

RESTON COMMUNITY CENTER



JUNE 2019

ANNUAL REPORT





A MESSAGE FROM BEVERLY COSHAM

Chair of the Board of Governors

Reston Community Center’s Board of Governors brings our Annual Report to you with excitement about the future. During 2018, we spent many hours poring over plans for the new Terry L. Smith Aquatics Center. Field studies, architectural and engineering drawings and specifications, cost estimating – these are not necessarily as exciting as construction, but are in some ways the most critical layers of a renovation project of this magnitude. Anything that isn’t done right during these phases will inevitably come back to haunt the project during construction.

We were very pleased with the talent and skill of our partners providing project management at the Fairfax County Department of Public Works and Environmental Services. This County team from the Building Design and Construction Branch has given top-notch guidance from the beginning and throughout this past year. The architectural and engineering firm of RRMM Lukmire assembled a sound set of plans. At year’s end, Branch Builds became our contractor with a very responsible and financially reasonable bid. These team members have been working with our own staff and my colleagues on the Board to assure that the project stays on time, on budget and will deliver to our community’s expectations.

During the course of the year, a new member was appointed to the Board of Governors; Richard “Dick” Stillson successfully garnered votes in our annual Preference Poll. Dick replaces Gerald Zavala, whose superb service provided us with years of dedicated support as our Treasurer. “Thank you” to Gerald and “welcome” to Dick.

As we look to the future, we would be remiss if we didn’t take the occasion to note that in 2019, Hunter Mill District Supervisor Catherine M. Hudgins, our friend and supporter of 20 years, will be completing her final term in office. Cathy has been a staunch source of support for all that RCC has undertaken in service to Reston. Her keen mind and open heart informed countless initiatives that have made life in Reston better for all who live, work and play here. Thank you, Cathy, for enriching our lives with your special dedication to building community.



A MESSAGE FROM LEILA GORDON

Executive Director

It’s a source of joy for all of us here to participate in the mission of Reston Community Center. Imagine coming to work every day with the opportunity to make life happier for others and to create environments, experiences, events and educational programs for people of all ages, walks of life, abilities and interests. What could be more fun or more rewarding?

RCC staff get to do just that, and it’s a privilege to work for a community that cherishes its civic institutions and the quality of life they make possible. The people of RCC are enormously talented professionals and take great pride in their work. They are recognized by our partners and colleagues for their dedication. During 2018, RCC celebrated the accomplishments of five employees with Fairfax County Outstanding Performance Awards.

Maria Litinskaya and Grazyna Siebor were recognized for the exceptional volume of high-quality work they performed in our Finance/HR team. Our Customer Service Manager Pam Leary received her award for the complete training program she devised and led to implement new software features critical to the agency. Scott Sorenson filled in for the director vacancy in our Aquatics cost center for several months before the hiring of Matt

McCall while ably fulfilling his own full-time position’s responsibilities. Mohammed Alhadi was awarded on the basis of his reliable, customer-centered service to the RCC Maintenance team that he consistently provides with enthusiasm and skill.

RCC’s employees – whether full or part-time – serve a truly great community. Working to realize the goals set by our talented and selfless Board, with the generous spirits of our volunteers, among the exceptional colleagues involved with our partners, is a gift. We do so with a sense of purpose and the pleasure of the company of the people of Reston.



RCC Board and staff with partners from Reston Association at the Southgate Community Center for the MLK Day of Service.

BOARD OF GOVERNORS

RCC Board of Governors members guide our policy and financial directions and function in partnership with other Reston civic and nonprofit 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 collaboration that is the key to RCC's success now, and that will be the foundation of our ability to address the future effectively.

BOARD OF GOVERNORS



FROM LEFT TO RIGHT: (TOP)

Dick Stillson, William Keefe, Paul Thomas, William Bouie, William Penniman.

FROM LEFT TO RIGHT: (BOTTOM)

Vicky Wingert, Michelle Moyer, Beverly Ann Cosham, Lisa Sechrest-Ehrhardt.

BOARD OF GOVERNORS

CHALLENGES

During 2018, the Board, community and staff engaged to inform the architect and engineering planning for the Terry L. Smith Aquatics Center Renovation Project. In addition, as we collectively pursue accreditation, our work included organizing a comprehensive list of RCC facility systems, capital equipment, the non-capital equipment components of systems, capital projects for either renovation or maintenance purposes and the necessary timeline for these activities. As the buildings we inhabit age, keeping all their “moving parts” in top-notch shape requires comprehensive data management and scheduling to assure the limited time available for repair, maintenance or capital projects is put to optimum use.

SUCCESSSES

The combined efforts of the selected architecture firm – RRMM Lukmire – and the Department of Public Works and Environmental Services, with the oversight by RCC’s project team and Board members, resulted in on-time completion of the solicitation process for a project contractor. At year’s end, Branch Builds was selected to do the construction. The official project start date was January 2, 2019.

A comprehensive inventory of RCC facilities and their systems and equipment requirements was created. The Board and staff will use this foundation to research available software solutions to manage the complex moving parts of our buildings and the specialized environments within them.

Board members participated, as always, in the ongoing community collaboration that is at the core of RCC’s approach to solving problems, innovating solutions to the challenges families face in incorporating leisure-time pursuits in their busy lives and stimulating community discourse about issues facing Reston. Whether it’s through participation in Reston Historic Trust panels or consulting on potential new open space, supporting the efforts of Reston nonprofit Cornerstones or partnering with YMCA Fairfax County/Reston to help our patrons navigate the Aquatics Renovation Project, RCC Board members work to leverage our capacity for partnering to achieve a positive collective impact.

LOOKING AHEAD

In 2019, the Aquatics Renovation Project will be ongoing and the targeted completion is October 2019. As construction progresses, Board and staff teams will assure that the public is well-informed on a monthly basis regarding progress. The process will include not just the construction itself, but also the development of entirely new programmatic approaches to use of the two new pools.

Board members continue in liaison roles with Reston nonprofits, schools and County agency partners to serve the community. With significant changes to the Fairfax County Board of Supervisors and a comprehensive countywide strategic planning effort underway in 2019, the future for Reston will require all community leaders to be in conversation with each other and the people we serve.



ADMINISTRATIVE

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.

ADMINISTRATIVE

CHALLENGES

Compiling the materials that constitute “evidence of compliance” for the 154 standards in the accreditation process established by the Commission for Accreditation of Park and Recreation Agencies (CAPRA) of the National Recreation and Park Association (NRPA) took center stage for RCC staff in 2018. Teams tackling each major area of the standards were established. Numerous “Operating Guidance Memoranda” (OGMs) were drafted and reviewed to support the many different administrative categories governed by Fairfax County policies and procedures. Researching and establishing RCC’s administrative history and operating framework represents a significant challenge for the agency as we near 40 years of service to Reston. With a target of completing the compilation process in the first half of 2019, the combined efforts of staff and Board review teams will gain momentum in preparation for a CAPRA site visit.

