



2017

# Annual Report



Parks & Recreation

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



## CONTENTS

Mission & Vision	3
Town of Waynesville Board of Aldermen and the WPRD Advisory Commission	4
Letter from the Director	5
Public Relations	6
Revenue	7
Attendance Numbers	8
Partnerships	9
Awards and Honors	10
Programs	11
Facilities & Parks	12
Special Events	13
Closing	

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

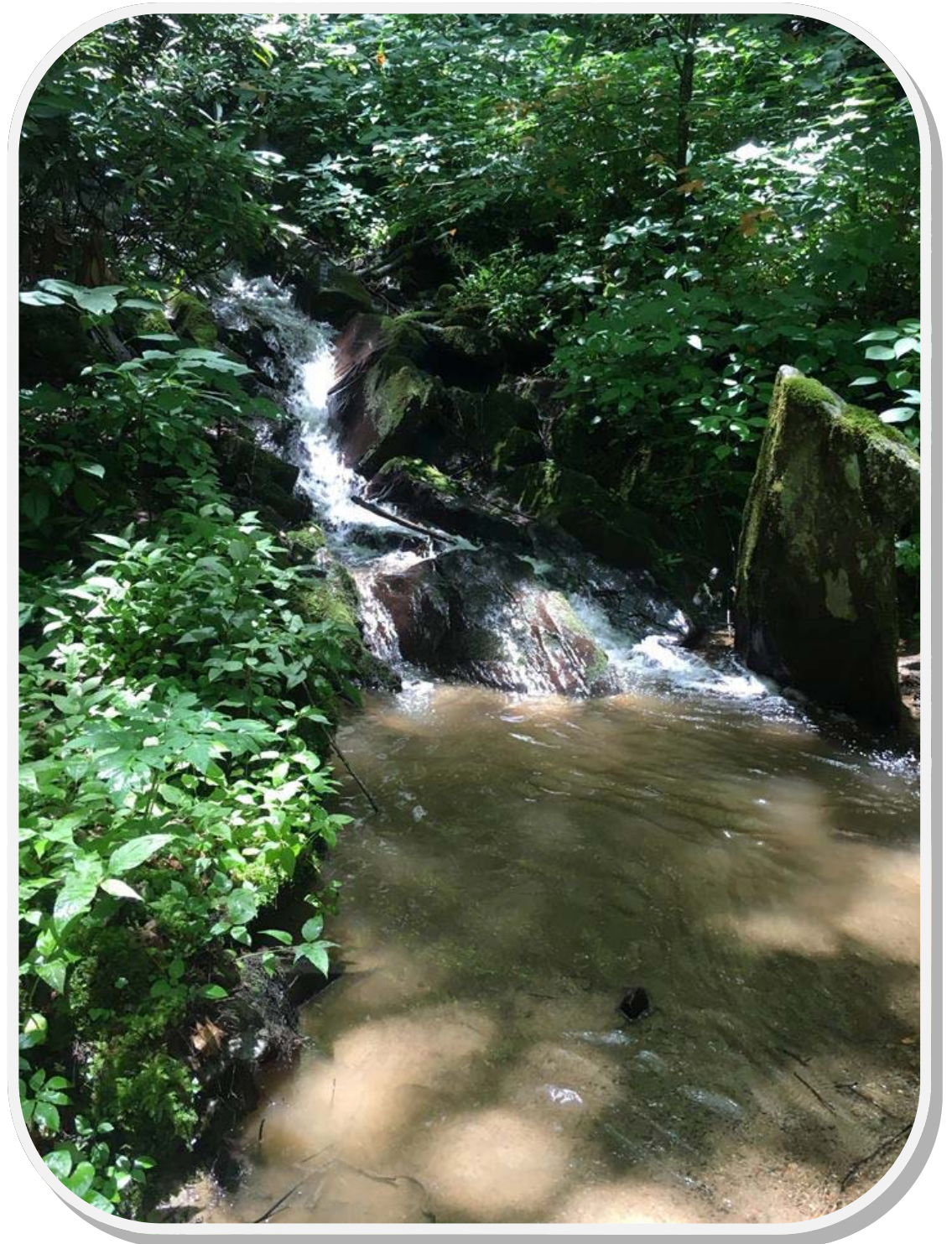
## MISSION

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.

