



JUNE
2018



Reston Community Center

ANNUAL REPORT

A MESSAGE FROM BEVERLY COSHAM

Chair of the Board of Governors

My colleagues on the Reston Community Center Board of Governors and I began our year in 2017 considering how to use the replacement of all the major equipment systems involved in the pool at the Terry L. Smith Aquatics Center to the greatest advantage. Consistent with our Strategic Plan goals, we embarked on engaging with the community to envision a new aquatics venue to better serve our patrons. The community stepped up to the challenge and worked with us to arrive at a concept plan that would create two new pools and greatly increase the range of programming we could put in them.

By year's end, we had an architect/engineering team in place (RRMM Lukmire), had completed the needed existing conditions studies and secured the able support of the Fairfax County Department of Public Works and Environmental Services (DPWES) to provide expert project management. The planning is on time with respect to the project calendar, and while we anticipate that construction costs will be significantly higher due to last year's natural disasters and ongoing escalation of work in the

area, we believe that we will be able to absorb those factors.

While we were very involved with the upcoming pool renovation project, the Board also remained connected to and inspired by our continuing work with our community partners. At the April 2017 Best of Reston, we were thrilled to see Board members Bill Keefe and Vicky Wingert recognized – Bill as a Best of Reston awardee and Vicky with the honor of being awarded the Robert E. Simon Award for Lifetime Achievement. Bill Keefe and Vicky joined Bill Penniman in recommitting to serve RCC as members of the Board. Along with Bill Bouie, Gerald Zavala, Michelle Moyer and Lisa Sechrest-Ehrhardt, they represent RCC to Reston's key civic and nonprofit institutions. Our collaboration with our community colleagues is essential to our capacity to deliver programs and services that continue to enrich lives and build community for all of Reston.





A MESSAGE FROM LEILA GORDON

Executive Director

Reston Community Center employees often say that we are in the happiness business. The work we do gives us such enormous pleasure because we can see it gives people so much joy, and we can directly observe how it contributes to our patrons' well-being and health. Being able to put talented instructors together with eager participants; create energizing and well-attended events, performances and activities; and maintain and operate top-quality venues for the arts, enrichment, social experiences, exercise, and anything the community can dream up to share with each other is extraordinarily rewarding.

The skill it requires was recognized this past year with numerous awards for our tremendous staff. Kim Gollop-Pagani was an Outstanding Performance Award (OPA) winner because of her career-long ingenuity in programming for our youngest participants. She's a beloved teacher at RCC as well. Jonathan Navarro has grown our fitness and wellness offerings impressively. His OPA reflected that success.

Presenting performances from both emerging and renowned artists that stimulate and entertain Reston CenterStage audiences is Paul Douglas Michnewicz's great talent. His OPA cited the growth in attendance that his work has generated. On the administrative team, Barbara Wilmer has shepherded our agency's training plan and is the point person for RCC's efforts to achieve National Recreation and Park Association (NRPA) accreditation. That years-long project is making significant progress thanks to her tireless efforts.

The awards described are given to the individuals, but they represent the support of their colleagues at RCC as well. Dozens of full-time and hundreds of part-time staff make the happiness business at RCC a success. It's the joy of my life to work for the brilliant and caring RCC Board of Governors and to work side by side with the best employees any community could want. The volunteers who lend their helping hearts to our enterprise round out a group of people whose own happiness is found by enriching lives and building community for this exceptional place we all love so much.

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





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



BOARD OF GOVERNORS

CHALLENGES

Planning with the community to try to meet as many swimmers' needs and desires for a new aquatics environment was complex. Different points of view on water temperatures, depths, pool lanes length and pool users meant that the needs of various swimmers were frequently in conflict to some degree. The cooperation and good faith with which the community engaged in those discussions assured the best possible outcomes for everyone and will result in a new pair of pools that will be much better able to meet the community's needs.