After deep examination, the Reston Marketing Initiative has been shelved and a comprehensive community event calendar will become a feature of RCC’s

enhanced website. The planning for a new website will begin in 2019. In addition to a new website, communications to a growing community will be increasingly complex. New social media platforms, changing demographics and an increasingly fragmented landscape of communication outlets will keep RCC’s Media Communications team on its collective toes. The establishment of new software updates and features associated with RCC’s business system product, RecTrac, will involve ongoing training for customer service, facility rentals, programming and administrative staff teams. As this tool is more integrated across these cost centers and their functions, it will change business approaches substantially.

Maintaining and updating our various physical plant areas is an ongoing challenge when paired with the extremely busy calendar of patron uses and programmed offerings. The goals of our facility and maintenance teams continue to be balancing needed work with the popularity of our two venues.

SUCCESSES

Substantial progress has occurred in establishment of OGMs that apply to RCC administrative functions. Each one will be reviewed by the ad hoc Board of Governors Accreditation Committee as well as the applicable Fairfax County agency with oversight over the business area. RCC’s OGMs are built on decades of practice and codify approaches to how we manage all of our business and programming efforts. These tools and the talents of the Finance/HR team members assured accurate and appropriate processing of 4,333 timesheets (representing 144,245 work hours), hiring paperwork for 83 employees, in addition to the release or transfer of another 106 staff in 2018. Procurement for RCC programs and services involved completion of 5,420 purchase orders, invoices and related financial documents.

The communications plan for the Aquatics Renovation Project incorporated innovations that helped patrons understand their options for aquatics experiences while RCC’s facility is unavailable. The “Construction Pass,” acquired by nearly 600 patrons, enabled them to access unique options from YMCA

Fairfax County/Reston, Reston Association and Herndon Community Center. Press releases and a special “construction updates” web page helped maintain awareness of the project’s key milestones. During 2018, RCC used relationships with partners to advance awareness of key events and activities such as the Reston Multicultural Festival and Dr. Martin Luther King Jr. Birthday Celebration. Reposting, sharing, use of Snapchat Geofilters, and outreach to key influencers and other county agencies greatly expanded the reach of information about RCC programming.

With advanced functionality of the RecTrac software, staff transitioned out of an Access database for managing publication drafting to a new layer of RecTrac. This required more training and broadening of the RecTrac reach in the agency and increasing its effectiveness as a source of data as well as digital connectivity for the information patrons seek in their use of “myRCC” to register for programs. In 2018, use of myRCC for activity registration rose to 51 percent representing online processing of 10,695 enrollments.

Significant facility projects were completed in 2018. The CenterStage floor was replaced, along with the stage front and orchestra pit trap doors. Lighting throughout both facilities continues to be upgraded with LED lamps that both improve illumination and reduce energy costs. The Computer Classroom was outfitted with 13 new computer work stations. RCC Lake Anne’s Jo Ann Rose Gallery received a major improvement with the replacement of the pivot entry doors with a more acoustically supportive wall and audio-visual components that have greatly enhanced the patron experience in that space. These improvements provide a much better listening experience and more functionality for lectures, presentations and panel discussions in the Gallery.

LOOKING AHEAD

Accreditation efforts will culminate in 2019 with planning for a CAPRA site visit. Once achieved, CAPRA accreditation will provide the community with even greater confidence in the administrative processes employed by RCC, as well as the agency’s connectivity and responsiveness to people’s needs. Among the key efforts that will be undertaken in support of CAPRA standards is a community survey and needs analysis. Since the last comprehensive effort to do that in 2009, Reston has grown considerably. With research provided by key studies in the interim, the completion of another comprehensive community survey and needs analysis will provide RCC with information about Reston’s preferences for recreation and culture. The work will help RCC effectively plan for the future.

The completion of the Aquatics Renovation Project will involve hiring of new staff, establishing new programming and the close supervision of the warrantied construction and equipment during the initial months of operation. In addition, a new business system to manage RCC’s comprehensive facility and equipment requirements will provide both short-term and long-term planning support for improvements, replacement cycles and updates to our existing facilities and systems.

During the coming year, further software improvements to RecTrac will enable RCC programming staff to develop greater reporting detail and thus better inform planning for both existing and new programs. A new RCC YouTube channel will launch in 2019 with a series of short videos that will illustrate how RCC connects to Reston. RCC will celebrate its 40th anniversary in 2019 with an event that coincides with a grand re-opening of the Terry L. Smith Aquatics Center.



FACILITY
SERVICES

I want to thank you for your patience and clear communication with the wedding reception arrangements. It was a challenge to get the date right, but you stuck with us. The families involved were very happy with the result, and everyone is grateful for your cooperation!

– Candace Cleary



FACILITY SERVICES

Reston Community Center's Facility Services 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 most of the time. 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.

The Reston Historic Trust has been using the Jo Ann Rose Gallery for a long time, and we appreciate the space. Staff are extremely helpful and nice, and the room is a wonderful space for our programs. We have particularly enjoyed the new wall and video monitors as it has helped eliminate outside noise, and having two screens makes presentations easier for our audiences to see (the visual quality is amazing). Thank you so much!

– Alexandra Campbell, Executive Director, Reston Historic Trust

FACILITY SERVICES

CHALLENGES

In 2018, we said farewell to Reston Duplicate Bridge. They were one of a handful of organizations that have continuously utilized space at RCC Hunters Woods since its opening in 1979. They were a mainstay of Wednesday evenings in the Community Room, but their participation was on the decline for several years due to changing trends. There are still bridge offerings available at RCC for those players seeking opportunities to further their skills or play in a social setting.

A consistent challenge is the high level of demand for quality rental space. Weekend rentals continue to book six months or more in advance for space at either building. We are nowhere close to being able to accommodate everyone, but our Facility Services team works hard to ensure that scheduling of space is done equitably and that the downtime for RCC rooms is minimal. This requires a capable, reliable and customer-focused team.

SUCCESSSES

To assure that patron satisfaction informs our facility services, RCC seeks feedback from every rental. While it was challenging

in past years to obtain paper satisfaction surveys, in 2018 a new online tool was established to see if that would increase response rates. That effort yielded greatly improved results as nearly four times as many surveys were completed in 2018 as compared to 2017. The satisfaction ratings were very similar and continue to indicate that patrons are very happy with RCC facilities and the staff support for those rentals.

