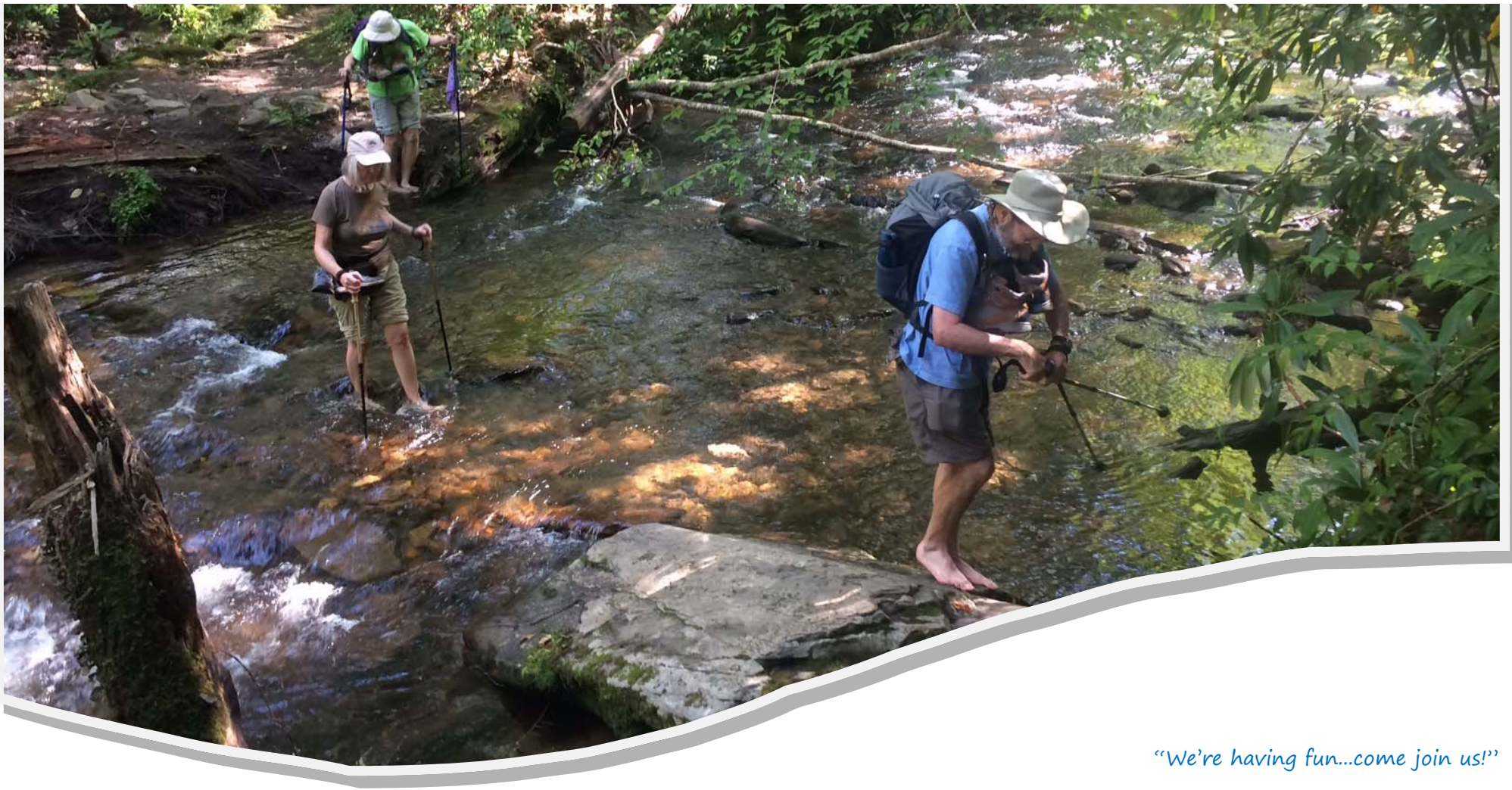


Parks & Recreation

"We're having fun...come join us!"

2014 Annual Report



"We're having fun...come join us!"

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MISSION

To promote quality recreation opportunities for all citizens of the greater Waynesville area by providing indoor and outdoor facilities and activities and to be resource for those who seek to improve their quality of life through recreation.



