Reston Community Center

Annual Public Hearing for Programs and Budget
June 19, 2017
FY18/FY19 Budgets
Our Vision

_reston Community Center enriches lives and builds community for all of Reston._
Agenda – June 19
Annual Public Hearing for Programs and Budget

- Welcome
- Highlights of 2016
- Challenges
- Looking Ahead
- Capital Improvement/Maintenance Plan:
  Aquatics Renovation; Three-year time horizon
- Budget Information
- Public Input
- Board of Governors Motion
  Direction to staff for budget development
Highlights

Partnerships and collaboration continue to be the foundation of Reston Community Center’s success.

• 40 Partnerships
• 15 Sponsorships
• Community-wide initiatives: RestON: Opportunity Neighborhoods in Reston; Hunters Woods Neighborhood Coalition; Reston Town Center North; Community Conversations on Equity
Highlights (cont’d.)

Capital Facility Planning

• The Terry L. Smith Aquatics Center will require a major capital project – we considered the potential for renovation that would greatly enhance our pool venue

• Reston Town Center North planning continues; we will look to how it may realize more indoor recreation amenities and the possibility of a new performing arts venue
Highlights (cont’d.)

Administration Efforts

• Registration software upgrade
• Refreshed our meeting room space in RCC HW
• Continued to improve our website architecture
• Supported programs and services expansion that comes from community-wide engagement
Highlights (cont’d.)

Awards and Accolades

In 2016

• Outstanding Performance Awards to: Ali Clements, Greg Minassian, Bill Parker and Cristin Bratt
• 2016 Best of Reston Award: Leila Gordon

Recent

• 2017 Best of Reston Award: Bill Keefe
• 2017 Robert E. Simon Award: Vicky Wingert
Facility Rentals

• Enhanced meeting rooms
• Beautiful new lighting features in the Community Room
• Continuing demand that outstrips available dates/spaces for the most popular types of rental uses
• 76,761 people used 7,536 hours of rental time
Highlights (cont’d.)

Programs – Leisure & Learning

• RCC Rides received a “Best New Program” VRPS award; a tremendously well-received service – and continues to need drivers!

• Youth events continue to be very popular: Screenagers (film attracting more than 265 people); Back 2 School Bash; Halloween Family Fun Day; Reston Camp Expo; Diva Central; Eggnormous Egg Hunt – thousands of children/families enjoy these signature experiences

• Launch of RestON – Opportunity Neighborhoods in Reston

• Extending programming beyond our facilities – serving young people at Langston Hughes, South Lakes, Reston elementary schools; taking programs to people where they live and work
Highlights (cont’d.)

Programs – Arts & Events

• Rhythmic Circus, Kathy Mattea, Roz Chast, Billy Collins – sold out performances

• Community dialog fostered with Beyond Sacred: Voices of Muslim Identity and The Pursuit of Harmony

• CenterStage Cinema: past film favorites, documentaries, ReelAbilities and Washington West Film Festival screenings

• Local award-winning arts programming
Highlights (cont’d.)

Programs – Arts & Events

• Partnered programming with Greater Reston Arts Center (GRACE)

• Public Art Reston engagement opportunities

• New concert series at Reston-Wiehle Station and Reston Town Square Park; will expand in summer 2017

• Art instruction programming for all ages at RCC Lake Anne
Highlights (cont’d.)

Programs – Aquatics

• Enrolled patrons in Aquatics instructional programs decreased slightly while drop-in participation increased

• Total participation: 61,914 (about the same as in 2015)

• Exploring how to position our aquatics venue for meeting not just today’s needs but those of the future
Challenges

• Aging facilities; RCC HW nearing 40 years old – RCC LA building 52 years old
• Registered programs: enrollment issues due to lifestyle shifts and increasing competition and fragmentation
• Maintaining structural balance in the budget; balancing appropriate pricing with economic accessibility; absorbing the cost of the aquatics renovation while preserving our core programs and services
Looking Ahead

New RCC Strategic Plan for 2016-2021:

• RCC’s Board of Governors will continue to explore a new performing arts venue while planning for capital reinvestment in existing facilities

• Moving programming closer to Reston’s residents and employees to offset declines in enrollments in traditional enrichment classes and workshops

• Building community awareness, pride and cohesion through dialog and programs; support One Fairfax – equity for all our communities

• RCC Rides transportation program to serve older patrons

• RestON: Opportunity Neighborhood cross-community collaboration initiative

• Continued cost recovery at appropriate levels and preservation of the broadest possible accessibility to RCC programs and services
Planning for Aquatics Renovation: Actions to Date

- Engagement with our community: February through April
- Discussions with Fairfax County Departments of Public Works and Environmental Services (DPWES), Management and Budget (DMB), and Procurement and Materials Management (DPMM): April through June
  - DPWES to provide architecture/engineering contract access
  - DPWES to hire project manager – half-time support to RCC Aquatics Project; will shepherd the project in conjunction with RCC
  - DMB recommends allocation of entire project budget to FY18 budget profile; $5.5M to be accomplished via Carryover
- Annual Public Hearing – Review of FY18/FY19 Budget Profile (June)
Capital Projects FY18/FY19/FY20

Planning for Aquatics Renovation: Future Milestones

• Review FY17 RCC financials; refinement of FY18/FY19 budgets (July)
• Interview three county contracted A/E firms (July)
• Contract with A/E firm (July – Aug.)
• Assignment of Project Manager (Sept./Oct.)
• Design process – 14 months (Aug. to Oct.)
• Permitting – Begin after 9 months of design; 7 months (June – Dec.)
• Construction Bid – Overlaps with Permitting; 3 months (Oct. – Dec.)
• Construction begins – January 2019; 9 months (Jan. to Oct.)
• Commissioning – two weeks; target re-opening mid to late Oct. 2019

See the graphic handout of how these stack on a calendar timeline.
Capital Projects FY17/FY18/FY19

Adjustments to RCC Capital Project Calendaring

Completed Projects

- Community Room Chandeliers Refurbishment
- HW Roof Replacement – Phase 1
- Genie Lift Replacement
- Dimmer Upgrade
- Phase 1 of LED Lighting in CenterStage (Work Lights)

Summer 2017 – FY18/FY19

- HW and LA Carpet Replacement
- New A/V in Community Room
- Environmental Features (ROM – still investigating)
- Replace CenterStage Floor and Traps
- LED Lighting – CenterStage – House Lights Phase
- RTU – Re-evaluated size/need; allocate $85K (savings into AQ project)
- Hot Water Tank Replacement (roll into AQ considerations)
- Aquatics Renovation Budget (less soil testing)
Capital Projects FY18/FY19/FY20

Adjustments to RCC Capital Project Calendaring (cont’d.)