While there is always some staffing turnover within the Facility Services team, the maintenance of RCC facilities is accomplished with a remarkably dedicated and stable crew of team members who are able to manage the pace of changeovers, need for ongoing spot repairs, requirements for cleanliness of setups and last-minute customer requests that are hallmarks of RCC facility services.

LOOKING AHEAD

For nearly 40 years, a handful of organizations were identified as “Founding Partners” and as such received preferential pricing. Over the past several years, the Founding Partner fees have been phased out with the goal of all Reston-qualified users paying the same rates. This merging of pricing schedules will be completed in

2019. Of course, Reston individuals and organizations receive heavily discounted rates compared to non-Reston users, and that will not change. RCC continues to evaluate all pricing annually to ensure that our offerings and services are priced fairly as compared against similar providers’ rate structures.

Facility Services will work closely with our colleagues in Engineering and Aquatics as we head into 2019 to accomplish projects associated with the renovation of the Terry L. Smith Aquatics Center. The extended closure is a great opportunity to get into areas not directly impacted by construction to make noticeable improvements. Some of the projects will include new lighting, new carpeting and upgrades to the locker rooms.

Over the next couple of years, we will start replacing some of the oldest equipment in RCC’s rental inventory. Meeting room tables and chairs get a lot of use, and we are planning for the replacement of these and other items. Acquisition of a new business system software tool for comprehensive equipment and project inventory and calendaring will greatly facilitate our capacity to schedule, fund and accomplish replacement of equipment and building improvements.



LEISURE &
LEARNING

We really appreciate RCC Lifelong Learning-sponsored cultural events, especially the ones that include transportation. We find these events to be a great addition to the in-house events (Professional Touring Artist series, Reston Players, Reston Chorale) that we strongly support. As we're aging in place, the easy access of programming has a significant impact on our ability to participate.

— *David Bausman and Sandy Clark*



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, 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.

LEISURE & LEARNING

CHALLENGES

Participation in Leisure and Learning program offerings decreased somewhat in both registered and drop-in programs. Trends in how people choose to recreate as well as the competitive context for leisure-time experiences indicate that offering more flexible options and environments will be continuing challenges. People are busier than ever, making them less likely to register for a program weeks away or sign-up for classes that run over several sessions. Businesses and community groups are offering programs that encourage more involvement; for example, some restaurants offer cooking and nutrition classes, and more faith communities are providing their congregants day trips and enrichment programs.

RCC is offering more drop-in classes, more activities on the weekends and evenings, and more activities offsite – closer to where people live or work. Programming that required commitment to several weeks has been broken into shorter-duration options to make it easier for people to participate. Meeting every generation’s unique needs and finding ways to connect people will continue to be our goals.

SUCCESSES

To continue our robust participation in the Reston Opportunity Neighborhood (RestON) Initiative, we expanded our after school programs at Forest Edge and Dogwood Elementary Schools in 2018 and continued to provide after-school activities at Langston Hughes Middle School. We had more than 2,500 visits to our Zumba fitness classes and Video Game Club at Hughes. RCC participated in the South Lakes High School Teen Job Fair and the Back2School Bash, as well as the Dogwood Elementary School Back-to-School Day. We continue to support Neighborhood School Readiness initiatives and have partnered with FCPS to be a site for their Home Instruction for Parents of Preschool Youngsters (HIPPI) program.

The Leisure and Learning team builds community outside the walls of RCC with the Creative Connections programs that were held at various sites in Reston. Spanish Club and Kid’s Yoga at Forest Edge and Dogwood Elementary Schools saw 574 total participant visits in 2018. RCC’s Fun Around Town events included a Family Zumba class in the Stonegate community, an Ice Cream Social at St. Anne’s Episcopal Church and a

Community Block Party planned with Fairfax County Police and Cornerstones.

We combined Collaboration and Outreach efforts with our Aquatics colleagues to offer a “Lunch and Learn” water safety presentation at the Mountain View Alternative School. Lifelong Learning’s amazing RCC Rides volunteer drivers traveled 5,569 miles taking older adults to their destinations in 2018. Onsite, RCC Fitness and Wellness programs continued to expand popular yoga and drop-in programs. The Youth/Teen program provided fun events in every season, from a springtime tea to a visit with Santa. A new drop-in program in 2018, Big Fun for Little Ones, gives youngsters and their parents or caregivers a chance to play on big inflatables in our Community Room.

RCC’s first Baby Expo was held in May and attracted more than 120 attendees. Osher Lifelong Learning Institute (OLLI) classes increased with 428 RCC patrons registered for 42 offerings. While overall customer satisfaction with our programs remains very high, we will continue to study the customer satisfaction survey responses to tweak approaches, improve content and increase variety to respond to the community’s changing needs.

LOOKING AHEAD

The growth in Reston’s population will mean that RCC’s Leisure and Learning team will rely more and more on reaching out to new neighborhoods while continuing to serve our long-established patron base. We will rely on the important partners with whom we work to assure that content and delivery of Leisure and Learning programs remain relevant and equitably distributed to RCC’s many different constituencies. We remain committed to scheduling and facilitating activities and

events in convenient, accessible sites throughout Reston. Regardless of where our programming occurs, it will remain affordable and high-quality for everyone living, working and enjoying their leisure time in Reston.



It's such great news that the Herndon Community Center will be able to accommodate us during the time that our pool will be closed. I so appreciate that and will definitely pass this info to our class and other swimmers I know. I look forward to the new pools at RCC and appreciate all the work the board and staff have put into planning this major project.

— Dee Wassenaar

AQUATICS





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. RCC's long-awaited Aquatics Renovation Project was designed and planned throughout 2018; the construction project itself officially started January 2, 2019. In Fall 2019, two new pools and considerable improvements throughout the Terry L. Smith Aquatics Center will be available for the community to enjoy.

AQUATICS

CHALLENGES

RCC's Aquatics team juggled two competing priorities in 2018: first, to explore with our local partners what special options might be made available to our patrons during the Aquatics Renovation Project and prepare our patrons to take advantage of those options; second, to continue to provide high-quality aquatics experiences in our existing environment. Patrons who had depended on the Terry L. Smith Aquatics Center for fitness, swim team practices, or other water needs were anxious about departing from their familiar routines. Simultaneously, as people anticipated the loss of our venue, they naturally began transitioning. The focus every day was to keep our systems functioning as optimally as possible even as the equipment was definitely on its last legs.

Despite the best efforts, the spa equipment gave out in October of 2018. Since this feature is a key attribute of our older adult swimmers' use of the facility, daily drop-in attendance fell. Staffing became more challenging as we moved closer to the end of our operations and people had to transition to new employment options.

Nonetheless, we strove to continue popular classes and drop-in offerings as well as new events for families.

