

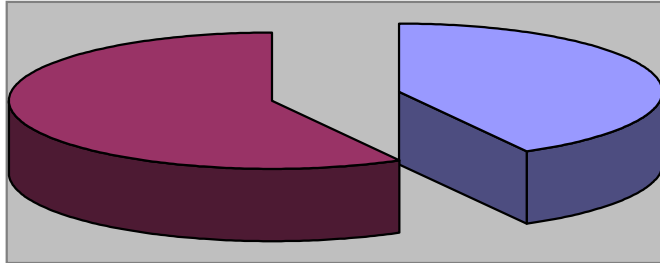


**WAYNESVILLE**  
NORTH CAROLINA

**March 2011 Review**

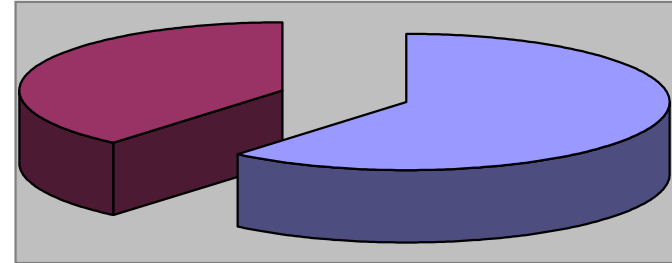
**PARKS & RECREATION  
DEPARTMENT**

# Waynesville Recreation Center Member Demographics



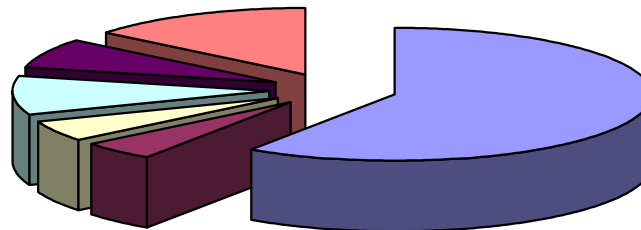
■ Males ■ Females

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



■ Non-Residents ■ Residents

61% of visits in March were non-residents  
39% of visits in March were residents

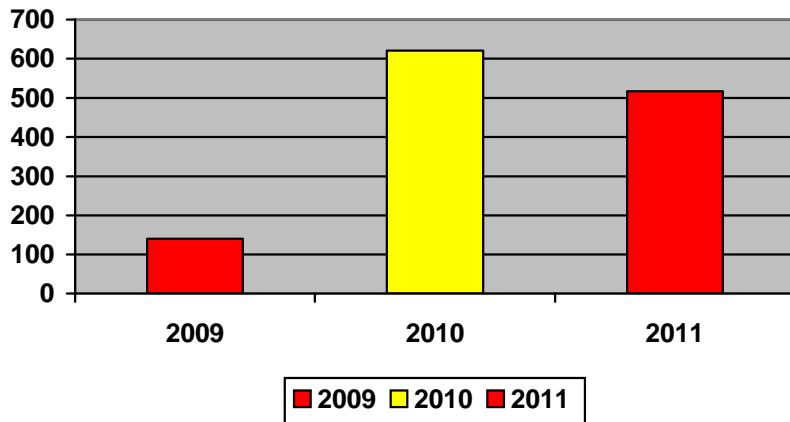


■ Friend ■ Been here before ■ Family ■ Local ■ Media ■ Employer

## How did you hear about us?

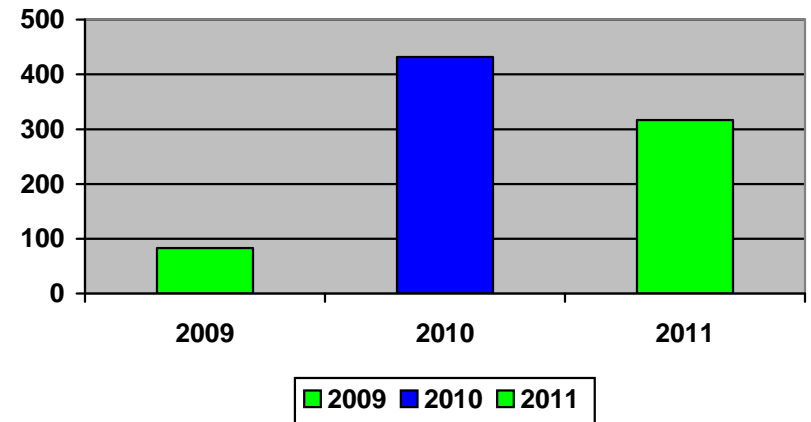
- Friend—25
- Been here before—2
- Family—2
- Local—4
- Media—3
- Employer—6