Canceled Projects
- Dressing Room Makeup Stations
- Patio Upgrade
- Replacement/redesign of lighting in public areas of both facilities

Deferred to Post Aquatics Renovation Cycle
- Phase 2 and 3 of Roof Replacement – may be planned in conjunction with the Aquatics Renovation; remains to be decided with A/E firm
- Redesign of LA Customer Service Desk
- Replacement of CenterStage Seating
- Replacement of CenterStage Carpeting
- Replacement of CenterStage Projection Screen
Carryover – Capital Projects

- RCC is required to review Capital Project planning for three consecutive fiscal years (Capital Improvement Plan/Capital Maintenance Plan).
- Capital projects are scoped in terms of Rough Order of Magnitude costs and established in the CIP/CMP when the earliest possible requirement may occur.
- Calendaring projects during maintenance periods.
- Projects not completed are “carried over” at budgeted amounts to the next fiscal year (June) and/or adjusted through carryover.
- Conducting Architectural/Engineering and/or other studies prior to final budget estimates established; may require third quarter or year-end (carryover) adjustments to future budgets.
- Timing of budget activities – creates variations between published, revised and actual budgets.
Budget Overview

• RCC Assumptions/Budget Premises:
• Projecting flat revenue (including lost revenue during renovation)
• Maintaining current programs and services
  Continue outreach and collaboration
  Explore how to redeploy Aquatics personnel in the community
• Accommodate the Aquatics renovation in capital project planning and execution
• Continue managing a structurally balanced budget that may return funds to the fund balance (three years running)
# RCC Actual Revenue/Expense History

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<th>FY2014</th>
<th>FY2015</th>
<th>FY2016</th>
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<tr>
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<td><strong>Revenue</strong></td>
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<td>Revenue</td>
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## FY18/FY19 Approach

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<tr>
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<th>FY18 Revisions</th>
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<th>FY2018 Revised</th>
<th>FY2019 Proposed</th>
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<td><strong>Reserves</strong></td>
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<td>Capital Project Reserve</td>
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6/19/2017
FY18/19 Budget Calendar

- Public input – June 19, 2017
- BOG guidance on FY19 Budget – June 19, 2017
- Finance Committee Year-End Review of FY17 Results; final outline of FY18/FY19 Budgets – July 24, 2017
- Full BOG Approval of FY19 Submission – September 2017
Public Comment

• Individuals may speak for 3 minutes.

• Those speaking on behalf of an organization may speak for 5 minutes.

• Please provide written statements for our official records if you have one.
Reston Community Center
Strategic Plan
2016 – 2021

Adopted by Reston Community Center’s Board of Governors
June 6, 2016
VISION
Reston Community Center enriches lives and builds community for all of Reston.

MISSION
To create positive leisure, cultural and educational experiences which enhance the quality of life for all people living and working in Reston by:

- Providing a broad range of programs in arts, aquatics, recreation, enrichment and life-long learning.
- Creating and sustaining community traditions through special events, outreach activities and facility rentals.
- Building community through collaboration and celebration.

VALUES
In accomplishing our Vision, RCC will be:

- A respectful organization that supports and nurtures its constituents, patrons, volunteers, board and staff;
- A welcoming community resource committed to improving citizens’ quality of life in Reston;
- A builder of Reston’s sense of place and community traditions;
- Celebratory of people’s traditions and cultural and recreational aspirations;
- An active partner with other Reston organizations;
- An organization free of physical, financial and cultural barriers;
- An accepting and open organization; and
- A responsible and accountable steward of community resources.
Reston Community Center Strategic Plan 2016 – 2021

INTRODUCTION

Reston Community Center underwent extensive discussion and community engagement to craft this Five Year Strategic Plan. Every January, board and staff gather for a Strategic Planning weekend to examine how we are performing and look ahead to coming challenges and opportunities. In January 2015, we anticipated the conclusion of our existing Strategic Plan and what issues we might address or continue to address in this Strategic Plan. During that year, we spent monthly Finance Committee and other Board Committee meetings considering not just performance but also trends that ought to be informing the 2016 – 2021 framework.

With January 2016’s meetings, we embarked on engagement with our community and our partners to obtain their feedback and input and this Strategic Plan reflects the bounty of creativity and thoughtful consideration they provided. We approach the years ahead confident that our partners will be with us; making Reston true to its foundational values and using them to provide the highest quality of life for all who live and work here.

Building on the success of the 2011 – 2016 plan, we look to the future with renewed commitment to these overarching principles of our work:

- RCC will expand Reston’s access to cultural and recreational amenities, programs and services.
- RCC will leverage the strength of partnerships and collaborations with other Reston and Fairfax County agencies or organizations to serve the community.
- RCC will remain flexible in responding to changing trends and emerging community needs.
- RCC will deliver programs and services with superb and skilled staff using the best practices for stewardship of Reston’s investment to maintain the public’s trust.

The Strategic Plan 2016 – 2021 incorporates goals and objectives in the following focus areas:

- Facilities
- Building Community
- Programs
- Branding and Messaging
- Internal Capacity and Financial Planning

Ultimately, we want the people we serve to see their own future in this plan and to be excited about the possibilities it offers for their enrichment and enjoyment.
FACILITIES

**Goal:** RCC facilities are flexible, technologically advanced, beautiful and environmentally friendly. RCC facilities are considered within the context of other community assets and planning for facilities.

Objectives:

a. To conduct market surveys and feasibility studies to determine optimum facilities and facility functions that will serve a growing and changing community. RCC’s competitive context is becoming more complex and RCC facilities should be considered within increasing numbers of public and private options for recreation and cultural pursuits.

b. To include existing users and community considerations as renovations and facility enhancements or new facilities are contemplated and implemented.

c. To evaluate existing RCC facilities for their potential to meet market demands suitable to RCC’s mission and to maximize their utilization.

d. To maintain and renovate existing RCC facilities in responsive approaches to community needs.

e. To incorporate and continuously update technology available to users that supports program and rental patron needs.

**Update: January 2017**

- Engagement planning for existing users and patrons launching in February 2017.
- Master Arts Plan Task Force: will conduct a comprehensive market and needs analysis consultant delivered study in 2017.

BUILDING COMMUNITY

**Goal:** RCC reaches the broadest possible levels of participation in civic life by seeking and implementing strategic partnerships with other Reston/County organizations to achieve collective impact for Reston. RCC’s approach to collaboration is managed within an institutional framework that strengthens the community, leverages the partners’ respective strengths and is consistent with Reston’s founding values.

Objectives:

a. To coordinate efforts that assure Reston residents and businesses have broad knowledge of RCC programs and services and how those may appeal to employees and visitors.

b. To identify and implement systems and resources that intersect with community initiatives that are supported by RCC’s mission and coordinated with our partners.

c. To be particularly attentive to cultural, health and wellness concerns developing in the community.

d. To reach out to new neighbors and under-served areas of the broader community with programs and services delivered where people are and to
leverage those experiences to inspire these “micro-communities” to engage deeply with the broader community.

e. To support development of a community calendar of important event and activity dates in conjunction with our partners.

Update: January 2017

- Participating in Reston Marketing Initiative – March, 2017 deadline to resolve future of this undertaking.
- Sponsored the “RestON: Opportunity Neighborhood” Launch event in October 2016.
- If Reston Marketing Initiative folds efforts, prepare to stand up a Community Calendar as a function of RCC Community Building objectives.

PROGRAMS

Goal: RCC programs evolve and adapt to a changing community; programs are delivered both in RCC facilities and other community settings to assure RCC offers programs where people are living, working and playing. RCC programs serve diverse interests and are high quality, well attended and affordable.

Objectives:

  a. To use market analysis/needs assessment results to inform programming design and decision-making.
  b. To preserve the broadest possible access to offerings.
  c. To develop a system to bring programming into neighborhoods and private settings such as multi-family dwellings and businesses.
  d. To balance services to neighborhoods within Reston with programming that brings the community together and fosters a sense of belonging to the community as a whole.
  e. To explore the potential for RCC to sponsor intramural sports leagues for ages 12 and older.