SUCCESSES

Our aquatics colleagues locally at Herndon Community Center, the YMCA Fairfax County/Reston and Reston Association all offered special pricing for our patrons to enjoy their facilities during the renovation process. The long-term relationships built with these colleagues over the years allowed for generous options for RCC patrons. Nearly 600 of them took advantage of RCC's "Construction Pass" to continue utilizing a swimming pool for their fitness, wellness and social needs.

We continued our strong relationships with the Reston Masters Swim Team, South Lakes High School Swim Team and the Reston Swim Team Association throughout the year leading up to the pool's anticipated closing date of January 2, 2019. Rental hours were up from previous years as we worked to accommodate their requests and squeeze in a few more practices before the renovation. Youth participants from the Amy's Amigos Triathlon trained for several months before their event and conducted a mock triathlon

swim leg the week before it. Fairfax County Therapeutic Recreation and its students utilized the facility during the summer months of 2018.

RCC Aquatics staff members presented Water Safety Awareness to a local high school as part of the Drowning Education Awareness Program (DEAP). Through DEAP, we continued to offer free Learn-to-Swim classes during the summer for Reston youth ages 6-12. We facilitated several Lifeguard Classes through the DEAP initiative that helped support employment opportunities and also develop leaders in aquatic safety throughout the community. Outside our facility, we worked with Cornerstones to provide CPR training for residents in conjunction with the Reston Opportunity Neighborhood (RestON) initiative.

More than 200 people of all ages signed pledges for our "I am a Safe Swimmer" wall during National Water Safety month in May. A new program, the Boo at the Pool Halloween party, debuted in October. With more than 50 registrants, it was a "boo-tastic" success for everyone involved. The Last Splash event, held a few days before the facility closed, was

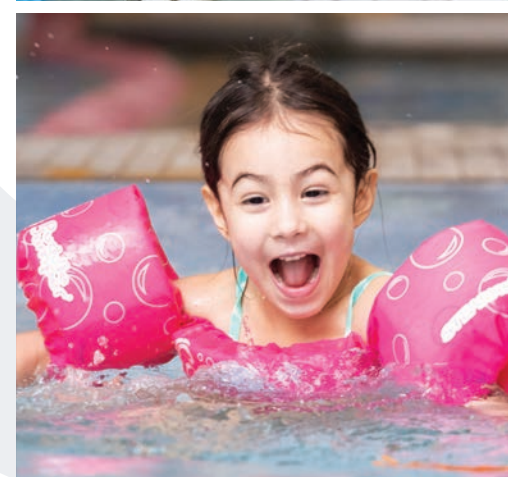
a fun and bittersweet farewell. With all the memories written on the wall, people felt the immensity of the contribution of the Terry L. Smith Aquatics Center to the community over its nearly four decades of service. From the last lap to the final plunge down the slide, swimmers of all ages got every bit of service possible out of RCC's original indoor pool.

The selection of the contractor for the construction of our new pools was our final and perhaps most critical accomplishment for 2018. Branch Builds (formerly Branch and Associates) has a superb record of delivering quality construction on time and on budget, and we are enthusiastic about their work to date.

LOOKING AHEAD

The new Terry L. Smith Aquatics Center will offer our patrons welcome new options for swimming, exercise, therapeutic recovery, training and fun. The lap pool, with a separate zero-depth entry, will have more room to play and new water features to enjoy. Its six lap lanes will be outfitted with starting blocks and a perimeter gutter system that will greatly enhance the training experience. Using a 25-yard configuration for the lap pool will mimic competition conditions for the teams practicing there. A second warm-water pool creates not just another option for our programming capabilities, but also a welcome environment for open swimming and relaxation. New programs are being created for both of the pools and will offer a variety of classes. With two separate pools, the warm-water pool can be utilized by our patrons when the lap

pool is being rented to swim teams. We will continue to offer water safety and CPR/First Aid/AED training to Reston in settings in neighborhoods and businesses. The core goal of the RCC DEAP program is to assure that anyone living or working in Reston can and will gain the knowledge they need to be safe on or near the water. The coming year will give us new places to bring water safety programs as Reston continues to develop. Of course, it goes almost without saying, most of all, we look forward to the completion of construction and opening our new facility.





ARTS &
EVENTS

A neighbor told me this is a community; other places are developments. Well, I can tell you, it's a community with soul. Come visit on a Thursday evening for the free Take a Break concert and soak up some of this vibe, it's awesome.

– Senzel Schaefer



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.

ARTS & EVENTS

CHALLENGES

RCC facilities host a wide range of arts and culture experiences each year. Arts programming features the full spectrum of genres, disciplines and options for participation ranging from professional touring artists to locally-based arts practitioners. Community nonprofit organizations, along with Reston public and private schools, benefit from artist residencies presented by RCC. From our exhibit spaces to specialized classrooms and studios, to the state-of-the-art CenterStage, to our multi-purpose Community Room – the Arts and Events team works to maximize the impact these events have on Restonians. The greatest challenge we encounter each year is that the demand for these spaces always exceeds the calendar capacities of our two buildings.

In addition to RCC facility-based arts and culture experiences, the Arts and Events team programs and presents concert series, artist residencies, festivals and other partnered activities throughout the community. For the most part, these occur in outdoor venues, which puts them at the mercy of the weather. For offsite

programming that we present in alternate locations like Reston schools, the impact of these experiences greatly extends our reach. Here too, we continuously seek to add to these events within the resources available to us. The arts and culture ecosystem in Reston continues to thrive and evolve, and RCC constantly looks for opportunities to support the aspirations and creativity of our community.

SUCCESSES ARTS EDUCATION

RCC continues to provide quality visual arts instruction in ceramics, sculpture, glass, mosaic and two-dimensional forms. Once artists are ready to advance to the next level, we provide opportunities to face the public with the Jo Ann Rose Gallery and 3D Gallery at RCC Lake Anne and public exhibit space at RCC Hunters Woods. A 2018 highlight was celebrating the 20th Annual Gifts from the HeART Exhibit, which raised funds for Cornerstones contributed by participating artists. More than \$15,600 has been given to Cornerstones over the years by this exhibit program.

Our partnership with Greater Reston Art Center (GRACE) continues to offer even

more visual arts learning experiences at the GRACE Gallery in Reston Town Center with GRACE ART Family Days, In Their Own Words and Creative Response dialogues, Thank GRACE It's Friday (TGIF), and multiple workshops for participants who want more engagement with the Gallery's exhibits. The League of Reston Artists uses the Jo Ann Rose Gallery throughout the year to display exceptional artwork; this offers local artists public exposure for their creations.

