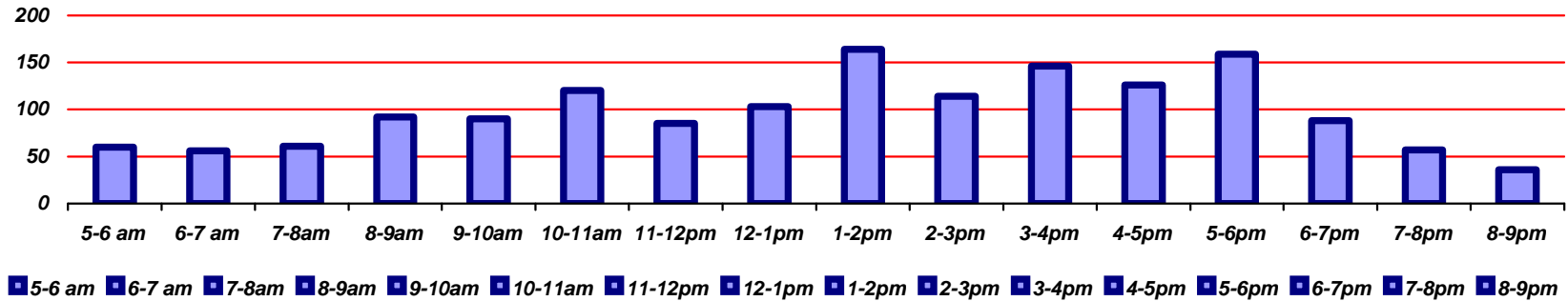
- 6 visit punch card—7
- 12 visit punch card—9
- Month—28
- Quarterly—42
- 6 months—37
- Yearly—27



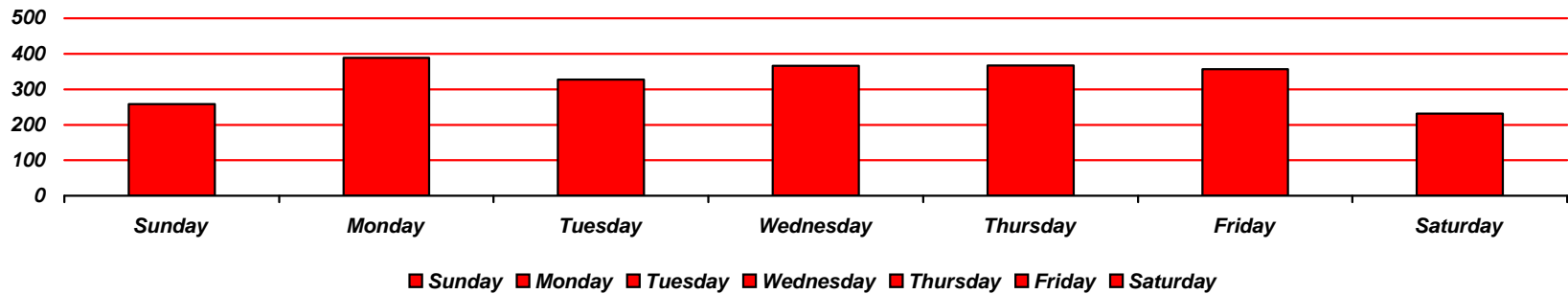
### Total Active Corporate Memberships as of:

- November—996
- December—1,077
- January—1,099

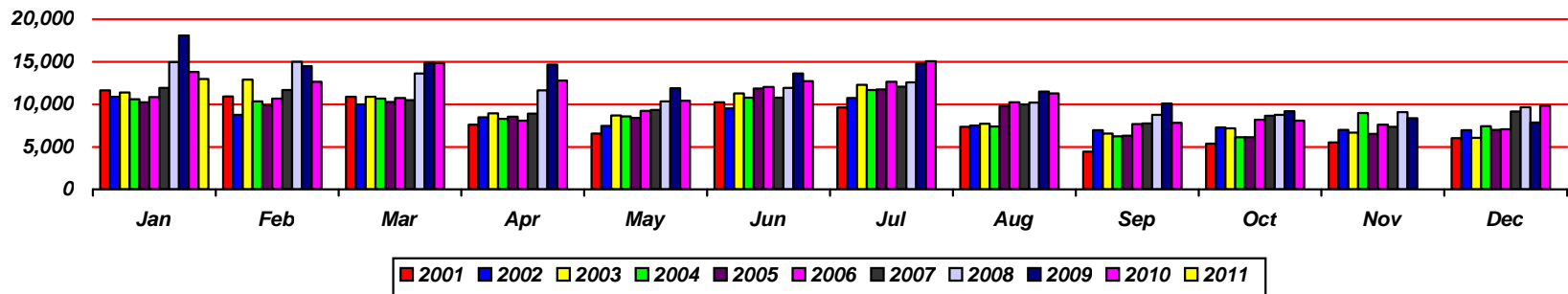
# Waynesville Recreation Center Visits



Average hourly visits for January

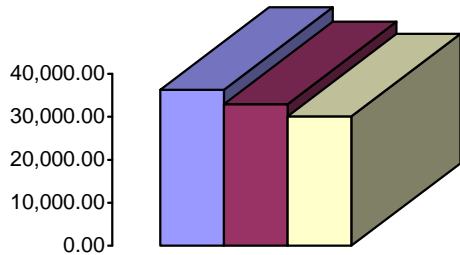


Average daily visits for January



Total Waynesville Recreation Center visits from 2001-2011

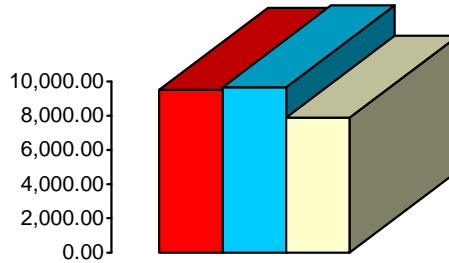
# Waynesville Recreation Center Revenue



■ 2009 ■ 2010 ■ 2011

## Membership Revenue for January

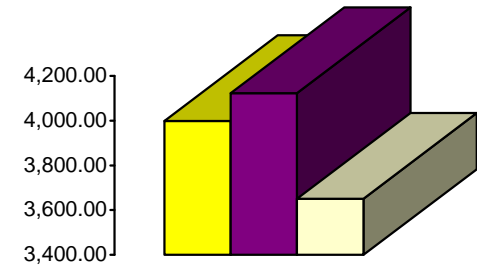
- 2009—36,245.48
- 2010—32,893.60
- 2011—30,101.76



■ 2009 ■ 2010 ■ 2011

## Daily Admissions Revenue for January

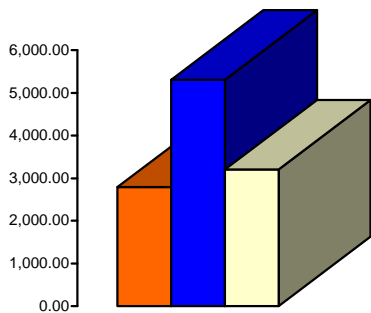
- 2009—9,530.18
- 2010—9,675.45
- 2011—7,889.00



■ 2009 ■ 2010 ■ 2011

## Facility Rental Revenue for January

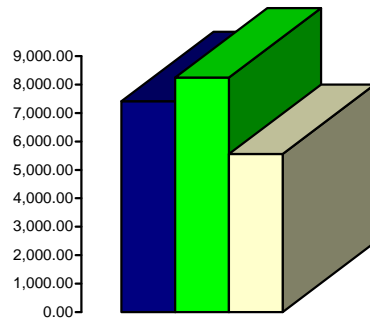
- 2009—3,998.73
- 2010—4,122.66
- 2011—3,650.89