Update: January 2017

- Recreation and community capacity building needs analysis to be designed for delivery in 2017. Will investigate intersections feasible with Park Authority efforts related to indoor recreation facility planning for Reston and will seek differentiation from Reston Association efforts to date.
- Fee Waiver program expanded in 2016; individual limit increased to $250; income eligibility thresholds increased.
- In 2016: Launched eLearning (5 enrollees in first 6 months, 2017 goal to increase to 30).
- Expanded Langston Hughes Middle School after-school drop-in programming (increased by adding cooking workshops, fashion sewing workshop, Zumba fitness in addition to the Game Day offering. September through December: 3,053 drop-in visits).
- October to December 2016: offered four Minecraft clubs at Dogwood Elementary School serving 3rd through 6th graders. September through December: 269 visits).
- Sponsored purchase of a garden tiller for Dogwood Elementary outdoor education program.
- Sponsored a Green House for Terraset Elementary outdoor education program.
- Presented a Yoga Workshop for residents of Harbor Park. Well attended; will continue pursuit of similar offerings there.
- Outreach to Harrison and BLVD pending.
• Planning to coordinate program offerings with Cornerstones for their Youth Summer Series to be able to support their Cedar Ridge, Southgate, Crescent and South Glade communities.
• Continued support of the YMCA Reston Kids Tri; expanded connections to youth triathlons to include training sessions for Amy’s Amigos in 2016.
• Expansion of summer concert series to add a new Sunday series at Reston Town Center and a Friday series at Reston Station at Wiehle Avenue.

BRANDING & MESSAGING

**Goal:** RCC is recognized as an essential ingredient of the Reston lifestyle. RCC is a trusted community partner in achieving broad civic engagement and efforts that enhance Reston’s cultural, recreational and leisure-time experiences.

Objectives:

a. To build on market and needs analysis results to target marketing to appropriate audiences.

b. To highlight RCC’s strengths and positive impacts on community life.

c. To increase awareness of RCC through external and internal branding and marketing strategies that reinforce a distinctly “RCC” image.

d. To use all available platforms to communicate – including digital, multi-language and traditional print.

e. To develop and deploy an “app” for RCC and Reston – to be used on the spur of the moment by residents, employees or visitors to participate or enroll.

f. To coordinate RCC marketing across and among partner platforms.

g. To ensure messaging consistently reflects our vision, mission and values.

Update: January 2017

• Continuing to evaluate and refine existing print publications.
• Expanded social media outreach; continue efforts to use social media to launch communication products (2016: two monthly e-newsletters).
• Evaluating CMS for current website; possible transition to WordPress.
• Expansion of social media and digital outreach; increase in digital media relationships (e.g., Viva Reston, Reston Now, Reston Patch).

INTERNAL CAPACITY & FINANCIAL PLANNING

**Goal:** RCC achieves accreditation from the National Recreation and Parks Association (NRPA) demonstrating that we employ best practices with sound governance and stewardship to deliver the optimum results for our community. RCC financial planning considers facility development impacts within a ten-year time horizon.

Objectives:

a. To assure that equitable access and practices are principles applied to programs, services and facilities.
b. To add tools, processes and systems approaches that are consistent with NRPA accreditation requirements to existing policies, procedures and governing documents where necessary.

c. To employ user-friendly online enrollment and/or purchasing options.

d. To develop and deploy easy-to-use feedback loops for programs and services evaluation.

e. To consider long-term facility-related demands and other relevant factors in financial planning for capital projects, core budget considerations and reserves management.

**Update: January 2017**
- Adopted new Fee Waiver program practices.
- Accreditation efforts underway; staff to attend NRPA workshop in February 2017 (coordinated via Park Authority). Employee Manual draft in progress.
**METHODOLOGY**

To meet the Goals and Objectives of the Reston Community Center Strategic Plan 2016 – 2021, the Board and staff establish annual work plans/budgets and associated criteria for success. Measures we use annually across programs and services areas tell us that our direction and activities are sound, e.g., participation, cost recovery within targets, patron satisfaction feedback and community meetings or other types of engagement. There are also specific measurable objective outcomes associated with the five focus areas of this plan. The staff reviews our plan objectives and the associated activities with the Board of Governors every January. From February through June, culminating with the Annual Public Hearing for Programs and Budget, the Board and staff report our progress in achieving our objectives; gather new information from the community; adjust if needed to changing circumstances; and produce the next budget and capital improvements/maintenance plans accordingly.

**General Evaluation/Measurement Tools**

These data points are benchmarks that will be reflected in our budget documents and Annual Reports.

a. Participation and Program Highlights

b. Customer Satisfaction Surveys – Programs and Services

c. Cost Recovery

d. Business Systems Performance for Patrons – Use of e-commerce; social media metrics

**Facilities**

Outcomes to be measured with respect to “Facilities” Goals and Objectives include:

a. Market surveys and feasibility studies are completed (addressing both recreational and cultural/arts environments). Results are shared with the community and stakeholders.

b. Renovation and capital project/maintenance plans for existing facilities include updated technology, address current and future program participation and provide for high levels of utilization.

**Building Community**

Outcomes to be measured with respect to “Building Community” Goals and Objectives include:

a. Participation in RCC programs and services by the community, particularly Reston employees, is increased.

b. RCC outreach to various Reston neighborhoods is established.

c. A Reston marketing campaign with multiple partners is established that includes a community calendar function.
Programs
Outcomes to be measured with respect to “Programs” Goals and Objectives include:
   a. Market analysis and needs assessment provide direction to program planning and implementation.
   b. Agreement frameworks are established that outline the relationships between RCC and partners or program sites.
   c. Reston’s “Opportunity Neighborhood” initiative reaches under-served youth across the community to improve their health, academic performance and wellbeing.
   d. The best role for RCC to play to foster more youth involvement in intramural sports activities is determined.

Branding and Messaging
Outcomes to be measured with respect to “Branding and Messaging” Goals and Objectives include:
   a. Communication platforms expand and feature new inclusion strategies such as use of non-English language formats.
   b. RCC has communications strategy agreements with its partners.
   c. The RCC “app” to promote enrollment and/or involvement is deployed and use can be measured.

Internal Capacity and Financial Planning
Outcomes to be measured with respect to “Internal Capacity and Financial Planning” Goals and Objectives include:
   a. RCC is NRPA accredited.
   b. Online transactions comprise a significant level of enrollment and other purchasing.
   c. A Ten Year Capital Project/Maintenance Planning Framework is established that includes funding strategies.

CONCLUSION
Strategic planning is an approach to marshaling resources to achieve a common good with purpose and efficiency. This plan is not set in stone – it is intended to be a guide to help us stay on course, adjust course or change course as our community circumstances may prescribe. It’s a plan that will seek involvement from the people we serve and reflect their interests and contributions. We look to the future with excitement and are mindful of the period of change ahead for Reston. Given the Reston hallmarks of inclusivity, creativity and imaginative planning, we are confident the years ahead will be Reston’s best – for the people of our great community and their community “center.” Let’s get started!
"I appreciate the diversity of the programs both culturally and artistically."
- Lori Pritt
A MESSAGE FROM BEVERLY COSHAM
CHAIR OF THE BOARD OF GOVERNORS

We spent months engaged in the process of creating our new Strategic Plan and we enjoyed all the conversations we had with members of our community, our partners, our patrons and our wonderful staff team. The process affirmed how important RCC programs, facilities and services are for people across Reston in every season of their lives and every season of the year.

We spent the week preceding what would have been Bob Simon’s 102nd birthday remembering how much we owed to this remarkable person with festivities focused on his favorite themes – the arts, nature and community. On his actual birthday, we bid a final and very fond farewell to our founder in a celebration of his life that included a remembrance from Senator Tim Kaine. The week was filled with friendship, family, laughter, music and tears; I am certain that Bob enjoyed every minute of it.

