

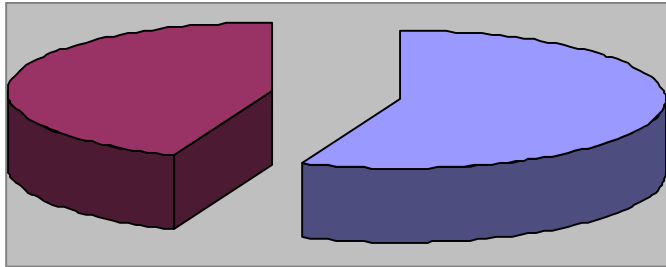


**WAYNESVILLE**  
NORTH CAROLINA

**March 2012 Review**

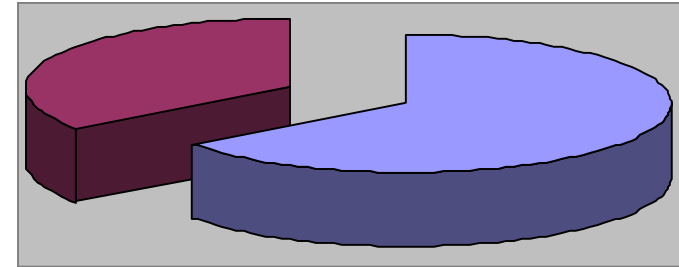
**PARKS & RECREATION  
DEPARTMENT**

# Waynesville Recreation Center Member Demographics



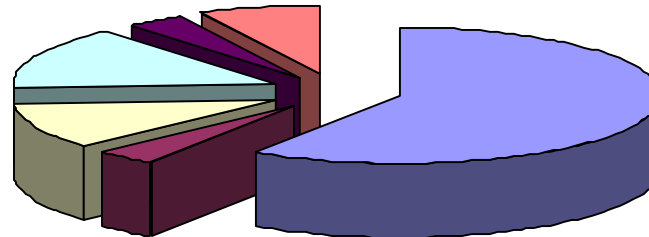
■ Males ■ Females

56% of visits in March were males  
44% of visits in March were females



■ Non-Residents ■ Residents

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

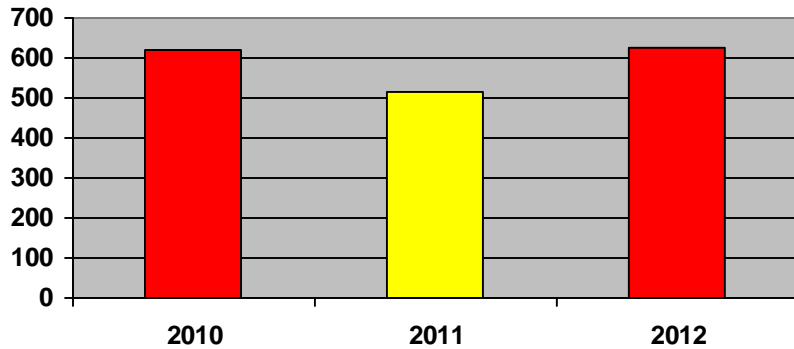


■ Friend ■ Been here before ■ Family ■ Media ■ Employer ■ Drive by

## How did you hear about us?

- Friend—16
- Been here before—1
- Family—3
- Media—4
- Employer—1
- Drive by—2

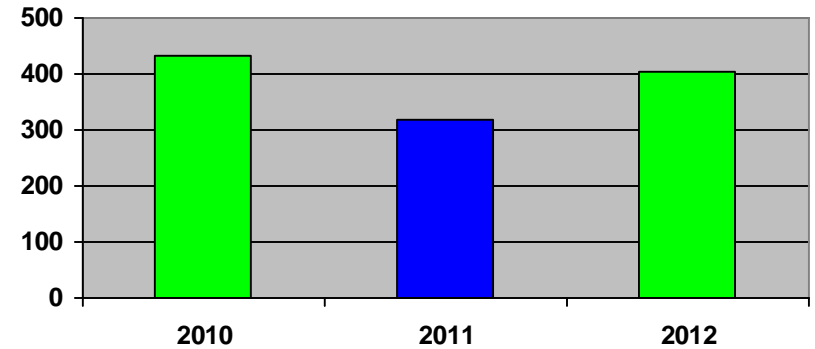
# Waynesville Recreation Center Membership Totals