SUCCESSSES

The Board supported the hiring of a new Aquatics Director in 2017; this aligned well with the planning that was occurring with respect to the upcoming renovation project. In addition, the retirement of Deputy Director Tom Ward provided an opportunity to consider how that position had evolved in Tom's

capable hands and to rewrite the related position description for the 2018 recruitment process.

Successful partnerships and collaboration as engines of RCC success could be deeply felt in 2017. The Reston Opportunity Neighborhood initiative (RestON) generated new participation in the neighborhoods that effort serves. The many signature Reston events on our community's calendar are significantly connected to RCC; we celebrated Public Art Reston's 10th Anniversary, thrilled to the art in the Northern Virginia Fine Arts Festival, cheered the Reston Kids Triathlon contestants even beyond the finish line and so much more throughout the past year. These are just some of the highlights of our community's calendar that we all support with pride.

LOOKING AHEAD

In the next two years, RCC will be balancing the spend-down of reserves to underwrite the renovation of our Terry L. Smith Aquatics Center with other capital project needs throughout our facilities. RCC Hunters Woods is nearly 40 years old; RCC Lake Anne is nearly 20 years old. Building systems have to be consistently maintained so they don't experience "catastrophic failures," and technology shifts add to the complexity of adequately supporting facility and program requirements. The Board will continue to incorporate community involvement in our major project planning to assure that the public's interest is always integral to our decision-making.



ADMINISTRATION

the CenterStage

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.

ADMINISTRATION

CHALLENGES

Succession planning gained increasing importance to RCC with the retirements of Aquatics Director Joe Leary in September and Deputy Director Tom Ward at the end of the year. Each of these individuals contributed enormously to RCC's success through the years. Replacing them required updating position descriptions and roles to position their successors for the right contributions to RCC's future.

In February of 2017, RCC executed the planned upgrade to our main business system, RecTrac. It took months of planning to undergo the transition without loss of services to patrons. The RCC website Content Management System (CMS) will continue to be reviewed and considered for replacement. As a function of the Fairfax County Government audit schedule, RCC underwent an audit of our business and human resources functions. This type of audit occurs every three years.

While universally desired, creating a unified Reston Marketing Initiative is a steep climb. The diverse community interests involved and the

complexity of establishing the right funding and implementation structures have made progress slow. Nevertheless, we persist and hope that core features of such an effort will include a comprehensive community calendar and other key communication tools to spread the word about this vibrant place.

SUCCESSSES

As a result of intensive staff training, the customer experience with "myRCC" was seamless during the transition to the new version of our software. Patrons registered online 46 percent of the time – the highest rate since the inception of our online registration system. That's tracking with recent increases as our patrons have mastered online registration and choose in-person service for more tailored support.

The RCC Finance and Human Resources team supported the audit's extensive requirements. RCC has implemented recommended new procedures. In 2017, this team simultaneously processed 6,000-plus purchasing and financial documents as well as processing and reviewing 4,624 time sheets representing 149,703 working hours.

Communication to our patrons increasingly occurs through web platforms and on mobile devices. The media team has streamlined our print publications to minimize the number of pages involved, thus reducing our carbon footprint. A new electronic monthly newsletter, PLAY, was launched in 2017 to give families focused information on the month's offerings for youngsters.

We increasingly align our marketing calendar with those of our event and programming partners to be able to leverage each other's communications as effectively as possible. Consistent with our accreditation efforts, we convey the well-being and health benefits of RCC programs and services with "thought leader" articles and their connections to RCC offerings. These efforts have resulted in nearly 2,500 followers on Facebook; 1,100 followers on Twitter; 700 on Instagram; and an internal agency-compiled email database of more than 10,000 patrons. The numbers

are a snapshot – by the time this report is printed no doubt those numbers will be different.

