

Reston Community Center

ANNUAL REPORT

June 2017



Enriching Lives, Building Community.®

“I appreciate the diversity of the programs
both culturally and artistically.”

- Lori Pritt



TABLE OF CONTENTS

04	Message from the Board Chair		
07	Message from the Executive Director	24	Arts & Events
08	Board of Governors	32	Aquatics
12	Administration	37	Vision, Mission, Values
16	Facility Rentals	38	2016 Year in Data
20	Leisure & Learning	44	Thank You
		46	Staff



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.



Photo Credit: Chip McCre



A MESSAGE FROM LEILA GORDON

EXECUTIVE DIRECTOR

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

Board of Governors

“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.

SUCCESES

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.



Top row, left to right: Gerald Zavala, William Bouie, William Keefe, Paul D. Thomas, William Penniman
Bottom row, left to right: Michelle Moyer, Beverly Cosham, Lisa Sechrest-Ehrhardt, Vicky Wingert

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.

ADMINISTRATION

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.



HELLO FROM THE RESTON MULTICULTURAL FESTIVAL!

"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

ADMINISTRATION

“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.

SUCCESES

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

FACILITY RENTALS

“The staff on hand the day of the party did an excellent job in setting up and monitoring our needs during the party. RCC is a wonderful facility and the staff were 110 percent helpful in making our experience so memorable!”

- Philip Freeman

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.

SUCSESSES

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.



In early 2016, hundreds of people gathered to listen to world-renowned equity and inclusion expert John A. Powell (lowercase his choice) speak to the community about social justice.

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.

SUCSESSES

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

ARTS & EVENTS

“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

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.



ARTS & EVENTS

“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

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



Photo Credit: Rhythmic Circus

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.

ARTS & EVENTS

“We appreciate all the effort that goes into selecting the different style bands that play. Really like ‘Dance Nights.’ We look forward to coming to Lake Anne on Thursday nights so we can support the restaurants and shops and listen to some really great music. Thanks to all who make it happen all summer. See you next year!”

- Anne and Keith Strang

SUCSESSES – 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



Photo Credit: Charlotte Geary

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

AQUATICS

“Pool staff members are awesome! Friendly, professional and they still come to work when it snows; thank you!”

- M. Capko

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.

SUCSESSES

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.