■ 2010 ■ 2011 ■ 2012

## New WRC members for the month of March:

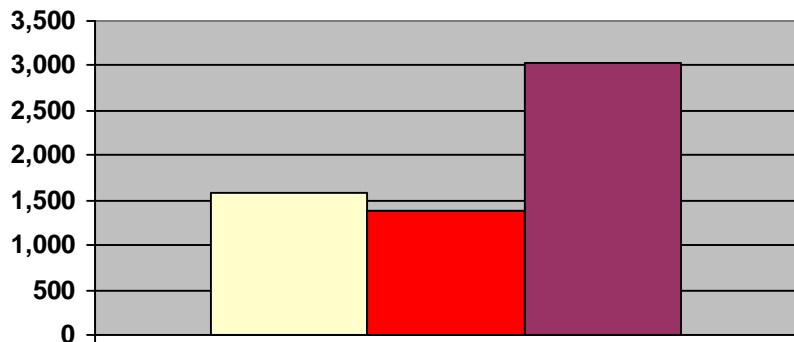
- 2010—621
- 2011—517
- 2012—627



■ 2010 ■ 2011 ■ 2012

## New WRC memberships for the month of March:

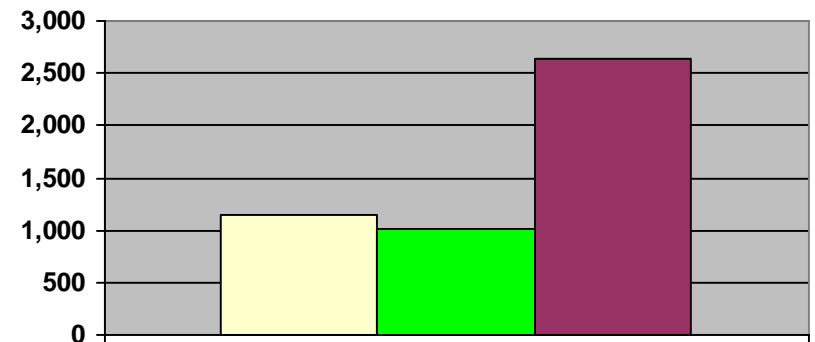
- 2010—432
- 2011—317
- 2012—402



■ 2010 ■ 2011 ■ 2012

## Grand total WRC members through March:

- 2010—1,593
- 2011—1,375
- 2012— 3,021 (1,929 members + 1,001 SilverSneakers + 91 Corporate)