In all parts of our facilities, we are seeking energy efficiencies that further reduce our carbon footprint. Lighting throughout RCC has been switched to LED fixtures in phased projects; the goal is to eliminate to the greatest degree possible any high-energy-consuming fixtures. The routine maintenance for RCC facilities includes regular, annual painting touchups and other small repairs. The carpet was replaced in both RCC facilities and new technology features were installed at RCC Hunters Woods in the Community Room. Keeping our facilities clean, well maintained, attractive and usable by as broad an array of people and interests as possible is a daily mission at RCC.

LOOKING AHEAD

In the coming year, we will be continuing many key administrative efforts with focus on our accreditation and communication platforms. Additionally, capital project and succession planning will be areas for attention by our administrative teams.

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, and 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.



" This is much overdue, but I just wanted to thank you and the wonderful RCC staff for helping us. We have had such a positive experience and hope to use RCC for our future events. We were very impressed with the professionalism of all the staff at RCC Lake Anne. "

— Hasmah Hussain

FACILITY RENTALS

CHALLENGES

The continuing challenge for RCC's Facility Rentals team is managing the high level of demand for rental space. Renovations to the lighting system in the Community Room make the space more popular than ever and weekend rentals consistently book eight or more months in advance. There is a lot of desire in the community for high-quality, affordable rental space, and RCC can only satisfy a portion of that demand. Our staff works hard to ensure that use is optimized and that established scheduling priorities govern the calendaring for the community.

In early 2017, RCC upgraded its facility reservations software. Staff was well-trained and prepared for this transition. Following the typical adjustment phase, the upgrade was a success. The new software offers many more features, including a larger variety of reporting tools.

On the staffing front, two longtime RCC facility team employees retired: John Scurto and Santos Campos. Their contributions to RCC were numerous, and both will be tremendously missed by the many regular RCC rental patrons they

served. They left some big shoes to fill, but we were fortunate to have qualified replacements waiting in the wings.

SUCCESSES

The high use of our rental venues means that rental participation and revenue continue to exceed expectations. As part of a multi year effort, some rental rates were slightly increased to better align them with the amenities that are offered at rates more appropriately comparable to other public facilities' rates. Our patron surveys indicate that our patrons are satisfied with all aspects of the Facility Rentals program, and we will continue to strive to meet and exceed patron expectations. Our new software allows us to improve customer communication.

In order to meet the growing number of requests for sophisticated audio-visual equipment, a state-of-the-art digital projector and motorized projection screen were installed in the Community Room in 2017. This eliminated the need for portable equipment to support rental events and programming. This project marked the final phase of significant renovations to the

"The room for the Reston Garden Club veggie luncheon was just as anticipated and set up to our expectations. The process of renting the facility was organized and well run. Very positive experience. Thank you."

— Elizabeth Piper, Reston Garden Club

FACILITY RENTALS

Community Room following audio and lighting upgrades in previous years.

New carpeting was installed in both the Hunters Woods and Lake Anne facilities in 2017. The new carpeting is much more attractive and easier to maintain, resulting in a much-improved look for our facilities. Our staff works hard to maintain our buildings, and we will continue to make improvements as needed and funded.

LOOKING AHEAD

RCC remains committed to providing high-quality, affordable rental facilities to Reston. We will continue to monitor demand and do what we can to address it within available resources. Rental rates will continue to be evaluated each year and adjusted in alignment with other public facilities so we can serve the community while ensuring we are not creating demand solely as a function of unsustainable pricing. As always, Reston patrons will have

priority access to the booking calendar and be eligible for substantially discounted rental rates as a function of the special tax district funding provided by Reston property owners.

In 2018, RCC will pilot a program to transition from paper patron satisfaction surveys to online surveys. Facility rentals will be part of the pilot phase, and it is our expectation that it will facilitate greater feedback from our patrons. We have had difficulty getting survey returns from rental patrons using paper; offering an online option should generate an improved response rate.

In the coming year, we will bid farewell to one of our longest-tenured partner organizations. Reston Duplicate Bridge has been a mainstay on the schedule for nearly 40 years. The Community Room has been the home for loyal bridge players every Wednesday night since RCC opened its doors in 1979; they will be calling it quits in August after a long

and successful run. There will be bridge offerings in our programming that we hope will continue to serve the interests of players.