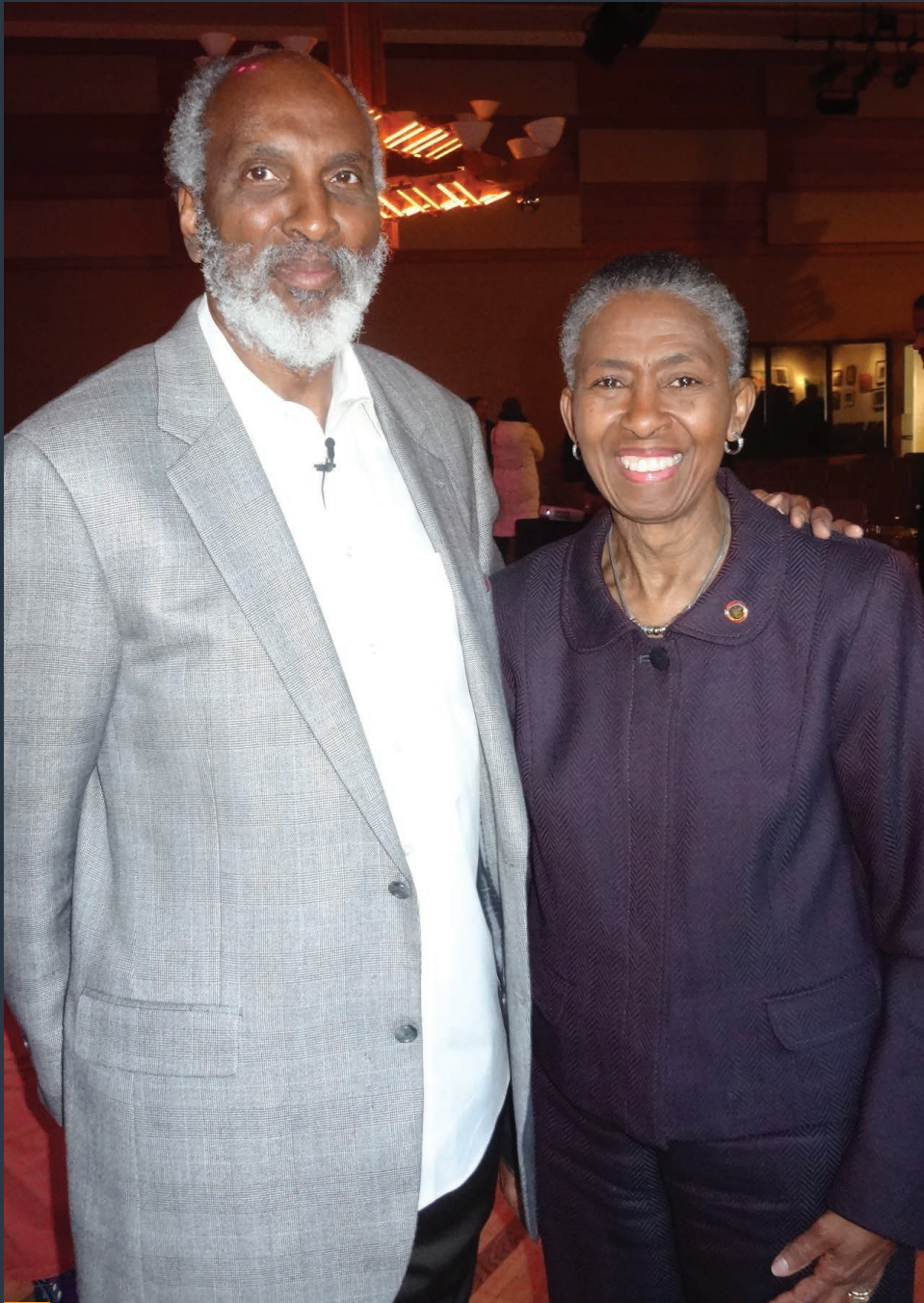
Fitness and therapeutic fitness options for older