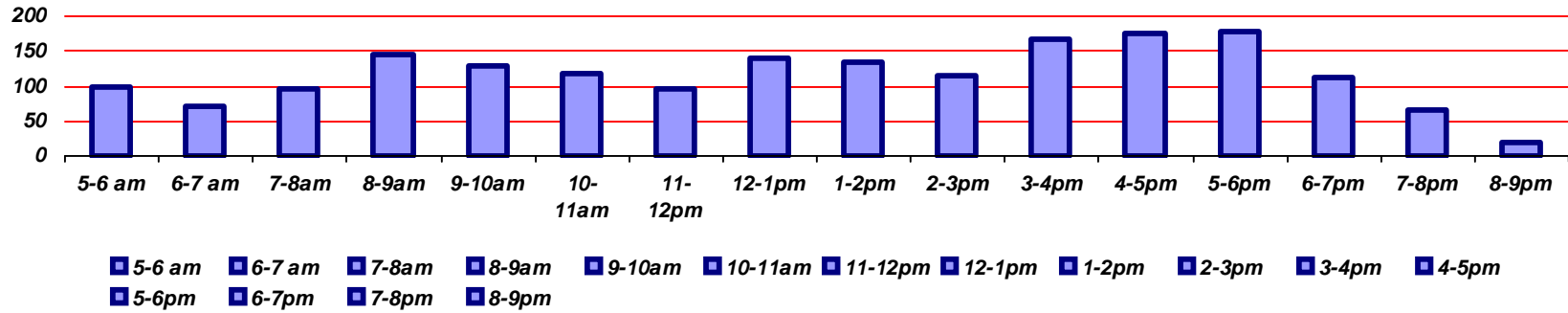


■ 2010 ■ 2011 ■ 2012

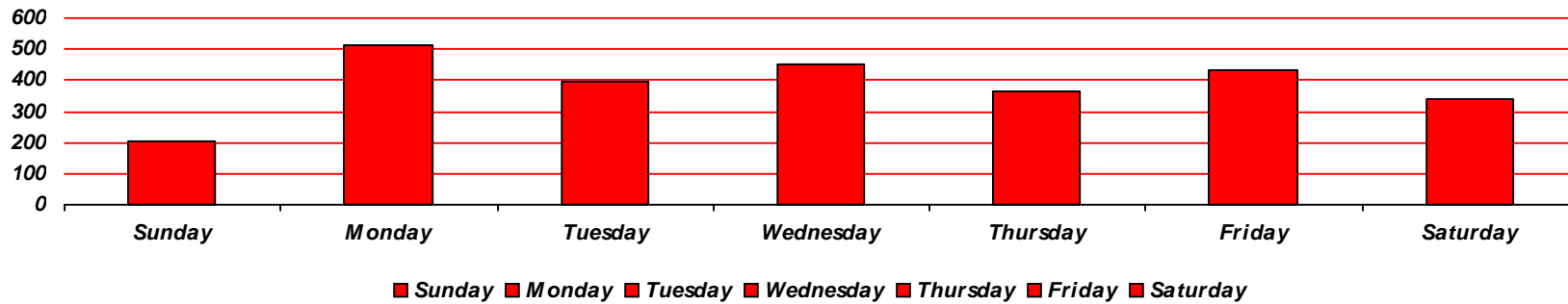
## Grand total WRC memberships through March:

- 2010—1,150
- 2011—1,019
- 2012—2,645 (1,553 members + 1,001 SilverSneakers + 91 Corporate)