# Waynesville Recreation Center Membership Totals



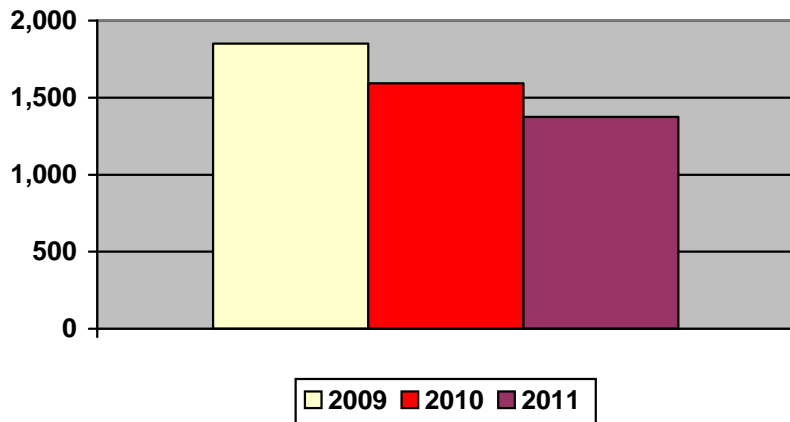
New WRC members for the month of March:

- 2009—140
- 2010—621
- 2011—517



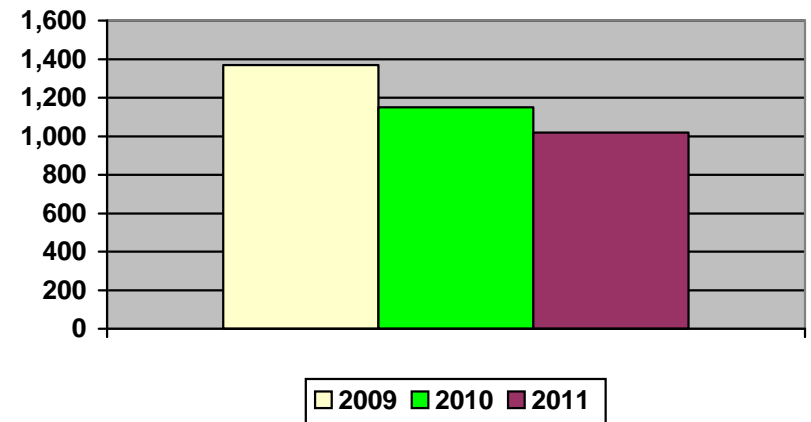
New WRC memberships for the month of March:

- 2009—83
- 2010—432
- 2011—317



Grand total WRC members through March:

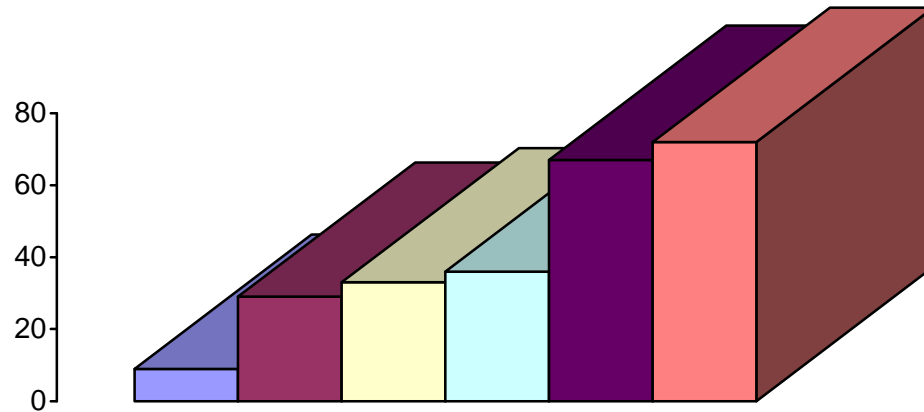
- 2009—1,850
- 2010—1,593
- 2011—1,375



Grand total WRC memberships through March:

- 2009—1,370
- 2010—1,150
- 2011—1,019

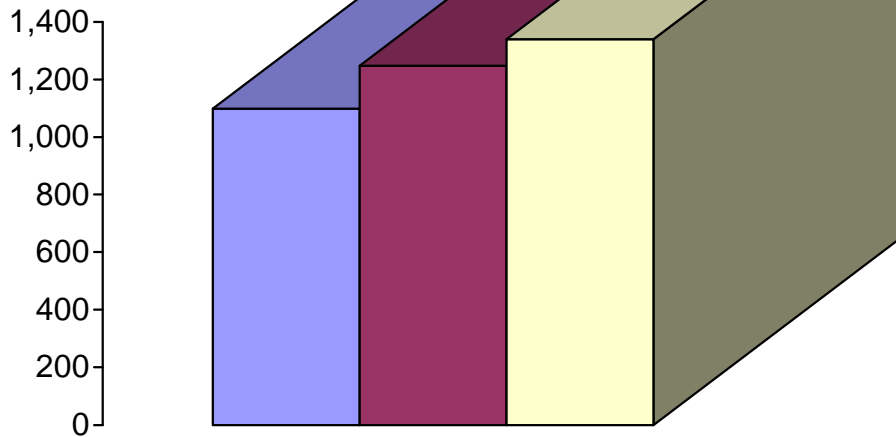
# Waynesville Recreation Center Memberships



■ 6 Visit Punch Cards 
 ■ 12 Visit Punch Cards 
 ■ One Month 
 ■ Quarterly 
 ■ 6 Months 
 ■ Year

### Active Memberships in March:

- 6 visit punch card—9
- 12 visit punch card—29
- Month—33
- Quarterly—36
- 6 months—67
- Yearly—72