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, MISSION & VALUES

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

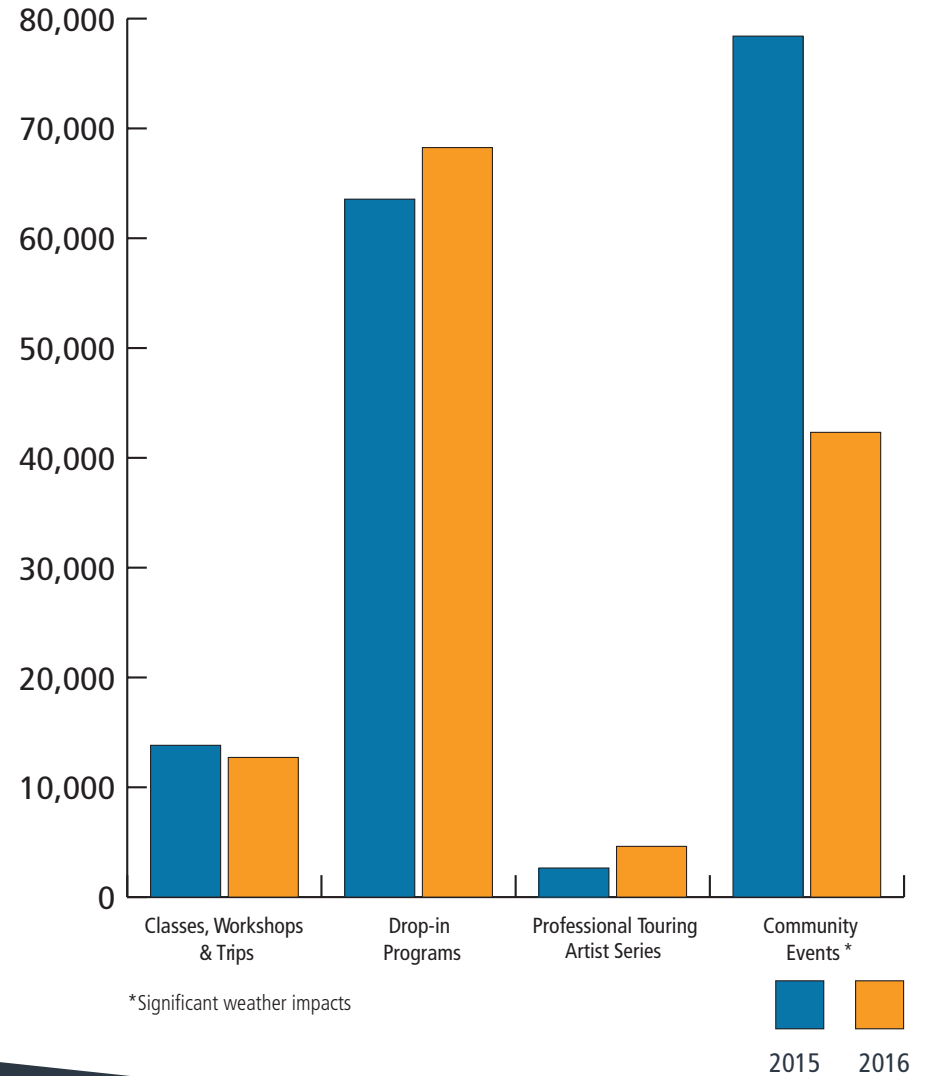
The following tables and charts reflect a calendar year of activity in order to present a complete picture of RCC participation for every program season (winter, spring, summer and fall). We monitor data on patron participation, as well as customer satisfaction, to be sure we are addressing program waitlists 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.



PARTICIPATION TYPES

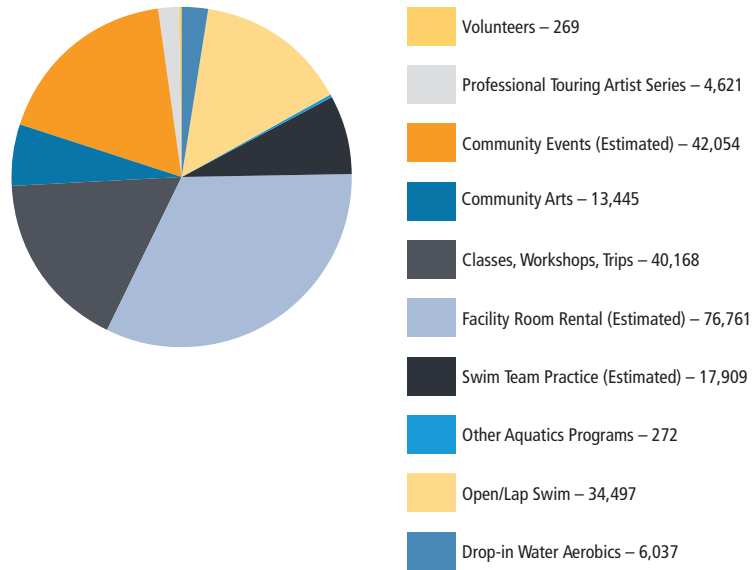
Registered, Drop-in, Ticketed, Free Events