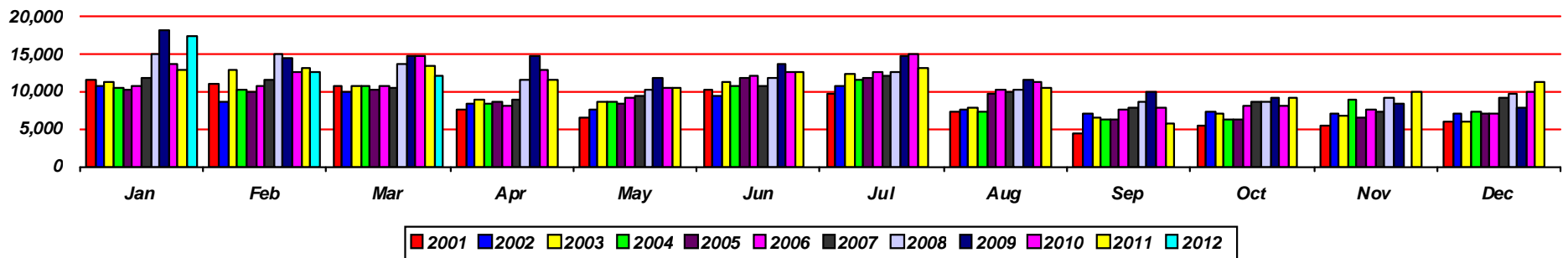
# Waynesville Recreation Center Visits



Average hourly visits for March



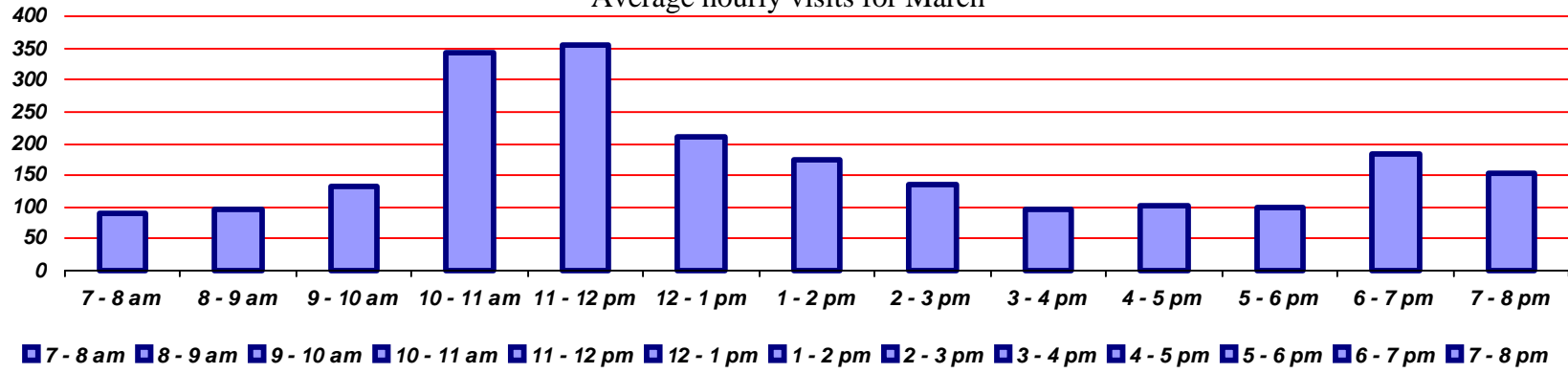
Average daily visits for March



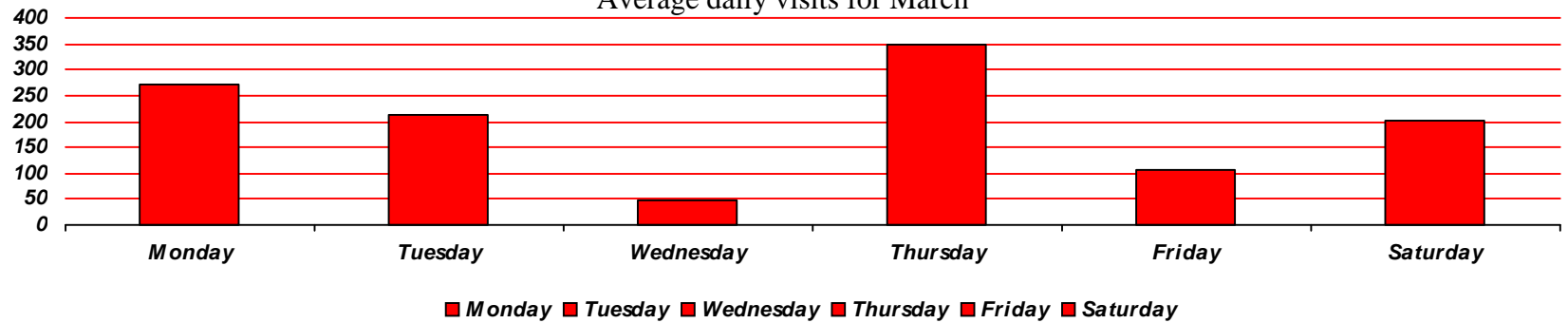
Total Waynesville Recreation Center visits from 2001-2011

# Old Armory Visits

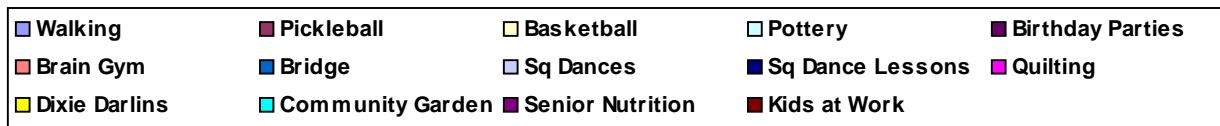
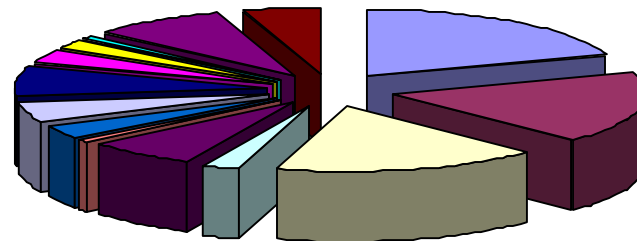
Average hourly visits for March