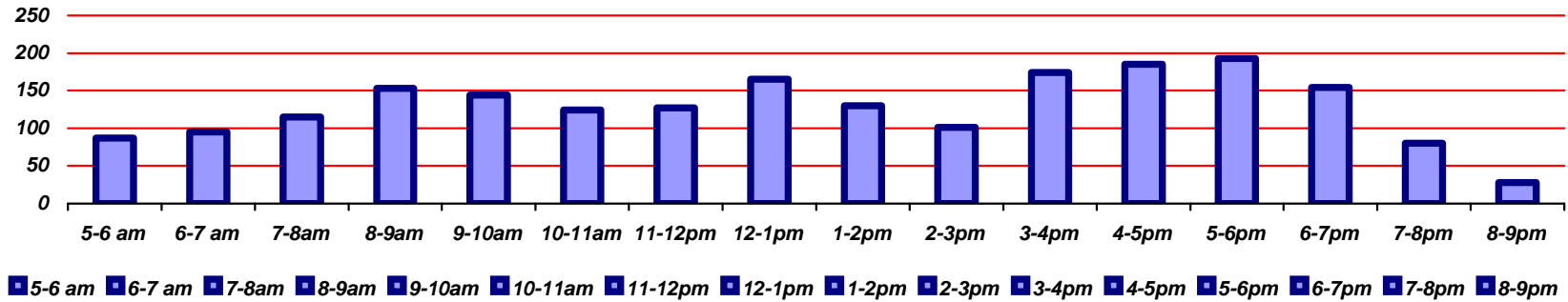


■ January  
■ February  
■ March

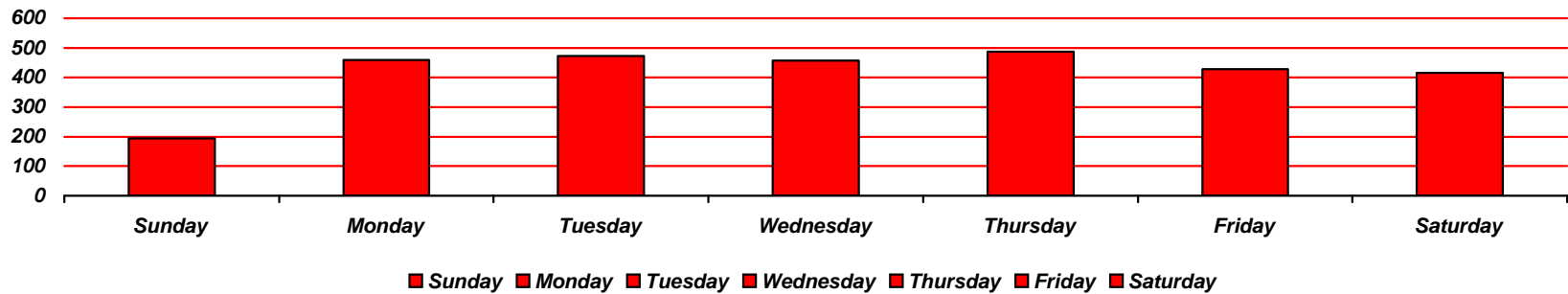
### Total Active Corporate Memberships as of:

- January—1,099
- February—1,248
- March—1,340

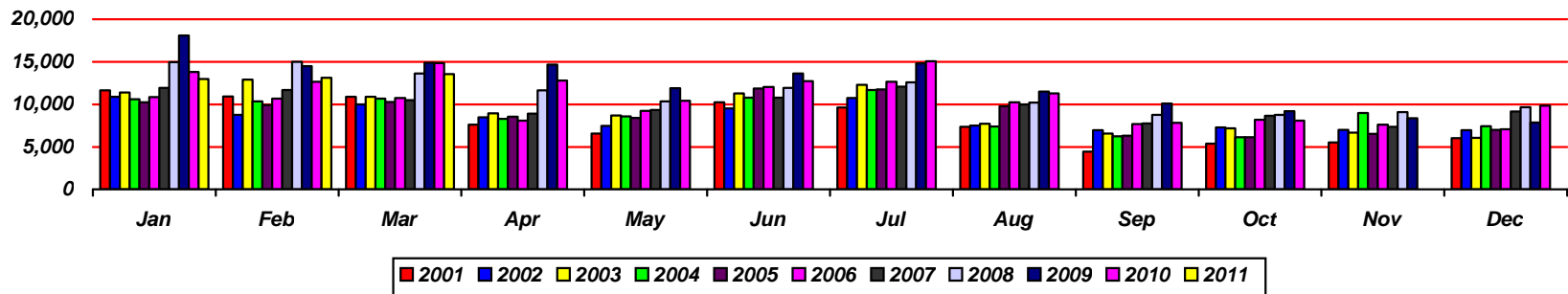
# Waynesville Recreation Center Visits



Average hourly visits for March

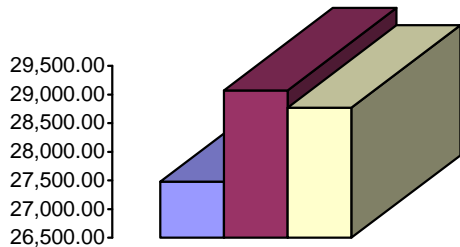


Average daily visits for March



Total Waynesville Recreation Center visits from 2001-2011

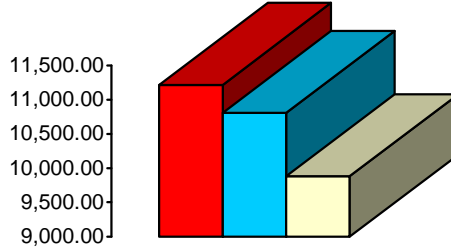
# Waynesville Recreation Center Revenue



■ 2009 ■ 2010 ■ 2011

### Membership Revenue for March

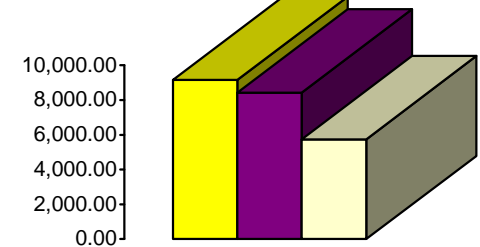
- 2009—27,476
- 2010—29,067.08
- 2011—28,768.09