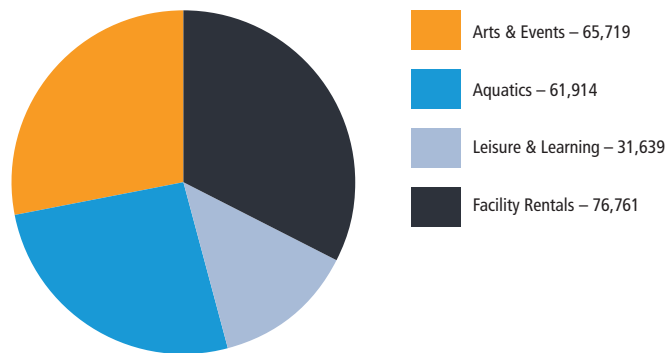
COMMUNITY PARTICIPATION

January 1 – December 31, 2016

Total Program Participation = 236,033



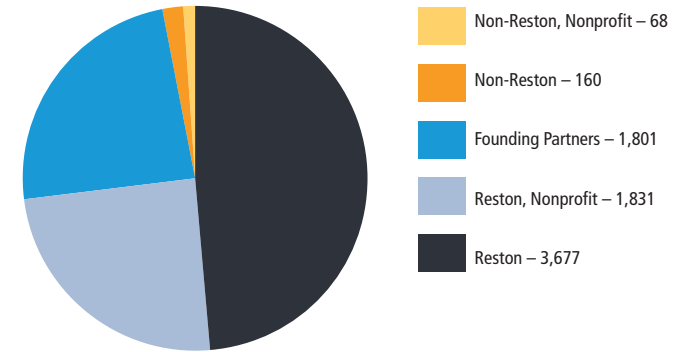
Participation by Lines of Business • Total Program Participation = 236,033