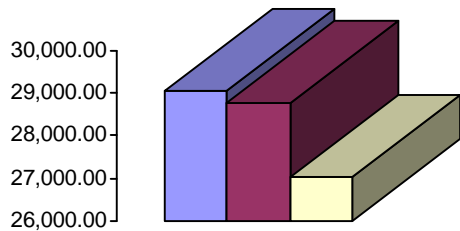
Average daily visits for March



Reason for visit in March



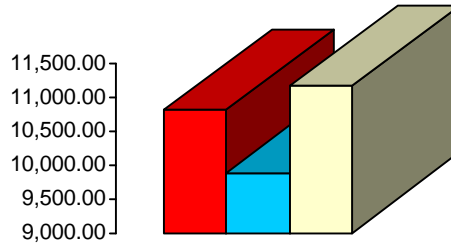
# Waynesville Recreation Center Revenue



■ 2010 ■ 2011 ■ 2012

### Membership Revenue for March

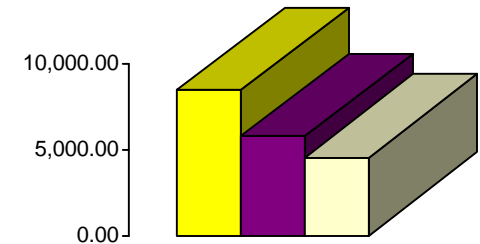
- 2010—\$29,067.08
- 2011—\$28,768.09
- 2012—\$27,030.46



■ 2010 ■ 2011 ■ 2012

### Daily Admissions Revenue for March

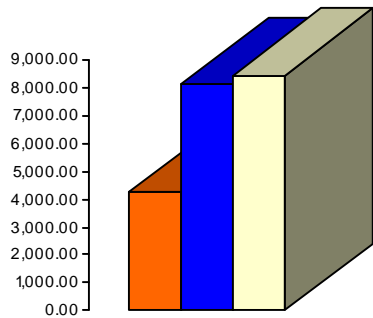
- 2010—\$10,807.22
- 2011—\$9,885.00
- 2012—\$11,169.00



■ 2010 ■ 2011 ■ 2012

### Facility Rental Revenue for March

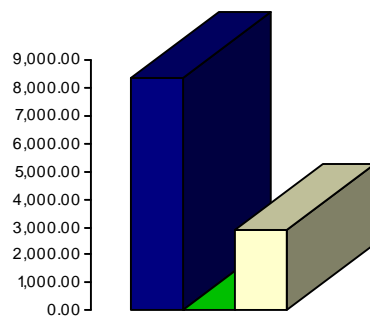
- 2010—\$8,435
- 2011—\$5,751.75
- 2012—\$4,547.43



■ 2010 ■ 2011 ■ 2012

### Programs Revenue for March

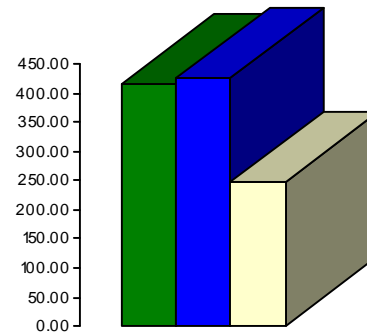
- 2010—\$4,239.82
- 2011—\$8,151.69
- 2012—\$8,459.84



■ 2010 ■ 2011 ■ 2012

### General Fund Revenue for March

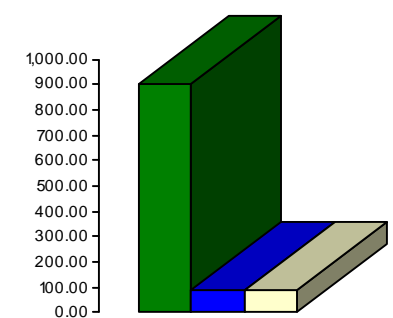
- 2010—\$8,353.65
- 2011—\$0
- 2012—\$2,880.00