RCC staff teams work hard to provide clean, safe and attractive facilities for the community. Patron expectations, such as access to technology, continue to evolve. We are always exploring options for meeting these ever-changing requirements. Additionally, we are planning other projects to enhance the aesthetics and quality of RCC meeting rooms and public spaces. We look forward to continuing to serve the venue needs of Reston patrons.

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



"I began to take Joint Fitness in January on the recommendation of my therapist after hip replacement surgery. When I had my semi-annual appointment with my rheumatologist, she was delighted with my range of motion and flexibility. I owe it all to my RCC Joint Fitness class."

— Carol Hilley

LEISURE & LEARNING

CHALLENGES

Across the country, traditional recreation and leisure providers that serve senior adults are confronting a changing population and diversifying customer base; many are struggling to satisfy growing and changing demands. RCC regularly assesses patron satisfaction to better meet the needs of our flourishing and growing adult population. As a result, we have been offering more frequent and condensed workshops; increased our daytime, evening and weekend programming; and launched online learning opportunities. In 2017, we went a step further and merged our adult and senior adult programs into one "Lifelong Learning" continuum of enrichment, wellness and leisure options for adults ages 18 years and older. Existing and new programs are now available to a broader audience and allow our patrons the greatest degree of flexibility and more opportunities to improve their quality of life with our programming.

As we explore ways to transform and innovate in our program delivery, location continues to play a key role in our decision making. The development

of the Collaboration and Outreach department has led to more concerted efforts to support a "center without walls" approach. This has resulted in several offsite endeavors, or Creative Connections, in various residential complexes and neighborhoods, as well as businesses located in Reston Town Center and at the Wiehle-Reston East Metro station. Improving the ability for community members to engage in positive, healthy leisure pursuits is our top priority, and we remain committed to scheduling and facilitating activities and events in convenient, accessible sites throughout Reston.

SUCCESSES

Creative Connections featured several artisan workshops that were hosted in unique Reston locations. Ongoing after-school programs at Dogwood Elementary and Langston Hughes Middle schools attracted more than 4,000 visits in RCC offerings in 2017. Leisure and Learning special events also achieved very high attendance this past year. The third annual Back2School Bash, our large, partnered community resource fair with South Lakes High School and more than 60 Fairfax County and nonprofit service

LEISURE & LEARNING

providers, welcomed more than 1,200 attendees. The fourth annual Reston Camp Expo attracted more than 500 participants seeking information related to out-of-school-time and summer camp activities. These two special events are planned and presented in support of the Reston Opportunity Neighborhood initiative. RCC is a key programming partner for this “collective impact” model of coordinated and collaborative programming that seeks to lift up children and families and help all of Reston’s young people achieve their full potential.

RCC Rides, our free transportation service for those 55 years and older, provided 1,183 rides – a 30 percent increase from the previous year – to medical appointments, shopping excursions and leisure pursuits. Fitness offerings continue to draw high interest, and our newest offerings – Learn to Bike, Stand Up Paddleboard, Krav Maga, Meditation and Mindfulness – keep us on the cutting edge of holistic, transformative and empowered wellness. These have proven to be popular options for participation across generations and interests.


LOOKING AHEAD

In our effort to build and enhance community, RCC will continue to work closely with community partners and Fairfax County Public Schools in support of the Reston Opportunity Neighborhood initiative. With a heightened focus on school readiness and out-of-school-time offerings, our team is working on facilitating a preschool program and several new, free-of-charge after-school programs at local elementary schools.

We are also seeking to expand our programming at Langston Hughes Middle School and will endeavor to develop an array of after-school programs for South Lakes High School students. While neighborhood-based programming continues to be a priority for us, we will always strive to stay ahead of the curve with new and exceptional special events, stimulating preschool and school-age social and enrichment programs, and compelling adult leisure, learning and wellness opportunities.