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ADVISORY COMMISSION



Kenny Mull
Chair



Ginny Boyer



Michelle Claytor



Don Frady



Sarah Massie



Wallace Messer



Linda O'Neil



Dan Schwartz



Lee Starnes



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LETTER FROM THE DIRECTOR

There have been noteworthy items in 2014. The construction on Howell Mill Road has taken place most of this year with the expected completion date to be in the Fall of 2015. This has had an impact on park usage and traffic at the Waynesville Recreation Center.. However, we have continued to make facility and park improvements such as a new sauna at the Waynesville Recreation Center, new LED lights in the pools, additional picnic tables in the parks and more landscaping.

New programs have been added such as Base Camp Waynesville, adult co-ed volleyball, and new areas for senior trips. We also had the largest summer camp in our history. Overall, 2014 has been a good year for safety, the general public we serve and our employees. Our staff takes great pride in what we do and we hope 2015 will be even better.

Rhett Langston, Director

Waynesville Parks and Recreation Department



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PUBLIC RELATIONS / ADVERTISING

2014 was a year in which we became even more aggressive in public relations and advertising efforts. At the beginning of the fiscal year on July we doubled our budget to include the Smoky Mountain News as well as The Mountaineer. We had several articles published in both publications as well interviews on WLOS Channel 13. Our new website was launched under VC3. Our Facebook page became more pronounced.

Press Releases—74; Newspaper Articles—4

North Carolina Recreation and Parks Magazine—3 articles

Annual Guides—1; Program Guides—12; Branding Ads—182

Facebook Likes— 817; Facebook Visits—2,584

Information Blasts Participants— 485

Survey Responses—154

Speaking Engagements—2



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REVENUE

Total Department Revenue	\$742,319
Daily Admission Revenue (WRC)	\$122,047
Programs Revenue (WRC)	\$69,112
Resale / Vending (WRC)	\$2,612
Rental Revenue (OA)	\$10,443

Membership Revenue (WRC)	\$333,637
Rental Revenue (WRC)	\$52,758
Commissions Revenue (WRC)	\$2,510
Programs Revenue (OA)	\$7,700



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ATTENDANCE

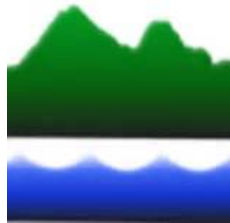
Waynesville Recreation Center	130,919
Old Armory Recreation Center	40,225



PARTNERSHIPS



Canton Lions Club



Haywood Waterways



Waynesville Tennis Association



Mountaineer Complete Care

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Ethos Wealth Group



MOUNTAINEER OXYGEN SERVICES, INC.
Mountaineer Oxygen Services,



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AWARDS & HONORS

- The Waynesville Recreation Center was voted "Best Fitness Club" for the fourth year in a row in the Reader's Choice Awards from The Mountaineer.
- \$25,000 grant from Pigeon River Fund



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PROGRAMS

The following programs were created in 2014:

- New locations for Senior Moments
- Girls Volleyball League
- Base Camp Guide Training
- Indoor Flea Market
- Special Olympics
- Zumba Toning
- Pi-Yo
- Pilates
- Paddle Sports
- Hiking
- Coed Volleyball
- Homeschool Adventure



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FACILITIES & PARKS

The following improvements were made in 2014:

- Coed sauna just off of the pool deck at the Waynesville Recreation Center
- LED lights in the lap pool and water park pool
- Base Camp Waynesville room was created at the Waynesville Recreation Center for programs and education classes
- Security cameras were installed at both the Old Armory and the Waynesville Recreation Center
- Resurfacing of the six tennis courts at Recreation Park
- New landscaping and removal of old concession stand at the Waynesville Skate Park



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SPECIAL EVENTS

The Waynesville Parks and Recreation Department hosted or co-sponsored the following special events throughout 2014:

- January—Western North Carolina Athletic Conference Swim Meet
- May—Waynesville Kiwanis Spring Fling, Special Olympics Track and Field and Judo BBQ
- April—9 Ball Pool Tournament; Tree Climbing Day; Western Region Special Olympic Track and Field Qualifier
- June—Pink and Black Swim Meet
- July—Waynesville Swim Team Meet
- September—Lions Club Mud Run & Bridge Tournament
- October—Fall Brawl Judo Tournament
- December—Tuscola High School Swim Meet Invitational



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WAYNESVILLE PARKS & RECREATION DEPARTMENT

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