FACILITY RENTAL HOURS

January 1 – December 31, 2016

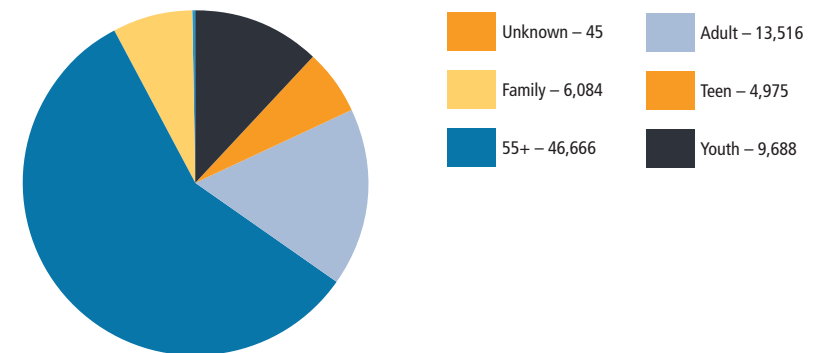
Total Hours Rented = 7,536



PROGRAM PARTICIPATION BY AGE

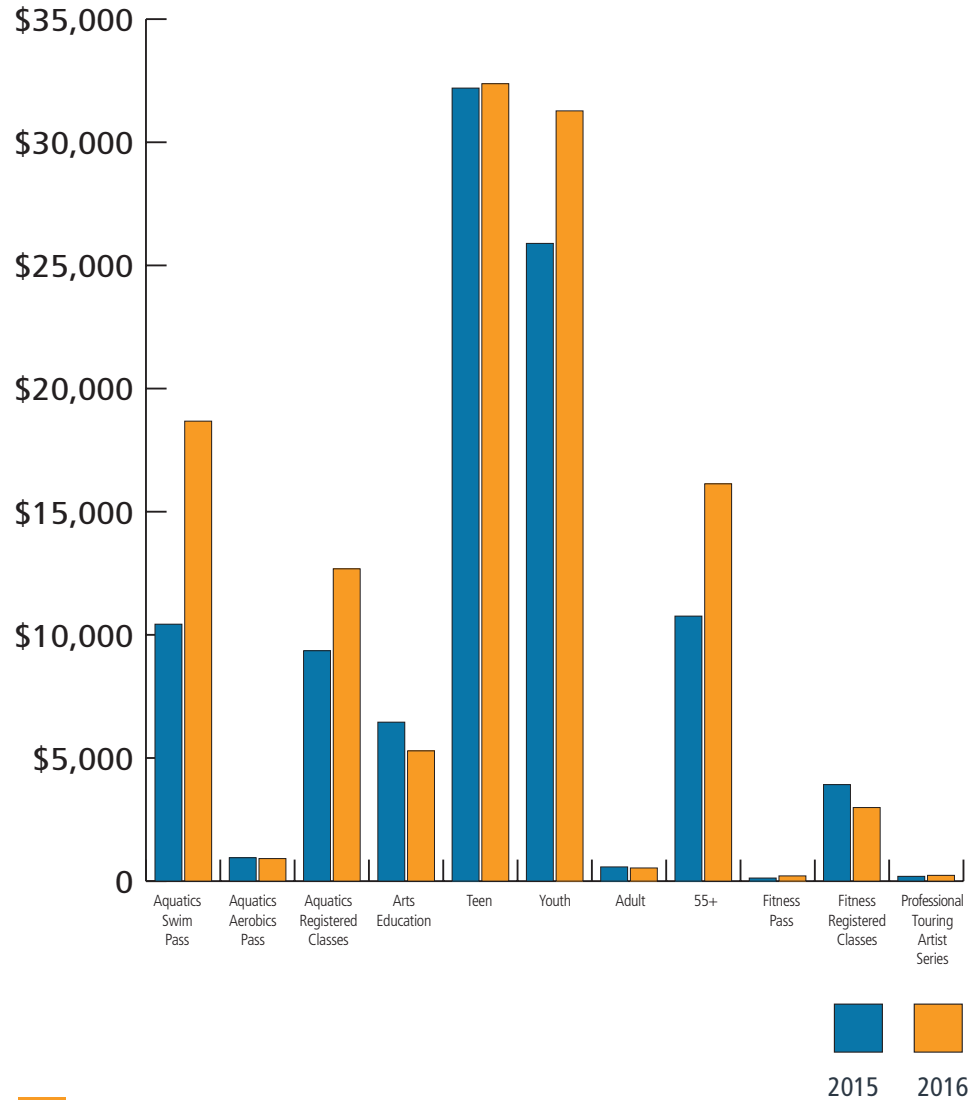
January 1 – December 31, 2016

Classes, Workshops, Trips and Drop-in Aquatic Participation = 80,974



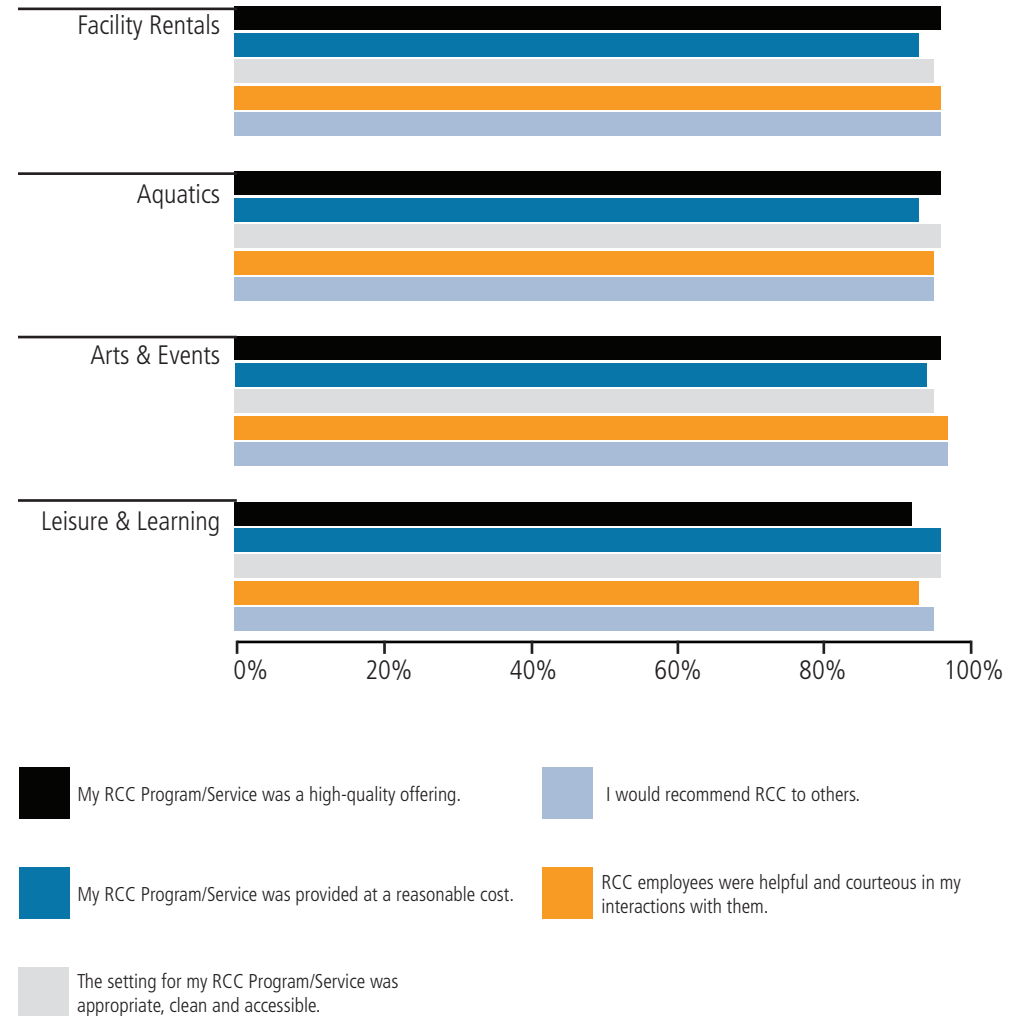
FEE WAIVER PROGRAM

2015 – 2016



PATRON SATISFACTION

Percent Satisfied/Very Satisfied





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.

SPONSORSHIPS

- American Cancer Society – Reston Relay for Life
- Amy's Amigos – 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

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 Fatih 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 Park Authority
- Fairfax County Public Schools
- Friends of Lake Anne
- Greater Reston Arts Center
- Greater Reston Chamber of Commerce
- 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
- 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

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 Arguinzoni	Personnel Specialist
Warren Bailey	Customer Service
Jan Bradshaw	Customer Service
Cristin Bratt	Public Information Officer
Vincent Brown	Customer Service
Teresa DeCarmen	Web/Graphic Artist
Sumi Gallas	Assistant Customer Service Manager
Linda Greco	Customer Service
Samantha Korkowski	Graphic Artist
Maria Litinskaya	Financial Specialist
Greg Minassian	Customer Service
Linda Rutledge	Photographer
Grazyna Siebor	Procurement Specialist
Barbara Wilmer	Executive Assistant
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	Arts Education Director
Kevin Danaher	Community Events Director
Linda Ifert	Technical Director
Gloria Morrow	Arts Education Assistant
Patrick Pacak	Box Office Assistant
William D. Parker	Box Office Manager



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/RCC Rides Coordinator
Teresa Fletcher	Fitness & Wellness Program Assistant
Kim Gollop-Pagani	Youth Program Assistant
Debbie Heron	Youth Program Director
Jeff Morgan	Teen and Youth Program Assistant
Jonathan Navarro	Fitness & Wellness Program Director
Susan Zaboji	Lifelong Learning Program Assistant

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 Rentals Assistant
Trung Nguyen	Facility Team – Lake Anne
Fred Russo	Building Engineer
William Sanchez	Facility Supervisor
John Scurto	Facility Team – Hunters Woods
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.



Enriching Lives, Building Community.®

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