Furthering inclusiveness, 2018 launched implementation of a therapeutic arts program through ArtStream; 14 enthusiastic students participated. In addition, RCC piloted a Mindfulness Painting class at the Embry Rucker Shelter that averaged four participants a week. With our partner Cornerstones, we will measure the impact on the emotional outlook of people who need the shelter services with the goal of improving their emotional well-being.

SUCCESSES COMMUNITY EVENTS

The annual Reston Multicultural Festival was bigger and better than ever in 2018. National Heritage Award Fellows – Appalachian old-time fiddler Eddie Bond

and African American quilter Carolyn Mazloomi – were particularly exciting. The Reston Dr. Martin Luther King Jr. Birthday Celebration continued to inspire the community. DeRay Mckesson, author of *On the Other Side of Freedom: A Case for Hope*, was featured as our Keynote Speaker.

On our brimming roster of outdoor activities, the Sunday Art in the Park with Shenandoah Conservatory and the Summerbration Stage at Reston Station concert series enjoyed growing audiences. Additionally, the pilot program, Thursday Lunch in the Park, gave us excellent insights for increasing the popularity of this series at Reston Town Center in future years. RCC's popular Take a Break concerts and our sponsorship of the annual Jazz and Blues Festival at Lake Anne Plaza are highlights for visitors to the 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 the setting of our popular Family Fun Entertainment series and the beloved Reston Holiday Parade. As always with outdoor events, the weather plays a significant role in people's enjoyment, and 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.

SUCCESSES PERFORMING ARTS

The Professional Touring Artist Series at the CenterStage hosted fascinating and inspiring performers in 2018. Sold-out houses included Lúnasa, an evening with Maysoun Zayid and DINOSAUR ZOO LIVE. RCC's ongoing commitment

to advancing equity and inclusion was exemplified by Sean Dorsey's *Boys in Trouble*, Rahim alHaj's *Letters from Iraq* and an evening with LGBTQ author Armistead Maupin. In a special collaboration with Cornerstones, RCC hosted author Dr. Richard Rothstein, whose book, *The Color of Law*, explores the history of housing practices that lead to and/or reinforced racial discrimination and segregation. In the same vein, CenterStage Cinema continued programming thought-provoking documentaries for the ReelAbilities, Jewish and Washington West Film Festivals. Free Thursday afternoon concerts from OLLI's Meet the Artists series rounded out the season.

The CenterStage and RCC's Performing Arts staff foster community engagement by providing rental opportunities for local arts organizations. Reston Community Players, Reston Chorale, Reston Community Orchestra and many local dance companies such as Ravel Dance, Conservatory Ballet and others, are hosted at RCC. These community-based arts organizations garner acclaim and generate intense audience loyalty. "Building community" between and among Reston's arts groups and their audiences is a significant component of our mission. Creative cross-pollination between these groups, local students and RCC's visiting artists is a hallmark of Reston's exceptional cultural experiences.

Educating, entertaining and inspiring people through local, live performance halls like this is a precious calling that needs to have life breathed into it for all ages. I am glad RCC and the CenterStage are working on this mission!

– Alfred Heath

LOOKING AHEAD

Working with our partner Comstock, we will expand our summer events portfolio to include performances on Saturdays and Sundays for a Summerbration Fun Brunch series at Reston Station. These programs will help connect our new neighbors and visitors from Metro’s Silver Line to our community. Taking what we learned from the pilot program, Lunch in the Park, we will establish a new partner series with George Mason University to present Lunchtime with the Arts at Mason which will include performances by GMU’s faculty and students at Reston Town Square Park.

We continue to involve the Reston arts community in discussion for the planning

of a new performing arts venue. In the coming years, we will work with our arts constituents to assure we have a thoughtful and collaborative approach in place to identify how a new venue might serve Reston’s arts interests. The upcoming RCC community survey and needs analysis will provide insight to the community’s perspectives. The exciting arts landscape of our community is growing in impact and importance to the quality of life in Reston.



VISION, MISSION, VALUES

VISION

Reston Community Center enriches lives and builds community for all of Reston.

MISSION

To create positive leisure, cultural and educational experiences that 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 lifelong 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 people's quality of life in Reston;
- A builder of a 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.





2018 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.

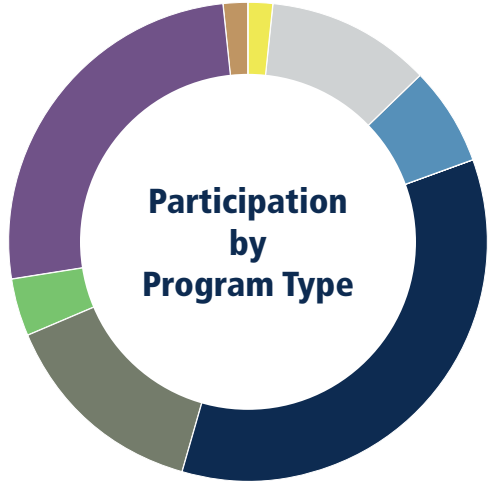
The data charts on these pages also reflect shifts in organization of our offerings and where meaningful, a year-to-year comparison.