## VISION

The vision for the Waynesville Parks and Recreation Department is to be the natural leader in promoting community health and well-being through fun, progressive and memorable parks and recreation experiences and activities for everyone by:

- Providing broad-based programs and services
- Providing safe, well-designed and maintained facilities
- Maximizing community resources



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

# The Town of Waynesville Board of Aldermen



(left to right)

Mayor Pro-Tem Gary Caldwell  
Mayor Gavin A. Brown  
Alderman Julia Boyd Freeman  
Alderman LeRoy S. Roberson  
Alderman Jon Feichter

# The Waynesville Parks and Recreation Advisory Commission



Kenny Mull



Michelle Claytor



Don Frady



Kim Gardner



Mackie McKay



Sarah Massie



Wallace Messer



Dan Schwartz



Lee Starnes

Chair

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

# LETTER FROM THE DIRECTOR

What a year 2017 turned out to be! We finished the calendar year with 180,611 in attendance at the Waynesville Recreation Center. Our goal was to surpass the 150,000 mark. Also, we finished the fiscal year (on June 30) at \$777,001.

We made much more progress on CAPRA and should be very close to the application process to the National Recreation and Park Association.

In 2017, we developed and adapted the comprehensive master plan. This also included a site specific plan for Recreation and Vance Street Park. Also, we created a strategic plan.

We gained a new partnership with the Haywood County Library in establishing a story board along Richland Creek.

Our park system grew with the purchase of 9 acres across from Richland Creek. This will be a future home of more greenways and disc golf.

In the parks there was a new bridge installed between the skate park and dog park. A middle fence was also installed in order to create a small and large dog park.

Our staff takes great pride in what we do and we hope 2018 will be even better.

Rhett Langston, Director

Waynesville Parks and Recreation Department



*“We’re having fun...come join us!”*

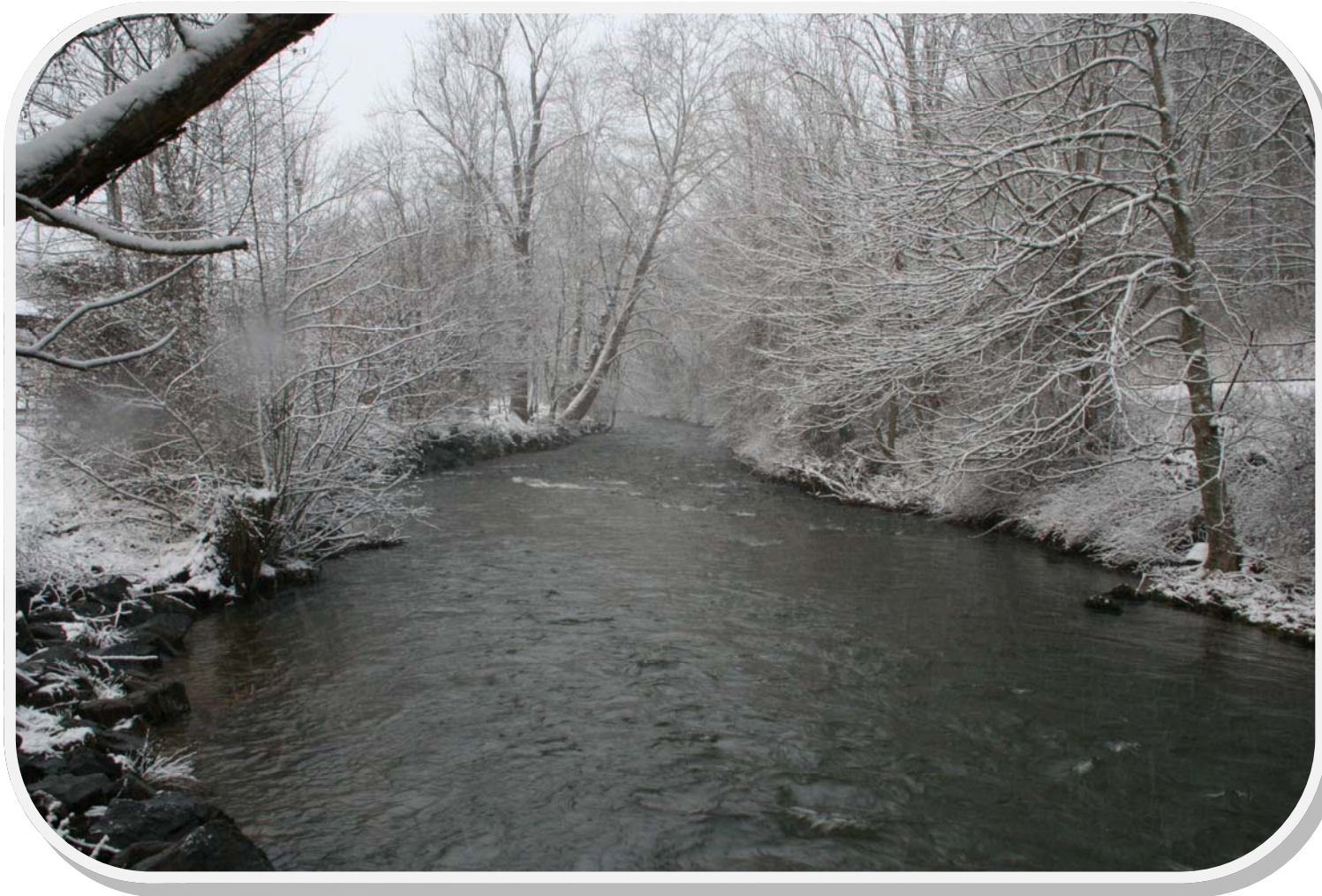
# PUBLIC RELATIONS

Press Releases—57  
Annual Guides—1

Program Guides—12  
Branding Ads—208  
Public Meetings—22

Facebook Likes—2,260  
Facebook Visits—7,019  
Facebook Follows—2,040

Online Program Guide Participants—2,588  
Survey Responses—259  
Thank you letters sent—710



