



MEMORANDUM

To: Finance Committee

From: Roderick Simmons, Director, Parks and Recreation Department

Prepared by: Chris Gentile, Director, WNC Nature Center

Date: August 23, 2016

Subject: Western North Carolina Nature Center FY15-16 Financial Report: Year-End (unaudited)

To provide information to the Finance Committee regarding the revenue enhancement and operations for the Western North Carolina Nature Center with the intent to reduce the operating subsidy.

As part of the study of Nature Center operations effective FY15-16, the Nature Center began a three-year subsidy reduction plan to reduce the city subsidy at the Nature Center from the existing 65% to 38% by the end of the three-year period. The enclosed material reports attendance and earned revenue for year-end FY15-16, July 2015 through June 2016.

Year-end report

Attendance

- The Nature Center finished the FY 15/16 year with 129,210 guests. The overall 14/15 FY attendance was 122,472. This is 6,738 guests more than last year's record attendance.
- 18,112 of these guests were from the City of Asheville (14.8%)
- 5,354 of these guests are Buncombe County residents who do not live within the Asheville city limits (4%).

Earned Revenue

- The Nature Center's earned revenue for FY 15/16 was \$795,670.15 or 116% of the budgeted revenue of \$684,000.
- Total Earned revenues for FY 14/15 were \$502,282 – so an increase in revenue of approximately \$293,388 for FY 15/16.