COMMUNITY PARTICIPATION

January 1 – December 31, 2018

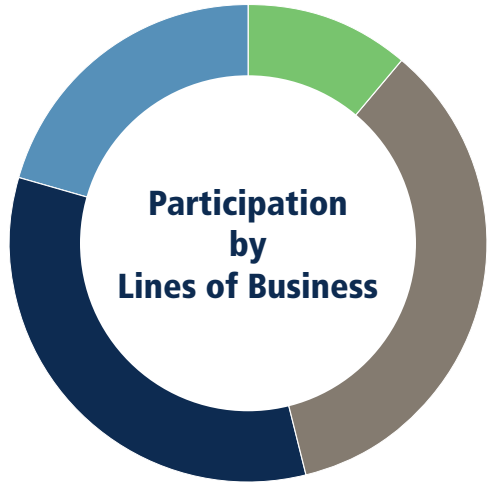
COMPARATIVE PICTURE OF PARTICIPATION

Registered, Drop-in, Ticketed, Free Events Visits



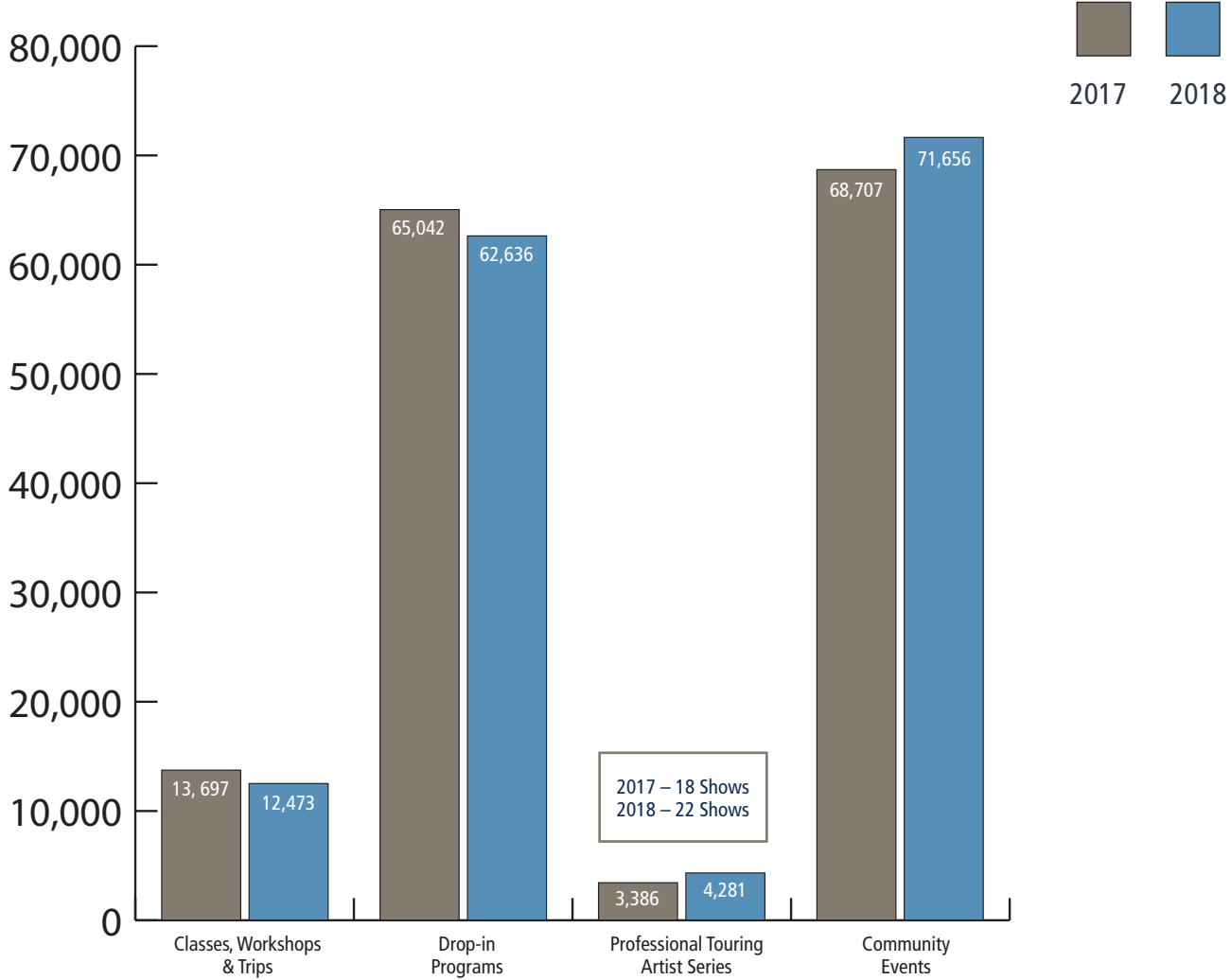
- Drop-in Water Aerobics – 4,926
- Open/Lap Swim – 30,717
- Swim Team Practice (Estimated) – 18,377
- Facility Room Rental (Estimated) – 97,284
- Classes, Workshops, Trips (Arts Ed, L&L, Aquatics) – 39,466
- Community Arts (Estimated) – 10,789
- Community Events – 71,656
- Professional Touring Artist Series – 4,281

NOT LISTED ON CHART:
Private Swim Lessons – 428 • Volunteers – 324 • Drowning Education Awareness Program (DEAP) – 35



- Leisure & Learning – 31,301
- Facility Rentals – 97,284
- Arts & Events – 92,899
- Aquatics – 56,799