My colleagues on our Board of Governors said goodbye to John Mendonça in 2016 and welcomed new Board member Paul Thomas. Paul is very much a “child of Reston” – he grew up here and returned to raise his family here. We are thrilled with his perspective on our changing community and our endeavors to adapt. Returning to the Board were Michelle Moyer and yours truly. Michelle has provided us with key insights to her personal passion – swimming – and how we can serve that multi-faceted layer of our programs.

My continuing service to the Board and RCC represents one of the signal joys of my life in Reston. In addition to the pleasure of planning for RCC’s future with my colleagues on the Board, I am also very happy to be leading RCC with our executive director. Leila Gordon was named a 2016 Best of Reston award recipient and RCC’s Board of Governors joined her many fans in the rousing applause for that special honor. We know that she will be right there with us as we navigate the changes ahead of us – always keeping faith with our founding values.
Reston Community Center serves a community that has excellence in its DNA. The principles of planning upon which Bob Simon built Reston started with the value and dignity of every human being. He believed that anyone — no matter his or her circumstances or attributes — can and should contribute to a healthy and holistic place to live. Our Board and staff team believes in that wholeheartedly. Every layer of the strategic planning we undertook in 2016 was informed by that commitment.

When work is fueled by such passion it leads naturally to excellence. This past year was a banner year for recognition of our extremely talented and dedicated staff. Box Office Manager Bill Parker received an Outstanding Performance Award (OPA) for his consistently innovative and high-quality service to theatre patrons and RCC. Customer Service Representative Greg Minassian was given an OPA for stepping up and going above and beyond his normal duties to assume a new layer of financial responsibility. Our Public Information Officer Cristin Bratt mastered and launched new social media platforms and tools to advance awareness of RCC programs and activities — these efforts were very successful and resulted in Cristin’s OPA. Finally, we were very pleased with the recognition of RCC Rides Coordinator Ali Clements by Fairfax County’s Board of Supervisors Transportation Advisory Commission’s Award of Excellence for all her efforts to launch this critically needed ride-sharing service in Reston.

Recognition is wonderful and these outstanding employees certainly deserved theirs. They are surrounded by colleagues who deliver outstanding performance every day to support our patrons and community. Working side by side with the volunteers and staff who make RCC such a beloved community institution is a humbling experience. We look forward to the future with the confidence that comes from being part of such an extraordinary place filled with so many caring people.
BOARD OF GOVERNORS

RCC Board of Governors members guide our policy and financial directions and function in partnership with other Reston civic and non-profit organizations. Each Board member has liaison roles that connect RCC to our schools, arts and culture organizations, human services agencies, the business community, Reston civic organizations and Fairfax County initiatives. From these invaluable relationships, we learn about opportunities to program together, to identify community needs and to avoid duplication of services or conflicts that adversely affect our ability to achieve our shared goals. By fostering direct connections to our partners, the RCC Board works cooperatively to achieve outstanding results collectively for our community. It is this spirit of working together that is the key to RCC’s success now, and that will be the foundation of our ability to address the future.

“I’ve worked for the YMCA for a decade now and am very familiar with Reston Community Center’s work. You would be hard pressed to find a community center that partners more effectively with like-minded organizations to make this community the great place that it is. RCC’s work positively impacts a lot of families who are very appreciative of your efforts.”

- Joseph Crawford, Executive Director, YMCA Fairfax Reston
“What RCC does for us is special; there is no single partner any more important to GRACE … thank you for being such a wonderful collaborator and being a part of elevating the arts experience in the region.”

- Robert Goudie, Board Chair, Greater Reston Arts Center (GRACE)

CHALLENGES
Now that a new Strategic Plan has been crafted to guide us from 2016 to 2021, it will be our challenge to execute it and realize our objectives. Key among them in the coming years will be the renewal of our Terry L. Smith Aquatics Center. Months of engagement and planning are required to determine the best outcome to replace infrastructure and systems that have reached the end of their lives. In addition, we will be responding to the rapid pace of change in the wake of the Silver Line. With more and more people to serve and new environments in which to deliver programming, RCC will focus on collaborative programming and activities that reach people where they are, in addition to all the excitement and fun we offer in our two facilities.

SUCCESSES
Considering the 2011-2016 Strategic Plan and its objectives meant reviewing a tremendous amount of success in reaching our goals. While a new performing arts venue hasn’t yet been built, there is confidence that one may be realized with new development planned in the coming years. Similarly, planning has begun for a bricks and mortar indoor recreation facility with more comprehensive amenities, to be built and managed by the Fairfax County Park Authority in Reston Town Center North. Progress toward these two goals — although slow — remains steady.

Other goals have been fully realized and are described throughout the pages of this report. Our business systems, communication efforts, programming and partnerships have never been stronger or more nimble. We continue to accommodate more than 235,000 visits to RCC experiences annually and are launching efforts to expand that reach.

In addition to outreach and collaboration strategies to extend our impact in Reston, the staff and Board reviewed our existing Fee Waiver Program parameters to assure we have a process in place that allows the broadest possible economic access to RCC experiences. As a result of that study, we increased the income eligibility levels and increased the dollar amount awarded to qualifying household accounts. RCC continues to provide unlimited participation eligibility for youth summer camps; this assures that children in qualified households can participate in those enriching experiences all summer. Our commitment to our Fee Waiver Program aligns perfectly with our involvement in Reston Opportunity Neighborhood (RestON) and is reflective of our community’s founding values.

LOOKING AHEAD
With the new Strategic Plan in place, we will reach out to our community as we focus on our capital project planning. The multi-partner effort to tell the Reston “story” to newcomers will help introduce people moving here to the fabric of this special community. The offsite events and programs begun in 2016 will continue to serve people more conveniently.
The administrative functions of Reston Community Center include Customer Service, Finance and Human Resources, Communications, Building Engineering and Information Technology. Collectively, they support our lines of business and programs for our patrons.

“I am writing to give my heartfelt thanks for the wonder which is the RCC. It stands out as a neighborhood success story because of your tremendous employees.”

- Lucy Badalian and Victor Krivorotov
“The new LED lighting in the Community Room is totally astonishing; the colors are giving such serenity to functions. I am an architect and appreciate people who come up with such ideas.”

- Ray Samadani

CHALLENGES
RCC upgraded its website content management system (CMS), Sitefinity, in 2016. The process revealed that there are some remaining issues related to compatibility with older external browser versions. In addition, further effort will be needed to maintain our complete compliance with all the applicable standards to assure full accessibility to the site and all its content.

Anticipating the possible disruption to staff of implementing the substantial new layers of the Vermont Systems RecTrac upgrade, planning took a front seat to implementation. A calendar of needed milestones — including load testing and other systems assurance actions — was established to provide the roadmap to a successful upgrade experience. The upgrade implementation week was targeted to the end of February 2017 to prevent any disruption to key registration periods. Given that RecTrac is also the platform for the agency’s accounting functions, it was critical to incorporate planning across every business system impacted by the upgrade.

From the analog perspective — real life — our facilities continue to be maintained, repaired and improved with two objectives uppermost: to retain their high-quality functionality and to have the least disruptive impact possible. Planning timelines needed by facility projects have to consider that actual project efforts are limited to one key timeframe each year: late August through early September.

SUCCESSES
In 2016, substantial improvements to our RCC Hunters Woods meeting rooms, the lighting in the Community Room and backstage work lights were accomplished during RCC’s late summer down time. Routine maintenance projects also must be scheduled at that time — including carpet cleaning, patching and small-scale repairs and painting.