■ 2009 ■ 2010 ■ 2011

## Programs Revenue for January

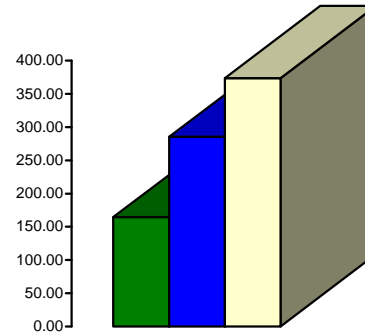
- 2009—2,792.18
- 2010—5,306.48
- 2011—3,205.23



■ 2009 ■ 2010 ■ 2011

## General Fund Revenue for January

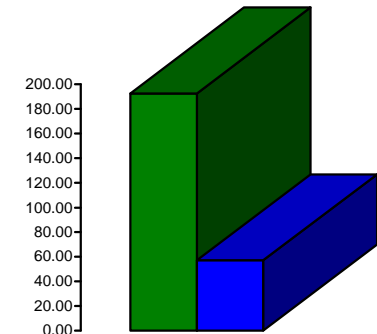
- 2009—7,413.90
- 2010—8,249.10
- 2011—5,562.00



■ 2009 ■ 2010 ■ 2011

## Commissions (Pepsi) for January

- 2009—164.47
- 2010—285.33