Total Program Participation
278,016

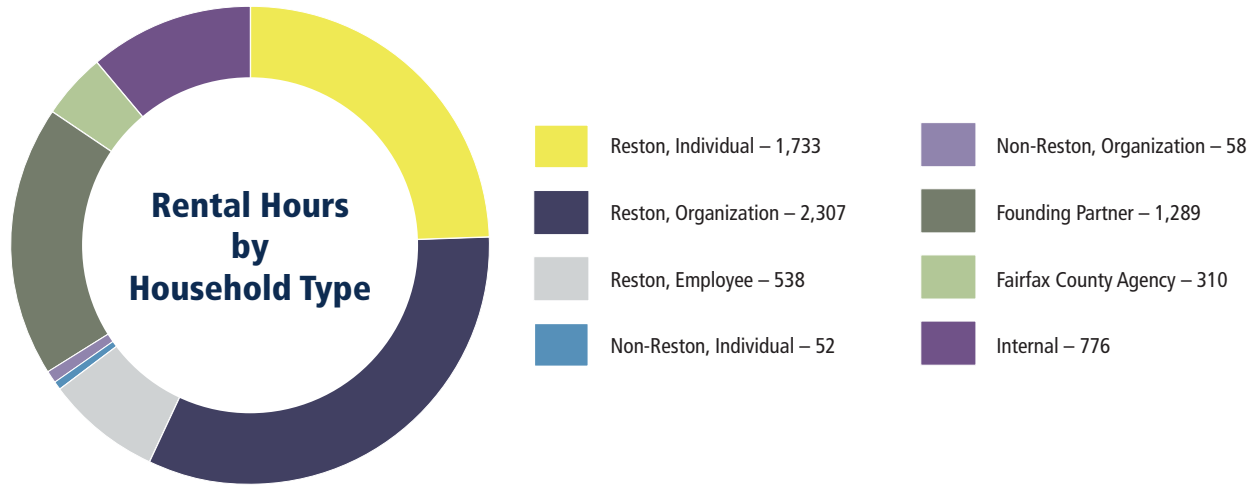


FACILITY RENTALS

January 1 – December 31, 2018

PATRON SATISFACTION BY LINE OF BUSINESS

Percent Satisfied/Very Satisfied



Rental Hours by Location



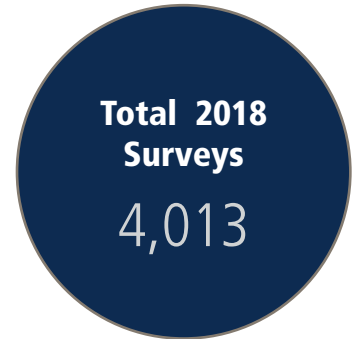
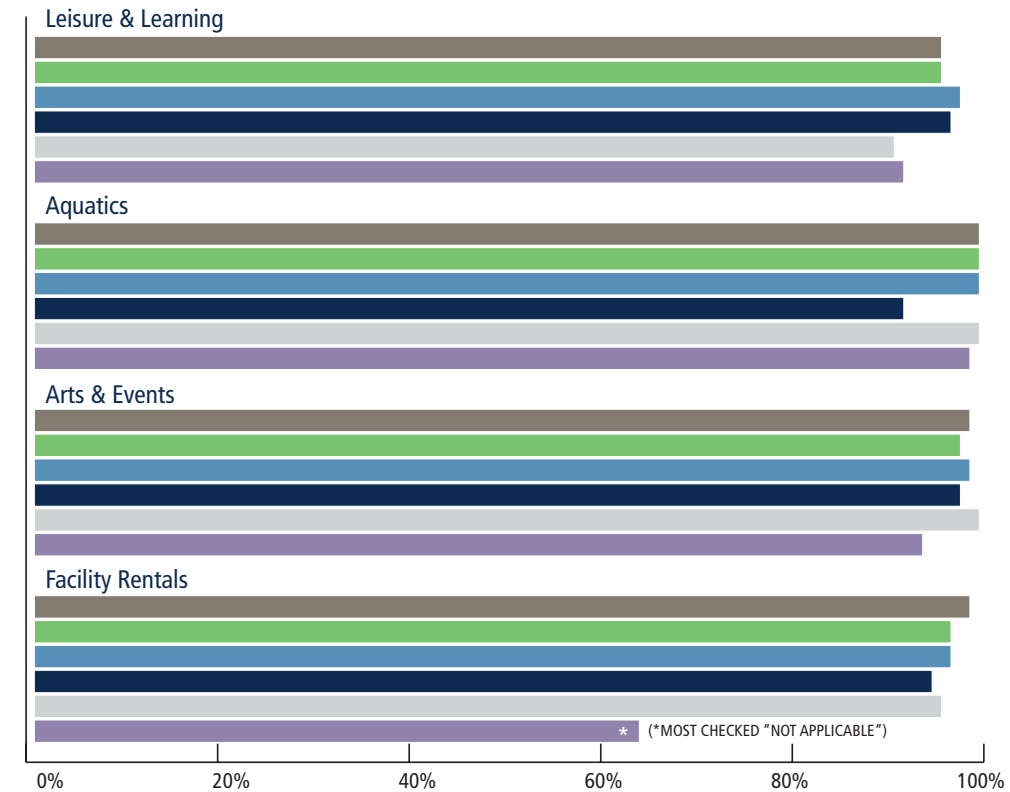
Meeting Room
Rental Hours
6,015



the CenterStage
Rental Hours
662



Terry L. Smith Aquatics
Center Rental Hours
386



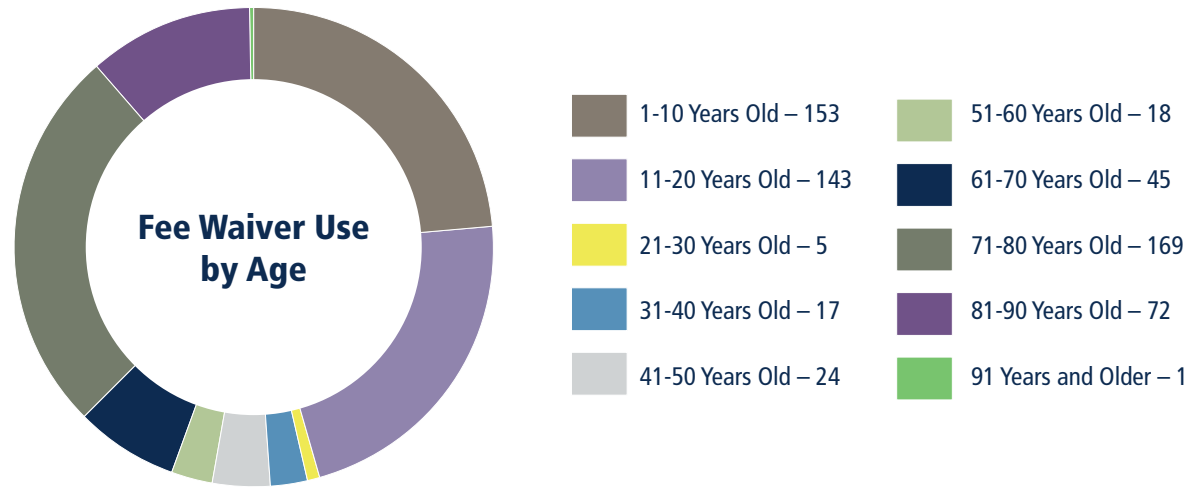
- My RCC program/service was a high-quality offering.
- RCC employees/instructors were effective, helpful and courteous.
- My RCC program/service was provided at a reasonable cost.
- I would recommend RCC programs/services to others.
- The setting for my RCC program/service was appropriate, clean and accessible.
- My RCC program/service improved my quality of life and/or enhanced my skills or knowledge.