■ 2010 ■ 2011 ■ 2012

### Commissions (Pepsi) for March

- 2010—\$415.90
- 2011—\$426.57
- 2012—\$246.02

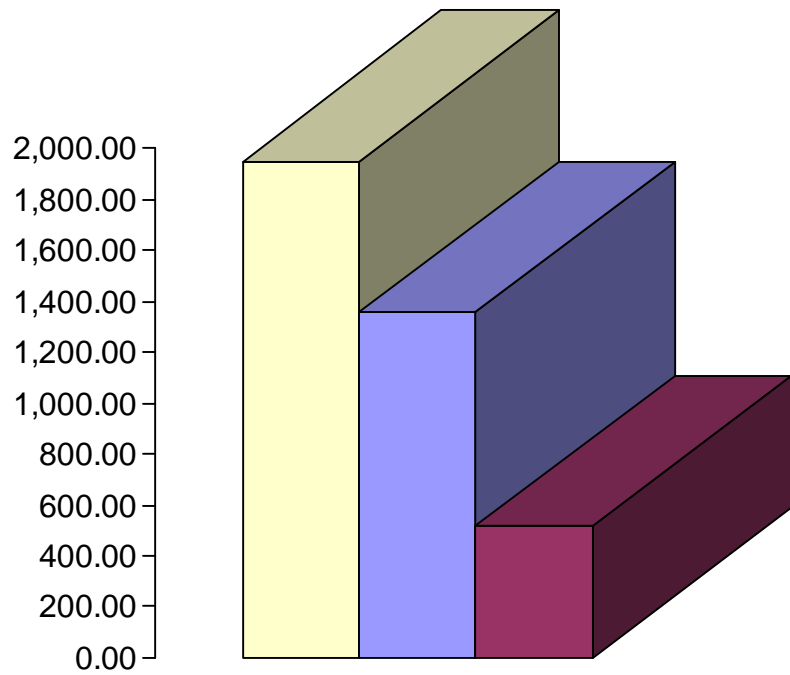


■ 2010 ■ 2011 ■ 2012

### Resale/Vending/Other for March

- 2010—\$902.10
- 2011—\$89.20
- 2012—\$86.50

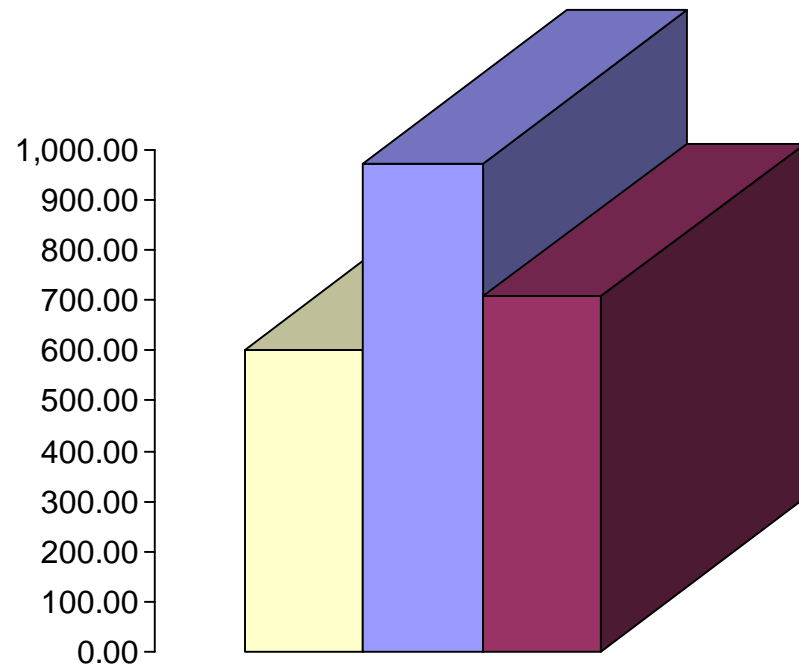
# Old Armory Revenue



2010 2011 2012

## Programs Revenue for March

- 2010—\$1,952
- 2011—\$1,356.54
- 2012—\$517.50

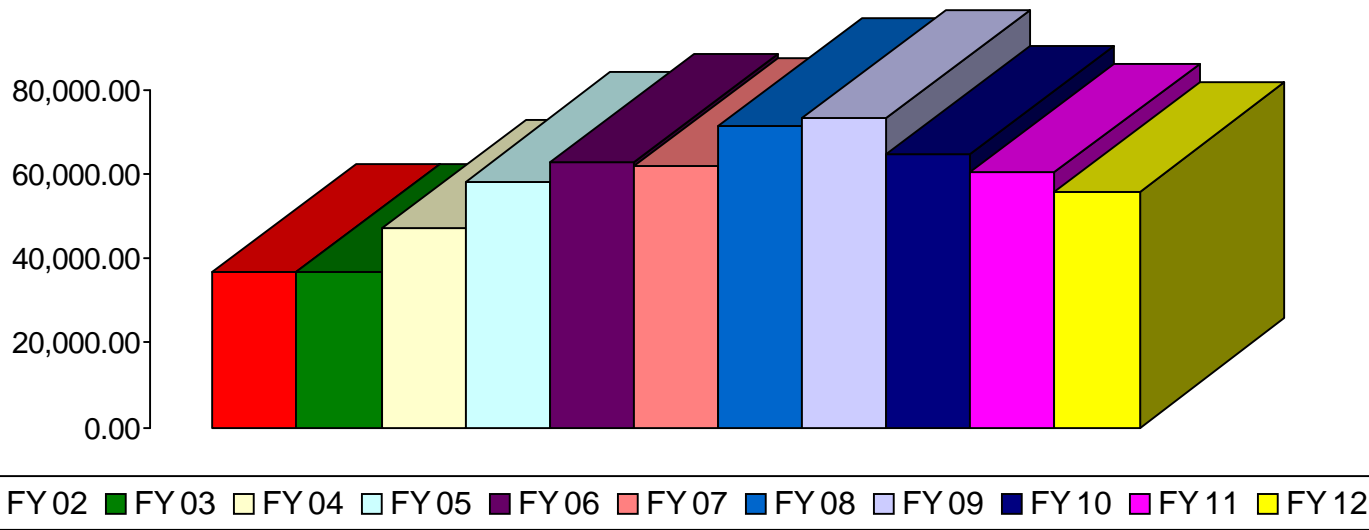


2010 2011 2012