■ 2009 ■ 2010 ■ 2011

### Daily Admissions Revenue for March

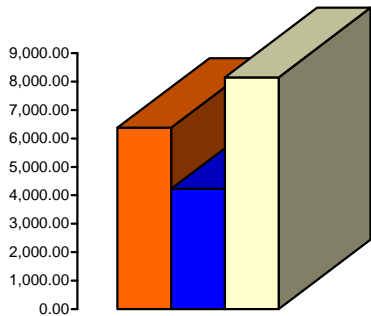
- 2009—11,219.36
- 2010—10,807.22
- 2011—9,885.00



■ 2009 ■ 2010 ■ 2011

### Facility Rental Revenue for March

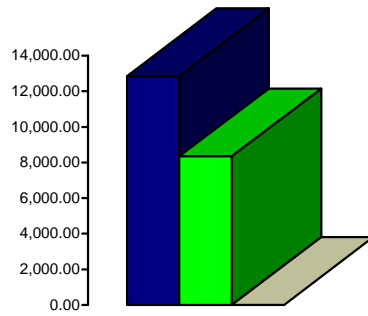
- 2009—9,157
- 2010—8,435
- 2011—5,751.75



■ 2009 ■ 2010 ■ 2011

### Programs Revenue for March

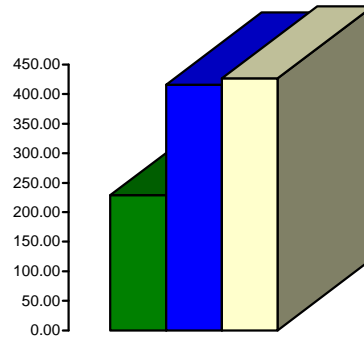
- 2009—6,383.11
- 2010—4,239.82
- 2011—8,151.69



■ 2009 ■ 2010 ■ 2011

### General Fund Revenue for March

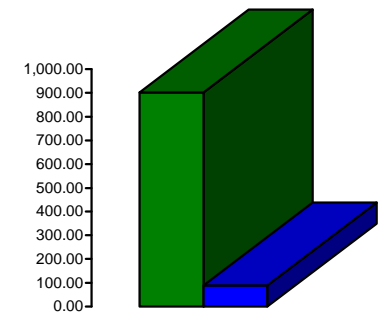
- 2009—12,849.23
- 2010—8,353.65
- 2011—0