FEE WAIVER PROGRAM

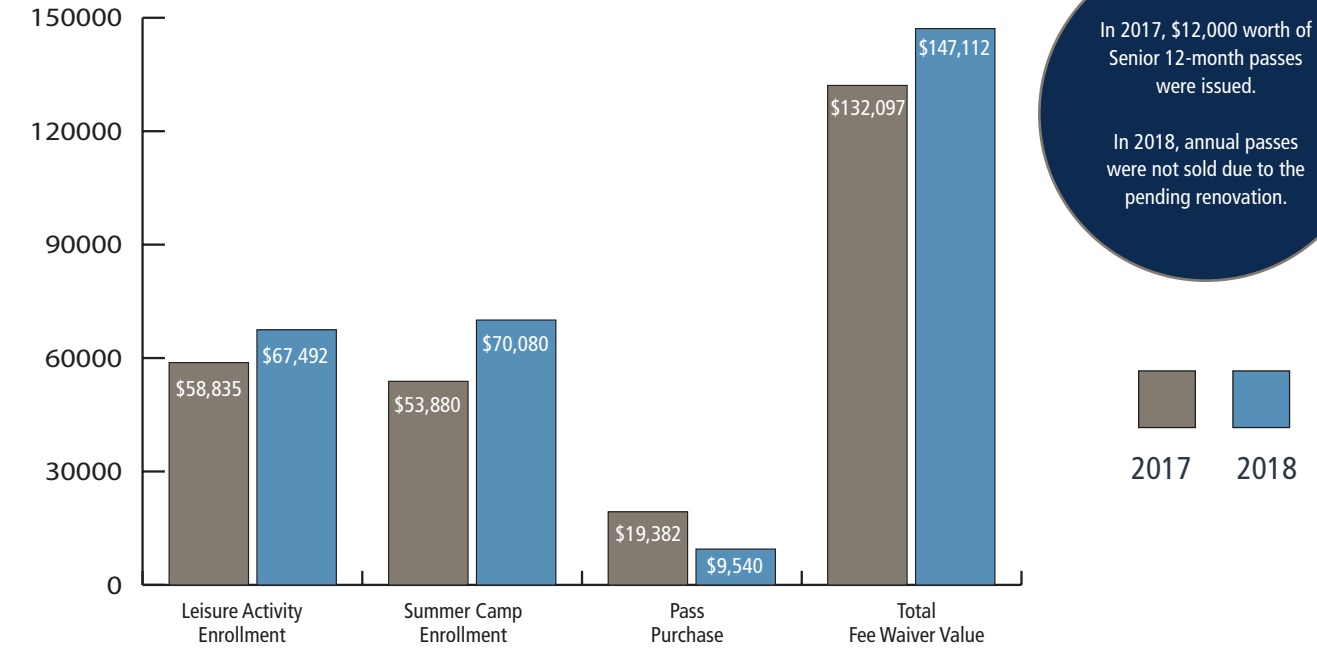
January 1 – December 31, 2018

FEE WAIVER PROGRAM

January 1 – December 31, 2018



Fee Waiver Value by Transaction Type



Fee Waiver Use by Zip Code

Zip Code	20190	20191	20194	Other (Employee)
Passes	34	93	1	3
Summer Camps	23	52	12	7
Classes	173	227	15	7
TOTALS	230	372	28	17

Fee Waiver: Households/Household Members Served



Total Households Served
307



Unique Family Members
532

THANK YOU FOR ALL THAT YOU DO!



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

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.

SPONSORSHIPS & COMMUNITY PARTNERS

COMMUNITY PARTNERS

- AARP Foundation
- AARP Virginia
- Al Fatih Academy
- **ARTSFAIRFAX**
- Christ the Servant Lutheran Church
- Comstock – Reston Station
- Cornerstones
- Dance Place of Washington, DC
- Fairfax Area Agency on Aging
- Fairfax County Community Services Board
- Fairfax County Neighborhood and Community Services
- Fairfax County Office for Children
- Fairfax County Park Authority
- Fairfax County Public Schools
- Fall for the Book
- George Mason University College of Visual and Performing Arts
- Greater Reston Arts Center
- Greater Reston Chamber of Commerce
- Herndon Community Center
- Hunters Woods Neighborhood Coalition
- Jewish Community Center of Northern Virginia
- Lake Anne Plaza
- League of Reston Artists
- Martin Luther King Jr. Christian Church
- Northern Virginia Hebrew Congregation
- 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
- Southgate Community Center
- 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 Amigos – Be AMYazing! Reston Youth Triathlon
- **ARTSFAIRFAX** – 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, Reston Marketing Initiative
- Friends of Reston – Nature House 5K Run, Spring Festival at Walker Nature Center
- Herndon-Reston FISH – Annual FISH Fling
- Lake Anne Plaza – Roots Music Festival, Jazz and Blues Festival
- Leadership Fairfax – Board of Supervisors Breakfast
- Public Art Reston – ChalkFest at Reston Town Center
- Reston Herndon Little League
- Reston Town Center Association – Holiday Parade
- Washington West Film Festival
- YMCA Fairfax County/Reston – Reston Kids Triathlon

THANK YOU FOR ALL THAT YOU DO!

2018 YEAR-ROUND STAFF



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.

ADMINISTRATION

Leila Gordon
John Blevins
Renata Wojcicki
BeBe Nguyen
Harunor Rashid
Pam Leary

Mia Arguinzi
 Warren Bailey
 Jan Bradshaw
 Vincent Brown
 Nicholas Burt
 Whitney Chambers
 Suzanne Connell
 Teresa DeCarmen
 Sumi Gallas
 Karen Goff
 Linda Greco
 Samantha Korkowski
 Maria Litinskaya
 Greg Minassian
 Grazyna Siebor
 Barbara Wilmer
 Ling Zhao

ARTS & EVENTS

Paul Douglas Michnewicz
 Mark Brutsché
 Paul Chapman
 Cheri Danaher
 Kevin Danaher
 Jose Escalona
 Linda Ifert
 Gloria Morrow
 Rhia Ovington
 William D. Parker

Executive Director
Deputy Director
Finance Director
Director of Communications
Network Administrator
Customer Relations Director

Personnel Specialist
 Customer Service
 Customer Service
 Customer Service
 Billing and Reconciliation Specialist
 Web/Graphic Artist
 Personnel Specialist
 Web/Graphic Artist
 Customer Relations Assistant Director
 Public Information Officer
 Customer Service
 Graphic Artist
 Financial Specialist
 Customer Service
 Procurement Specialist
 Executive Assistant
 Customer Service

Arts & Events Director
 Assistant Technical Director
 Assistant Technical Director
 Arts Education Director
 Community Events Director
 Box Office Assistant
 Technical Director
 Arts Education Assistant
 Box Office Assistant
 Box Office Manager

AQUATICS

Matt McCall
 Ivan Cole
 Melissa Murray
 Scott Sorenson

Aquatics Director
 Customer Service
 Customer Service
 Aquatics Program Manager

LEISURE & LEARNING

Eileen Boone
Karen Brutsché
 Anya Avilov
 Ali Clements

Leisure & Learning Director
Leisure & Learning Director
 Fitness & Wellness Program Assistant
 Lifelong Learning Program
 Assistant/RCC Rides Coordinator
 Youth/Teen Program Assistant
 Youth/Teen Program Director
 Collaboration & Outreach Director
 Lifelong Learning Program Director
 Youth/Teen Program Assistant
 Fitness & Wellness Program Director
 RCC Rides Coordinator

Kim Gollop-Pagani
 Debbie Heron
 LaTanja Jones
 Cassie Lebron
 Jeff Morgan
 Jonathan Navarro
 Robin Schell

FACILITY RENTALS & OPERATIONS

Brian Gannon
Fred Russo
 Vicente Aleman
 Mohammed Alhadi
 Gilberto Guardado
 Guillermo Huaman
 Trung Nguyen
 William Sanchez
 Edgar Siles
 Ken Wade

Facility Services Director
Building Engineer
 Facility Services
 Facility Services
 Facility Services
 Facility Services
 Facility Services – Lake Anne
 Facility Operations Manager
 Facility Services
 Facility Services

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 were taken by RCC staff, Charlotte Geary and Becky Gardner.

Enriching Lives, Building Community.®



RCC Hunters Woods:
2310 Colts Neck Road
Reston, VA 20191

RCC Lake Anne:
1609-A Washington Plaza
Reston, VA 20190



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.