## Facility Rental Revenue for March

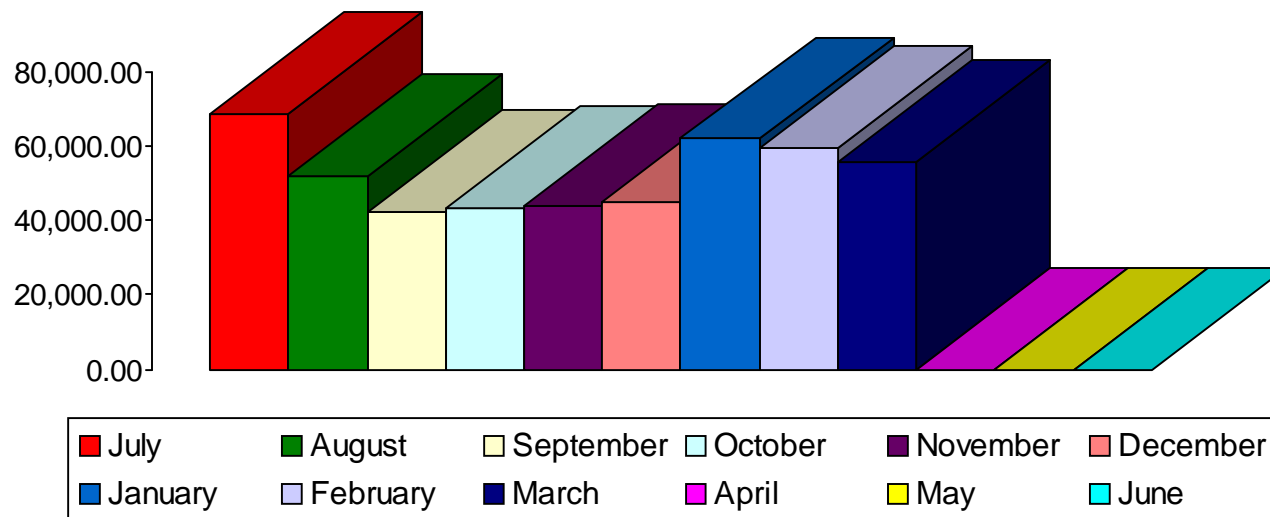
- 2010—\$600
- 2011—\$972.00
- 2012—\$707.00

## 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
- FY 12—\$55,793

## Waynesville Parks and Recreation Revenue—FY 12 Monthly Totals



- July—\$68,864
- August—\$52,206
- September—\$42,274
- October—\$43,589
- November—\$44,061
- December—\$45,282
- January—\$62,174
- February—\$59,537
- March—\$55,793
- April—0
- May—0
- June—0

**To date: \$469,481**  
**GOAL: \$675,000**