In our digital environments, staff received all the training to manage the new functions of the Sitefinity CMS and have been managing the maintenance issues to work out the remaining bugs. Additionally, new design approaches were established to refresh publications. To provide staff with more effective publishing processes, an internal SharePoint site was set up that allows for more efficient editing. Social media platforms and digital communication improvements were extremely well-received; our 2016 efforts resulted in achieving more than 2,000 followers on Facebook, nearly 900 on Twitter and an email alert list with more than 10,000 recipients. The two new electronic newsletters established in 2015, Spotlight and Insights, garnered very positive feedback from our patrons, who found them very helpful in keeping track of our busy programming schedule.

None of our efforts on any level can be accomplished without the support of our Finance/Human Resources (HR), Customer Service and Facility teams. The Finance/HR team processed 4,752 timesheets representing 148,324 hours worked in 2016. In addition, executing the programs and services of RCC required 5,454 purchase orders, invoices and related financial documents. Customer Service representatives are the first point of contact when a patron connects with RCC — either on the phone or in person — and those staff members answered the queries surrounding more than 235,000 RCC visits counted this past year. Various RCC Customer Service team members speak English, Chinese, Spanish, Farsi and Japanese. Our Facility team arranges space and facilitates support annually for 363 days of activity in two buildings. If inclement weather closes us, it’s our intrepid Customer Service and Facility staff members who get to our buildings and assure they are safe.

LOOKING AHEAD
Shifting from existing software platforms to updated platforms is an increasingly complex undertaking. Legacy infrastructure can inhibit new programming in unexpected ways. As we experienced in 2016, the necessity for planning requires extending the timeline for transitions significantly — this is particularly true for operations that are as continuous and overlapping as those of RCC. As we put together the puzzle of both digital and analog projects to position our web activities and facilities to be as high-quality and customer-friendly as possible, we will rely on scrupulous calendar and fiscal management to shepherd these projects to completion. In 2017, that will include working out the adjustments required by the RecTrac software upgrade, examining the functionality of the Sitefinity website content management system, establishing protocols that serve our financial and policy imperatives, and streamlining our presence in social media.

On the bricks and mortar front, 2017 will be a pivotal year for engaging with the community to plan our facility projects. Minimizing the disruption to patrons will be as important as accomplishing them. Assuring that our facility users are included in our planning is key to our success.
Facility Rentals

Reston Community Center’s Facility Rentals team works diligently to provide high-quality rental experiences and to schedule all available spaces in both RCC facilities for program patrons and users. Each year, hundreds of community members take advantage of the low-cost facility rentals that RCC offers for events ranging from meetings to wedding receptions. From classes, workshops, community events to rentals, RCC’s facilities are booked to capacity seven days per week. Our staff works hard to manage all of these activities and to ensure that every experience is a special one in clean, safe and attractive settings.

“I had a very good experience with RCC. I always get what I need when I ask for it. The management understands the needs of the community. The facility rentals crews are great and very helpful all the time and every time I requested something they were always willing to have it ready for me.”

- Mohamed Beshir
**CHALLENGES**

Limited facility space and high demand for affordable rental venues continue to be challenges. Over the course of any given year, hundreds of renters ask for space we can’t provide and dozens of submitted rental requests are denied due to the level of demand. Weekend rentals for the Community Room are booked eight or more months in advance. We are also accommodating dozens of new program offerings, such as the new Spring Flea Market. All of this requires significant advance planning and schedule management.

In 2016, key team members retired (RCC Facility Supervisor Patricia Farrell) and returned to school (RCC Facility Rentals Assistant Adam Newland). Their work for us was deeply appreciated. New team members have made successful transitions and continue our outstanding service delivery.

**SUCCESSES**

As has been the case for many years now, rental revenues continue to exceed estimates and patron satisfaction is high across the board. Reston patrons value having affordable and high-quality rental facilities available in their community. Rental rates were adjusted in 2016 as part of RCC’s multi-year plan to bring rates more in line with those at comparable public venues. RCC will cap Reston rates at a level lower than other facilities in consideration of the Small District 5 revenue from taxes that subsidizes RCC programs and services.

RCC continues to support numerous community events and endeavors. As always, we provide a venue for our local elected officials to meet with their constituents and address their questions and concerns. Many facility improvements were completed in 2016. Four meeting rooms at Hunters Woods received new window and floor treatments, and a fresh coat of paint. Much of this work was completed by RCC staff, resulting in updated facility features better able to meet our patron needs. In the Community Room, a long-planned renovation to the chandelier lighting system took place. Inefficient light fixtures were removed and replaced with state-of-the-art LED fixtures. In addition, recessed ceiling lights were installed and all of the lighting systems were integrated into touch-screen controllers. Patrons are now able to easily choose from numerous lighting options for their events, including dozens of different color choices. This upgrade has been well-received by users and really enhances the space.

**LOOKING AHEAD**

Demand shows no signs of diminishing in the coming year. RCC’s RecTrac software upgrade in early 2017 will provide us with increased capabilities and some new tools to make the rental process easier for patrons.

Rental rates will continue to be adjusted to align better with our local counterparts while retaining a subsidy for Reston users. These rate increases, though gradual, may be challenging for our community’s non-profit sector and thus are evaluated annually in consultation with them. We are committed to maintaining a reasonable rate structure and implementing changes cooperatively. Reston patrons will always receive preferential rental rates and priority access to the booking calendar.

We will continue to make facility improvements in the year ahead. Some of the projects include improved audio-visual equipment systems and new carpeting throughout our facilities. In addition, the stage floor at the CenterStage will be replaced. All of this work is necessary to keep our facilities clean, attractive and safe.
LEISURE & LEARNING

The Leisure and Learning team engages patrons from birth to their wisdom years in thousands of different enriching, educational, entertaining and healthy living programs. Whether they participate in extensive new fitness offerings or journey to a new attraction, take a class or drop in to work on a project, Reston patrons in these programs explore their interests and enhance their well-being with their involvement. In trying to expand program options for the community, the Leisure and Learning department collaborates with many other organizations and uses facilities outside our own buildings to meet growing demand for the high-quality leisure experiences that RCC offers.

“Please keep up the great work, pray for more drivers, and for the marketing to get the word out because there are a lot of people who really depend on this service just to live daily lives.”

- Eve Malley, Volunteer Driver for RCC Rides
LEISURE & LEARNING

“Kudos to RCC. I have always had the absolute best people to work with – especially the Leisure and Learning programmers, your tech people who set up my presentations and ... just everyone! Thank you.”

- Pat Williams

CHALLENGES
Our staff members continue to try and find the optimum menu of leisure-time programs to meet the needs of our community. With the booming older adult population and the reality that many individuals are working longer and later in life, we have seen an increased demand for shorter-duration programming as well as evening and weekend programs. In 2016, we made a concerted effort to provide multiple platforms for participation. These included providing both condensed and longer course lengths for the same topic or program; dozens of one-time workshops and drop-in events; and our successful implementation of online learning opportunities through our eLearning continuing education and professional certification program. We realize that people prefer leisure-time pursuits that are not only convenient in terms of time but, most importantly, location. That reality will help set our course in the coming years.

SUCCESSES
RCC Rides, our free transportation service for those 55 years and older, had a banner year. Our agency received the esteemed statewide Best New Program award by the Virginia Recreation and Park Society (VRPS) for the development and implementation of RCC Rides. Similarly, Fairfax County’s Board of Supervisors Transportation Advisory Commission (TAC) recognizes outstanding accomplishments in transportation by a County employee through the Transportation Achievement Award. Nominations are made based on exceptional performance within the scope of assigned duties, contributions which advance or support the objectives of the County Transportation Plan, or original contributions toward enhancing the quality of transportation in Fairfax County. The 2016 recipient of the award was our very own Ali Clements, RCC Rides Coordinator. Under her direction, RCC Rides facilitated 832 rides to medical, social and personal appointments for our patrons.