■ 2009 ■ 2010 ■ 2011

### Commissions (Pepsi) for March

- 2009—229.05
- 2010—415.90
- 2011—426.57

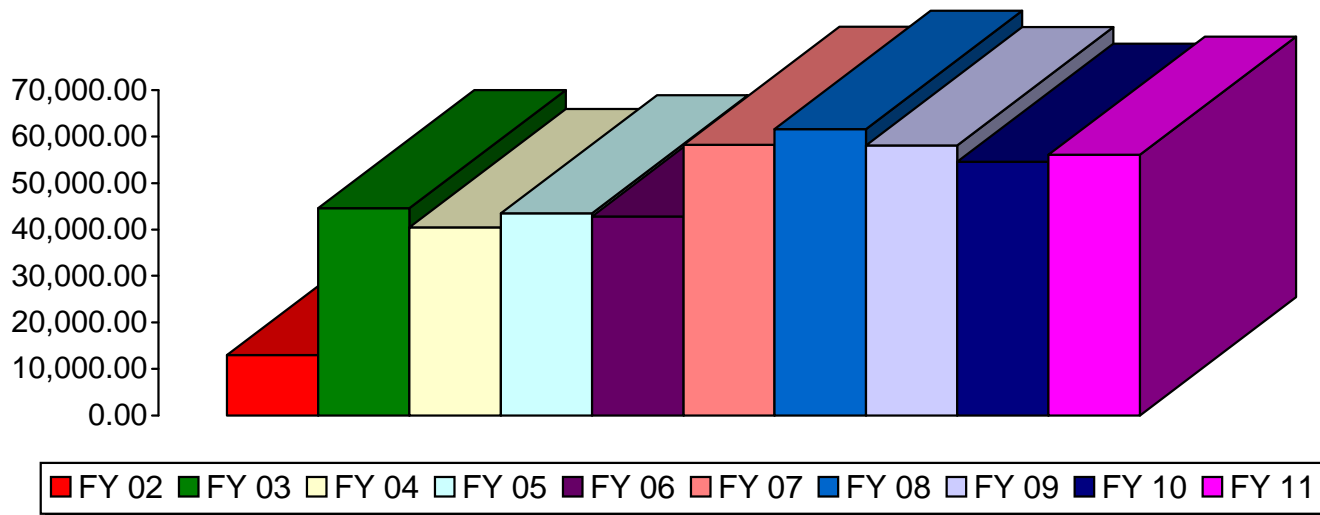


■ 2010 ■ 2011

### Resale/Vending/Other for March

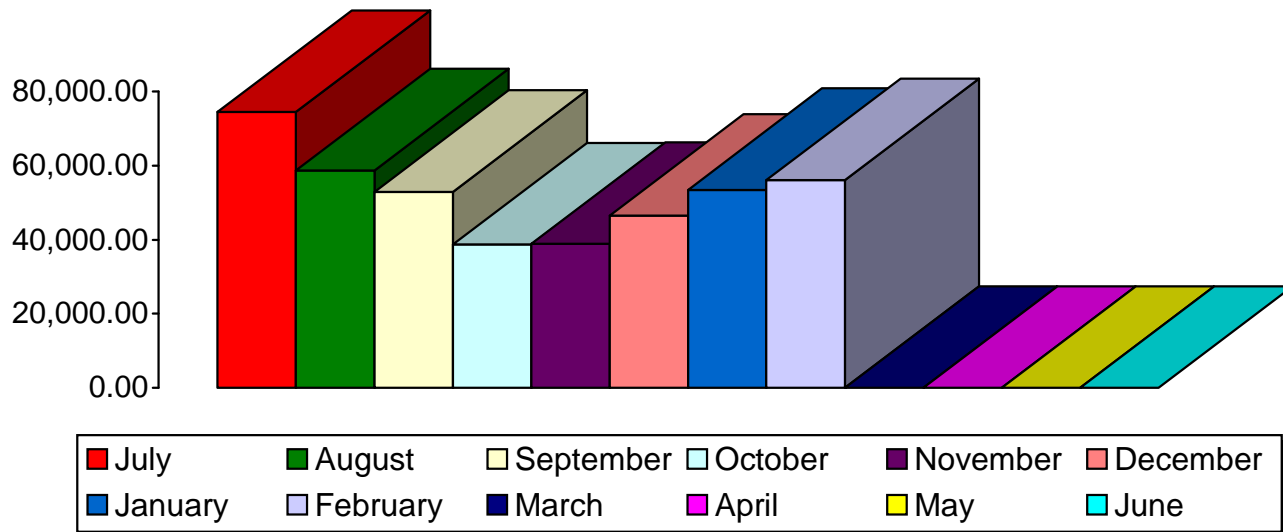
- 2010—902.10
- 2011—89.20

## Waynesville Parks and Recreation Revenue—March Totals



- FY 02—\$36,715
- FY 03—\$36,571
- FY 04—\$47,162
- FY 05—\$58,328
- FY 06—\$62,888
- **FY 07—\$61,789**
- **FY 08—\$71,324**
- **FY 09—\$73,142**
- **FY 10—\$64,591**
- FY 11—\$60,526

## 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—0
- May—0
- June—0

**To date: \$480,422**  
**GOAL: \$650,000**