*“We’re having fun...come join us!”*

# REVENUE

Total Department Revenue	\$777,001
Membership Revenue (WRC)	\$357,682
Daily Admission Revenue (WRC)	\$123,229
Rental Revenue (WRC)	\$52,772

Programs Revenue (WRC)	\$99,520
Commissions Revenue (WRC)	\$3,322
Resale / Vending (WRC)	\$1,428
Programs Revenue (OA)	\$11,769
Rental Revenue (OA)	\$7,409



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

# ATTENDANCE NUMBERS FOR 2017:

Waynesville Recreation Center attendance	180,611
Old Armory Recreation Center attendance	49,125
Aquatic program participants	9,400
School / camp groups visited pool	72
Pool parties	280
Miles Hiked by adults and kids	90
Campers served through 8 weeks	768
Senior trips	25
Senior trip participants	346
Disc Golf Tournaments	2
Hike participants	116
Paddle trips	4
Disc Golf Tournament participants	140
Personal training sessions	1,300
Fitness classes held	3,432
Youth sports summer campers	156
Athletic events / leagues	21
Athletic participants	2,117
Age range of athletic participants	4 to 91



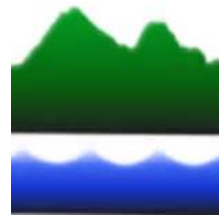
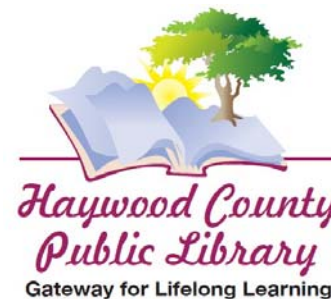
*“We’re having fun...come join us!”*



# PARTNERSHIPS



NORTH CAROLINA  
COMMUNITY FOUNDATION



Haywood Waterways



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



## AWARDS & HONORS

- The Waynesville Recreation Center was voted “Best Fitness Club” for the seventh year in a row in the Reader’s Choice Awards from The Mountaineer.
- Luke Kinsland was certified as an Aquatics Facility Operator (AFO).
- Tim Plowman completed year one from the National Recreation and Parks Director School.
- The Waynesville Recreation Center attendance was 180,611. This is new record.
- Donald Hummel completed year two and graduated from the National Recreation and Parks Director School and also completed the Academy for Youth Sports Administrators program.
- Tim Petrea was certified to be a CAPRA site visitor from the National Recreation and Parks Association.

*“We’re having fun...come join us!”*



## NEW PROGRAMS

The following programs were created in 2017:

- Log rolling—Base Camp
  - Senior Overnight Trips
- Special Olympic Spring Sports—Swimming and Track /Field
- Special Olympic Fall Sports—Bocce, Basketball, Soccer and Golf

*“We’re having fun...come join us!”*

# FACILITIES & PARKS

The following improvements were made in 2017:

- New bridge added between the Waynesville Skate Park and the Waynesville Dog Park.
- Added a middle fence at the Waynesville Dog Park in order to make a small dog park and a large dog park.
- Began construction on the All Abilities Playground in Recreation Park. Completion expected in the spring of '18.
- Added park sign at Chestnut Park.
- Our staff is now cleaning all outdoor restrooms.
- Completed the "War Room" inside the Waynesville Recreation Center. This is where our staff meetings take place as well as our planning and organization.
- Added additional directional signage in the parks.



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



## SPECIAL EVENTS

The Waynesville Parks and Recreation Department hosted or co-sponsored the following special events throughout 2017:

- May—Waynesville Kiwanis Spring Fling, Special Olympics Track and Field and Judo BBQ
- April—9 Ball Pool Tournament
- June—Pink and Black Swim Meet
- July—British Soccer Camp and Adventure Amputee Camp
- October—Fall Brawl Judo Tournament

*“We’re having fun...come join us!”*



## WAYNESVILLE PARKS & RECREATION DEPARTMENT

550 Vance Street, Waynesville, NC 28786

P: 828.456.2030

F: 828.456.2034

W: [waynesvillenc.gov](http://waynesvillenc.gov)

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