On the other end of the age spectrum, in an effort to better understand how kids today connect, socialize and play, we presented the acclaimed documentary film Screenagers. More than 265 people turned out to watch this thought-provoking documentary about the power of the devices in our children’s lives to influence their very biology and thinking. This galvanizing session engaged both parents and their kids and enabled them to discuss this timely and important topic together.

Reoccurring community events such as the Back 2 School Bash, Halloween Family Fun Day, Reston Camp Expo, Eggnormous Egg Hunt, Diva Central and the Older Americans Month celebration continued to attract hundreds of community members. We developed several new drop-in community programs, including an indoor Spring Flea Market that flourished with full vendor enrollment and 400-plus attendees, and the Age of Love documentary and adult mingling event that welcomed nearly 200 participants.

LOOKING AHEAD
We are committed to furthering a “center without walls” approach and will be adjusting our departmental organization and staffing structure to support these efforts. In 2016, we launched new afterschool programs at Dogwood Elementary and Langston Hughes Middle schools. We’ll continue to expand outreach to more Reston schools and neighborhoods with our own programming and through our participation in the Reston Opportunity Neighborhood initiative (RestON). This initiative is a commitment by community partners to work together in a focused and strategic way to improve outcomes for children, youth and families. We are very excited about these new ventures and opportunities.
ARTS & EVENTS

The Arts and Events department offers a wide range of professional and community-based arts performances and experiences. We offer classes and workshops in the performing and visual arts, sponsor or co-sponsor festivals and outdoor activities, and present fine arts exhibits. The Arts and Events team provides support for our partner arts organizations, and programs school workshops and performances in Reston schools.

“Bravo! The performing arts and community events I have so enjoyed at RCC beautifully express the spirit of Reston for me. The celebration of diversity rings true and authentic. The thoughtful reflections on our complex culture stick in my mind long after the show or lecture ends. Thanks for all your efforts to realize the aspirations we share in Reston.”

- Debby Greenberg
The CenterStage hosts professional artists, community-based arts organizations, a variety of community forums, films, and the teaching and performing associated with our Young Actors Theatre program. The CenterStage calendar is bursting because there are such diverse tastes, groups and opportunities to host and support. The percentage of capacity for our ticketed season averages 70 to 75 percent – well above the national average for similar venues. With the intense level of interest in the arts in Reston, the CenterStage facility is in use for rehearsals, classes, programs or performances roughly two-thirds of the year with remaining time used for maintenance and technical equipment changeovers to meet different production needs.

RCC Lake Anne hosts a wide variety of formal instruction in the visual arts as well as drop-in opportunities for patrons to hone their artistry. This building also houses the Jo Ann Rose Gallery and the 3D Gallery which provide beautiful exhibit environments for Reston artists. Add to that the gallery space that graces the walls of our Hunters Woods building and we have a robust visual arts instruction and exhibit platform.

Our Community Events team rounds out this department with RCC signature events such as the Reston Multicultural Festival, Reston Dr. Martin Luther King Jr. Birthday Celebration, multiple summer concert series, Reston’s Annual Thanksgiving Food Drive and many other opportunities to bring people together in celebration of what makes Reston a culturally vibrant community.

“To everyone at Reston CenterStage: I cannot overstate how much I enjoyed the performance this evening. I appreciate so much the fact that quality entertainment and cultural events are available at an affordable price. I will definitely be back.”

- Patricia Razeghi
CHALLENGES
The Arts and Events team works to bring as many people as possible to programs every year. With the increasing number of available leisure activities, grabbing a significant “market share” of the ticket dollar has always been the greatest challenge. That being said, our Professional Touring Artist Series once again exceeded our financial goal for 2016. Bad weather had a negative impact on our attendance numbers for our outdoor events. In our Arts Education program, the challenge is often the opposite. The studio sizes and specialized nature of many of the visual and performing arts classes and workshops limit how many participants can be enrolled and we always endeavor to move more patrons off our wait lists and into classes.

SUCCESSES – ARTS EDUCATION
Arts Education continues to provide quality visual arts instruction in a variety of media: ceramics, sculpture, glass, mosaic and two-dimensional forms. Once the artists are ready to advance to the next level, we provide opportunities to face the public with three exhibit spaces: the Jo Ann Rose Gallery, 3D Gallery and RCC Hunters Woods. Our highlight for this year was celebrating the 18th Annual Gifts From the HeART Exhibit which raised $1,395 for Cornerstones. This effort has raised more than $13,000 over the years to help the families served by Cornerstones. Our partnership with GRACE continues to enable our two organizations to offer even more visual arts learning experiences at the GRACE Gallery in Reston Town Center with GRACE ART Family Nights, Thank GRACE it’s Friday (TGIF) and multiple workshops. In addition, the League of Reston Artists uses the Jo Ann Rose Gallery throughout the year to display exceptional exhibits that offer local artists public viewing exposure for their beautiful works.

SUCCESSES – PERFORMING ARTS
The Professional Touring Artist Series at the CenterStage hosted thrilling performers in 2016. Sold out houses included The Rhythmic Circus, Kathy Mattea and Roz Chast. There was such a high demand for poet laureate Billy Collins that we provided a simulcast of his performance in the Community Room. Performances that featured complex social issues included Beyond Sacred: Voices of Muslim Identity, The Pursuit of Harmony and Black Nativity. The renamed CenterStage Cinema continued to bring provocative documentaries to the CenterStage for Public Art Reston, the ReelAbilities Festival and the Washington West Film Festival. The CenterStage hosts the Reston Community Players and many local dance and music companies that generate intense audience loyalty and garner acclaim. “Building community” is a key outcome of arts activities whether produced by our local artists or those who visit. There is wonderful cross-pollination occurring with these groups, local students and their contact with touring artists. We once again partnered with the Osher Lifelong Learning Institute to present free performances by top local musicians at the CenterStage. The intimate format and Thursday afternoon curtain time for the Meet the Artists series continue to be popular among our loyal music lovers.

“...The instructor is not only talented and extremely knowledgeable, but also a fantastic teacher. I had no idea there were so many techniques to hand building. The session went far too fast and there is still much more to learn. Will be signing up for the next session.”

- Maggie Campbell
SUCCESSES – COMMUNITY EVENTS

Our annual Reston Multicultural Festival was bigger and better than ever and attracted record crowds. The National Heritage Award Fellows – Irish accordionist Billy McComiskey and blues legend Sherman Holmes – generated particular acclaim. These artists have received the highest honor awarded by the United States Government to folk or traditional artists; hosting them at our annual festival was exciting. The Reston Dr. Martin Luther King Jr. Birthday Celebration continued to bring his message of hope and example of activism to Reston by featuring Pulitzer Prize-winning journalist Eugene Robinson as the keynote speaker. This keynote gave focus to a weekend of activities which included a workshop led by RCC Board member and diversity expert Lisa Sechrest-Ehrhardt, a community lunch, volunteer activities and concerts.

Of course, often the point of community events is simply to get together and have fun. Adding to our brimming roster of outdoor activities, the Sundays in the Park with Shenandoah Conservatory and the Summer Stage at Reston Station concerts added to Reston’s summer fun. RCC’s popular Take a Break concerts and our sponsorship of the Annual Jazz and Blues Festival at Lake Anne Plaza are outdoor entertainment highlights for visitors to this historic heart of Reston. RCC is a major sponsor of the Greater Reston Arts Center’s Northern Virginia Fine Arts Festival. Reston Town Center is also the setting for our popular Family Fun Entertainment Series. RCC is a major sponsor of the Reston Holiday Parade at Reston Town Center which is a cherished community tradition.