- 2011—373.57

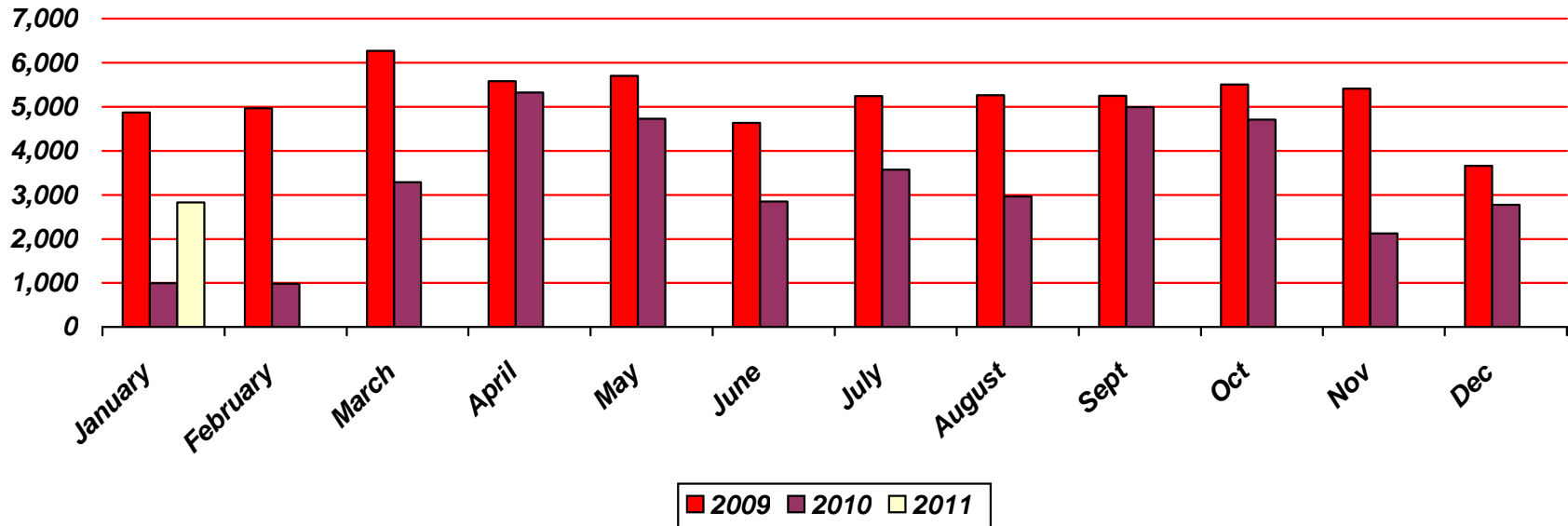


■ 2010 ■ 2011

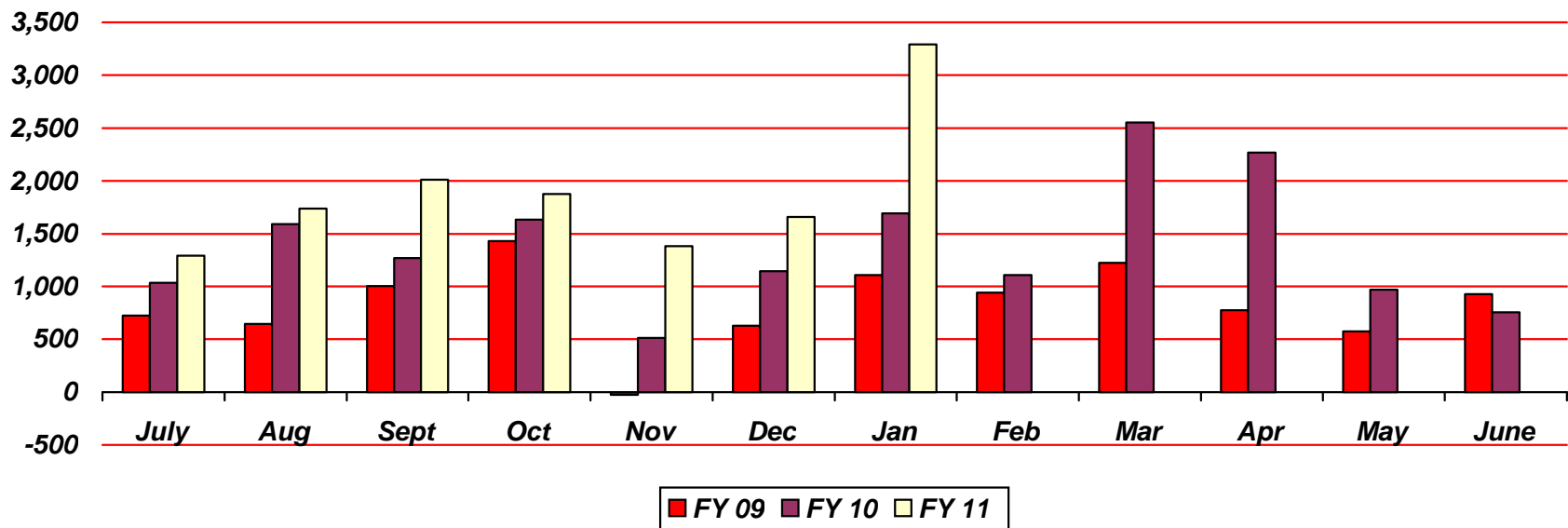
## Resale/Vending/Other for January

- 2010—192.40
- 2011—57.20

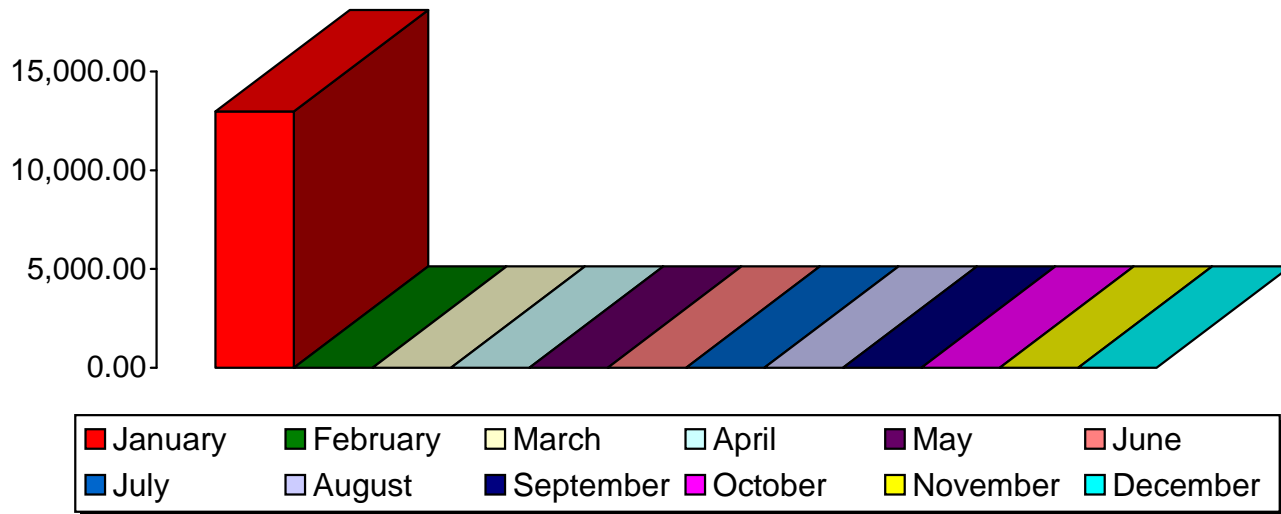
# Old Armory Recreation Center Program Participants 2009 vs 2010



# Old Armory Recreation Center Net Revenue FY09 vs FY10



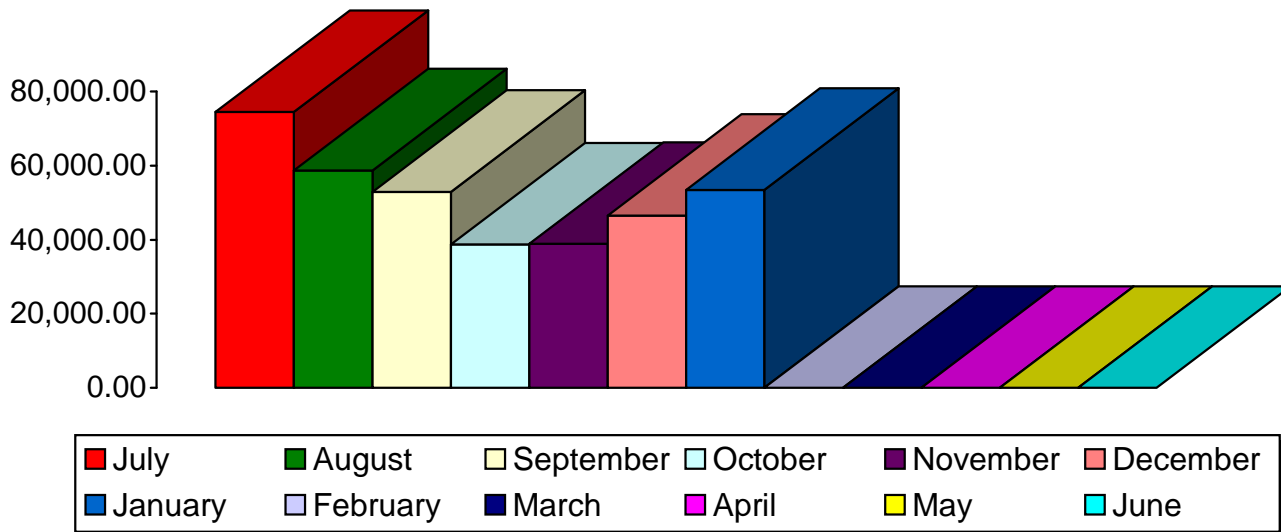
# Waynesville Recreation Center Attendance—2011 Monthly Totals



- January—12,983
- February—0
- March—0
- April—0
- May—0
- June—0
- July—0
- August—0
- September—0
- October—0
- November—0
- December—0

**To date: 12,983**  
**GOAL: 150,000**

# 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—0
- March—0
- April—0
- May—0
- June—0

**To date: \$363,802**  
**GOAL: \$750,000**