As always with outdoor events, the weather plays a significant role in people’s enjoyment and we had our fair share of not-so-fair weather during the past year. These impacts tend to balance out over the years. Community Events programming requires strong partnerships and collaboration with many other organizations. Our partners include Reston’s civic and cultural organizations and demonstrate the vibrancy and vitality of our community.

LOOKING AHEAD

Working with our partners Reston Town Center, Comstock Properties and Lake Anne Plaza we will expand the number of summer concert performances. These programs draw the community together with the chance to enjoy summer evenings with family and friends in beautiful outdoor settings. Our CenterStage Cinema will expand to include a new series of films entitled Race Matters which will continue the dialogue about racial and socio-economic equity to which we have been committed and inspired by visitors like Anna Deavere Smith and John A. Powell (lowercase his choice).

Building on dialog begun during our discussion of new facility planning for a performing arts venue, we will host conversations among our arts constituents to assure we have a thoughtful and collaborative approach in place to identify how a new venue can serve Reston’s arts interests. The exciting arts and cultural landscape of our community is the best foundation for our future.
Aquatics

The Terry L. Smith Aquatics Center supports swimmers of all ages and abilities. Whether the goal is recreation, learning to swim, water safety education, fitness, celebrations or therapy, the RCC Aquatics staff welcomes visitors year-round. The hot spa pool offers patrons quiet, soothing, relief for daily aches and stressed muscles. The weather at our pool is always right for swimming.

“...Their mother and I both observed their classes, and were so pleased with the equal attention/individual help the instructors provided each of their students. Munib was so happy to learn to float both on stomach and back. Sahra was happy to get the idea of floating, kicking and arm strokes, using the bell-bar shaped flotation tool.”

- Marzia Popal
CHALLENGES
RCC’s Terry L. Smith Aquatics Center has served tens of thousands of Reston swimmers for nearly 40 years. In that time, there have been only two major closures to renovate or repair areas of the natatorium: first in 1990 to renovate the locker rooms and next in 2008 to shore up the sagging deck structure (during a period when the RCC Hunters Woods facility also received a complete overhaul of its heating ventilation and air-conditioning, or HVAC system.) The equipment systems and structural aspects of the pool itself are nearing the end of their useful life. The necessity of completely replacing them presents an opportunity in 2017 to explore the best solutions for our aquatic future.

In addition to an aging swimming venue, RCC’s aquatics program is facing new challenges in its competitive context. The new multi-family residences being built in Reston add to our growing population but also offer their own in-building swimming pools in some cases. The same stressors making recreation planning more difficult for families apply to swimming lessons. A swimming lesson curriculum is not particularly adaptable to alternative offerings or formats. Creative scheduling and planning will be required to right-size the teaching schedule to best fit the lifestyle situations of our patrons.

SUCCESSES
Although enrollment in learn-to-swim classes continues to decline year over year, drop-in swimming and exercise continue to increase in popularity. We also see significant increases in use of swimming for fitness and recreation via RCC’s Fee Waiver Program. Older patrons in particular rely on the Fee Waiver Program to access the pool and their input helped inform the increase to the Fee Waiver annual award amount adopted in 2016.

With the popularity of swimming gaining national focus from the 2016 Olympics excitement, RCC filled a special and critical need by providing training space for participants in the Amy’s Amigos triathlon, who needed both financial support and coaching for the swim portion of the race. In addition to having their participation in the community event underwritten by RCC sponsorship, swimmers were able to train in our pool with support from our aquatics professionals. They performed very well and will continue to practice their newfound skills.

Fitness and therapeutic fitness options for older adults also continue to be popular. Recruiting and retaining qualified instructors is a key to the success of our offerings. In 2016, a popular evening schedule of classes had to be canceled due to the unanticipated departure of a longtime instructor. This caused two seasons of canceled programming as we sought an equally qualified replacement.

LOOKING AHEAD
The need to enter a significant capital planning phase for the existing pool footprint will give us a context in which to explore all the factors shaping our future. We will engage with our patrons, swim teams and staff to plan a path forward that will be financially and physically feasible while also greatly improving the capability to deliver new and changing aquatics programs. Our participation in the Reston Opportunity Neighborhood program will also offer paths to attract young people who have lacked the means to swim on a regular basis. In 2017, the Terry L. Smith Aquatics Center will be redesigned to meet the future needs of our growing community.
VISION
Reston Community Center enriches lives and builds community for all of Reston.

MISSION
To create positive leisure, cultural and educational experiences which enhance the quality of life for all people living and working in Reston by:

• Providing a broad range of programs in arts, aquatics, recreation, enrichment and life-long learning.
• Creating and sustaining community traditions through special events, outreach activities and facility rentals.
• Building community through collaboration and celebration.

VALUES
In accomplishing our Vision, RCC will be:

• A respectful organization that supports and nurtures its constituents, patrons, volunteers, board and staff;
• A welcoming community resource committed to improving citizens’ quality of life in Reston;
• A builder of Reston’s sense of place and community traditions;
• Celebratory of people’s traditions and cultural and recreational aspirations;
• An active partner with other Reston organizations;
• An organization free of physical, financial and cultural barriers;
• An accepting and open organization; and
• A responsible and accountable steward of community resources.
2016 YEAR IN DATA

The following tables and charts reflect a calendar year of activity in order to present a complete picture of RCC participation for every program season (winter, spring, summer and fall). We monitor data on patron participation, as well as customer satisfaction, to be sure we are addressing program waitlists when possible, offering programs that patrons enjoy, and that programs are diverse in content and approach. We include data reflecting the context of how our patrons use RCC in addition to participation that is generated as a result of our Reston partnerships and sponsorships.

The data charts on these pages also reflect shifts in organization of our offerings and where meaningful, a year-to-year comparison.
Commutivity Participation
January 1 – December 31, 2016

Total Program Participation = 236,033

- Volunteers – 269
- Professional Touring Artist Series – 4,621
- Community Events (Estimated) – 42,054
- Community Arts – 13,445
- Classes, Workshops, Trips – 40,168
- Facility Room Rental (Estimated) – 76,761
- Swim Team Practice (Estimated) – 17,909
- Other Aquatics Programs – 272
- Open/Lap Swim – 34,497
- Drop-in Water Aerobics – 6,037

Community Participation
January 1 – December 31, 2016

- Arts & Events – 65,719
- Aquatics – 61,914
- Leisure & Learning – 31,639
- Facility Rentals – 76,761

Facility Rental Hours
January 1 – December 31, 2016

Total Hours Rented = 7,536

- Non-Reston, Nonprofit – 68
- Non-Reston – 160
- Founding Partners – 1,801
- Reston, Nonprofit – 1,831
- Reston – 3,677

Program Participation by Age
January 1 – December 31, 2016

- Classes, Workshops, Trips and Drop-in Aquatic Participation = 80,974
- Unknown – 45
- Family – 6,084
- Teen – 4,975
- 55+ – 46,666
- Youth – 9,688
- Adult – 13,516
**Fee Waiver Program**

2015 – 2016

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**Patron Satisfaction**

Percent Satisfied/Very Satisfied

- **Facility Rentals**
- **Aquatics**
- **Arts & Events**
- **Leisure & Learning**

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- **RCC employees were helpful and courteous in my interactions with them.**
- **The setting for my RCC Program/Service was appropriate, clean and accessible.**
- **My RCC Program/Service was a high-quality offering.**
- **My RCC Program/Service was provided at a reasonable cost.**
- **I would recommend RCC to others.**
Thank You For All That You Do!

We extend our heartfelt thanks to the hundreds of talented, hardworking individuals who also support RCC in part-time, administrative, instructional, lab supervising, lifeguarding, theatre technical assistance and many other roles. These outstanding individuals are too numerous to list here. We can’t do what we do without their key contributions.

RCC also extends its profound gratitude to our wonderful volunteers who give everything they do the shining touch of their generous community spirits. Volunteers are the heart and soul of the RCC experience.

In addition to working with our community partners on events and programs involving our respective staffs, RCC sponsors many of Reston’s activities and events that collectively build a “sense of community.” We are very proud to associate ourselves with these outstanding events and programs.

Community Partners
Community partners are essential to our and Reston’s success. We work collaboratively for collective impact.

- Al Fath Academy
- Arts Council of Fairfax County
- Christ the Servant Lutheran Church
- Comstock – Reston Station
- Cornerstones
- Dance Place of Washington, DC
- Dulles Chapter of AARP
- Fairfax Area Agency on Aging
- Fairfax County Community Services Board
- Fairfax County Neighborhood and Community Services
- Fairfax County Office for Children
- Fairfax County Public Schools
- Friends of Lake Anne
- Greater Reston Arts Center
- Greater Reston Chamber of Commerce – Community Engagement Series, Ethics Day and Reston Marketing Initiative
- Friends of Lake Anne – Ukulele Festival, Jazz and Blues Festival
- Friends of Reston – Nature House 5K Run, Spring Festival at Walker Nature Center
- Herndon-Reston FISH – Annual FISH Fling
- Leadership Fairfax – Board of Supervisors Breakfast
- Public Art Reston – Chalkfest at Reston Town Center
- Reston Youth Baseball
- Southgate Community Center – Community Day
- Holiday Parade at Reston Town Center
- YMCA Fairfax County Reston – Reston Kids Triathlon
- NoVa Mini Maker Faire
- NV Rides and Program Partners
- Office of Hunter Mill District Supervisor Catherine M. Hudgins
- Osher Lifelong Learning Institute at George Mason University
- Public Art Reston
- Reston Association
- Reston Citizens Association/Reston Accessibility Committee
- Reston for a Lifetime
- Reston Historic Trust
- Reston Hospital Center
- Reston Town Center Association
- Specially Adapted Resource Clubs
- Tall Oaks Assisted Living
- US Citizenship and Immigration Services
- Virginia Cooperative Extension
- Washington West Film Festival
- Washington Woodworkers Guild
- YMCA Fairfax County Reston

Sponsorships

- American Cancer Society – Reston Relay for Life
- Amy’s Amigas – Be AMYazing! Triathlon
- Arts Council of Fairfax County – Annual Arts Awards Luncheon
- Cornerstones – Cornerstones of our Community – Best of Reston Awards
- Greater Reston Arts Center – Northern Virginia Fine Arts Festival
- Greater Reston Chamber of Commerce – Community Engagement Series, Ethics Day and Reston Marketing Initiative
- Friends of Lake Anne – Ukulele Festival, Jazz and Blues Festival
- Friends of Reston – Nature House 5K Run, Spring Festival at Walker Nature Center
- Herndon-Reston FISH – Annual FISH Fling
- Leadership Fairfax – Board of Supervisors Breakfast
- Public Art Reston – Chalkfest at Reston Town Center
- Reston Youth Baseball
- Southgate Community Center – Community Day
- Holiday Parade at Reston Town Center
- YMCA Fairfax County Reston – Reston Kids Triathlon

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# Staff

## 2016 Year-Round Staff

### Administration
- Leila Gordon  Executive Director
- Thomas Ward  Deputy Director
- Renata Wojcicki  Finance Director
- BeBe Nguyen  Director of Communications
- Harunor Rashid  Network Administrator
- Pam Leary  Customer Service Manager
- Mia Arquínzoni  Personnel Specialist
- Warren Bailey  Customer Service
- Jan Bradshaw  Customer Service
- Cristin Pratt  Customer Service
- Vincent Brown  Customer Service
- Teresa DeCarmen  Customer Service
- Sumi Gallis  Customer Service
- Linda Greco  Customer Service
- Samantha Korkowski  Customer Service
- Maria Litinskaya  Customer Service
- Greg Minassian  Customer Service
- Linda Rutledge  Customer Service
- Grazyna Siébor  Customer Service
- Barbara Wilmer  Customer Service
- Ling Zhao  Customer Service

### Aquatics
- Joe Leary  Aquatics Director
- Ivan Cole  Customer Service
- Levi Lainhart  Aquatics Program Manager
- Melissa Murray  Customer Service
- Scott Sorenson  Aquatics Program Manager

### Arts & Events
- Paul Douglas Michnewicz  Arts & Events Director
- Mark Brutsché  Assistant Technical Director
- Paul Chapman  Assistant Technical Director
- Rifat Chowdhury  Box Office Assistant
- Cheri Danaher  Box Office Assistant
- Kevin Danaher  Box Office Assistant
- Linda Ifert  Box Office Assistant
- Gloria Morrow  Box Office Assistant
- Patrick Pacak  Box Office Assistant
- William D. Parker  Box Office Assistant

### Leisure & Learning
- Eileen Boone  Leisure & Learning Director
- Anya Avilov  Fitness & Wellness Program Assistant
- Joe Brown  Teen and Family Program Assistant
- Karen Brutsché  Lifelong Learning Program Director
- Ali Clements  Lifelong Learning Program Assistant
- Teresa Fletcher  Arts & Events Director
- Kim Gollop-Pagani  Community Events Director
- Debbie Heron  Technical Director
- Jeff Morgan  Youth Program Assistant
- Jonathan Navarro  Lifelong Learning Program Assistant
- Susan Zaboij  Community Events Director

### Facility Rentals & Operations
- Brian Gannon  Facility Booking Manager
- Mohammed Alhadi  Facility Team
- Santos Campos  Facility Team
- Patricia Farrell  Facility Supervisor
- Gilberto Guardado  Facility Team
- Adam Newland  Facility Team
- Trung Nguyen  Facility Team
- Fred Russo  Building Engineer
- William Sanchez  Facility Supervisor
- John Scourto  Facility Team
- Edgar Siles  Facility Team
- Ken Wade  Facility Team

**Quotes used throughout this publication have been taken from email and other communication to RCC. They may be slightly altered for clarity. Unless stated otherwise, photos in this report are taken by RCC staff, Linda Rutledge, Jennifer Heffner and Jim Kirby.**
CONTACT US

2310 Colts Neck Road,
Reston, VA 20191

To request reasonable ADA accommodations, call 703-476-4500 • 711 (TTY)

We welcome your questions, comments, concerns and suggestions. Please send them to RCCContact@fairfaxcounty.gov. All inquiries are answered within 48 business hours.

www.restoncommunitycenter.com
Notes:
1. Using Agency request is to start construction in January 2019 and complete construction in October 2019.
2. Requires submitting for permit prior to 100% bid documents. All code related items would need to be shown on permit plans.
3. Requires bidding prior to permit.

<table>
<thead>
<tr>
<th>CY 2017</th>
<th>CY 2018</th>
<th>CY 2019</th>
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<tbody>
<tr>
<td></td>
<td>FY 2018</td>
<td>FY 2019</td>
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<td>1 2 3 4 5 6 7 8 9 10 11 12</td>
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<tr>
<td>2017 Third Quarter</td>
<td>Budget</td>
<td>2017 Carryover</td>
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</tbody>
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- **Contract - 3 Months**
- **Design - 14 Months**
- **Submit for permitting in 9 Months**
- **Permitting - 7 Months**
- **Bid - 3 Months**
- **Construction - 9 Months**