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. In 2019, RCC's familiar aquatics surroundings will be undergoing a significant renovation to upgrade the facility and improve every layer of our programs and services.

AQUATICS

CHALLENGES

During 2017, the Board of Governors and staff undertook a deliberative process to engage our community in a discussion of how to renovate the Terry L. Smith Aquatics Center given its aging systems and the need to replace them. As we discussed with the community, we were confronting troubling trends in our participation data.

The continued development of nearby smaller, specialized swim schools, with warmer water and specifically designed learn-to-swim programs, likely produced the significant drop in attendance the RCC learn-to-swim program experienced in year-over-year participation numbers for that programming. The lack of interactive pool features and zero-depth pool entry, both of which can be found in newer pool facilities, likely contributed to a decline in social swimming at RCC by families with small children. Coupled with those facility deficits, multifamily complexes in Reston are being built with pools as part of their infrastructure, making a trip to RCC less imperative for those who want either water exercise or social use.

For the past several years, the pool operating systems have been in need of complete overhaul. The primary challenge for the Board, staff and community was to imagine the best use of available resources to redesign the interior pool area of our facility to address the community's swimming needs as comprehensively and compellingly as possible.

SUCCESSES

RCC continues to have an incredibly loyal following of patrons who have been coming to the pool daily for decades. RCC has provided balanced pool space for these users by utilizing lap swim, open swim, learn-to-swim programming, rentals and senior swim times scheduled in proximity to each other and often, simultaneously. With just one pool, the water temperature and air handling of the current facility are often not optimal for all users. These were key considerations as the engagement process unfolded.

Each constituent group had opportunities to provide detailed feedback regarding their particular needs and concerns. The process was



" This pool has saved my life. I have been coming to the RCC pool since 1981 after undergoing surgery on my back and needed to find a place with low-impact water exercise. I have been here ever since, using the programming to stay healthy. "

— Lindy Foxworth

AQUATICS

very inclusive, and with the assistance of Hughes Group Architects, particularly Wayne Hughes and Lynn Reda (a RCC swimmer), a new, two-pool concept evolved that could better address community needs. We depended on, and continue to support, strong relationships with the Reston Masters Swim Team, the Reston Swim Team Association and the South Lakes High School swim teams. Individual swimmers in all our different exercise programs attended numerous meetings and provided detailed feedback on how they would want to see the venue improved.

Collaboration with Fairfax County's Department of Public Works and Environmental Services (DPWES) Capital Facilities Branch resulted in the selection of an architect team, RRMM Lukmire, to design the new RCC Terry L. Smith Aquatics Center pools and related infrastructure. With the help of this team, RCC is well on its way to realizing the facility desired by our community for our next decades of service.

From the programming perspective, to bolster water safety in Reston, we had numerous Scouts BSA (formerly Boy Scouts of America) troops use

the existing pool in 2017 to earn swim badges and complete summer camp swim tests. The Amy's Amigos youth triathlon participants trained at RCC and even staged a mock triathlon a few weeks before the official race. Fairfax County Therapeutic Recreation and its students were frequent users of the facility during the summer months.

The Drowning Education Awareness Program (DEAP) gave free, summer learn-to-swim opportunities for many of our residents who might not otherwise have access to swim lessons. This is a longstanding tradition for RCC and serves to improve the community's safety around all its bodies of water as well as fostering enjoyment of aquatics experiences that are accessible to everyone. In addition, the DEAP program helps create job opportunities for Reston patrons by providing free lifeguard certification. Among the more popular uses of RCC's Fee Waiver program is the purchase of annual swim passes.

AQUATICS

LOOKING AHEAD

The approval and adoption of the design for the new Terry L Smith Aquatic Center, with construction set to begin in January 2019, has created excitement throughout the Reston community. The new venue will be accessible to the broadest range of swimmers possible with two new, state-of-the-art pools. The main pool design of a 25-yard, six-lane pool will allow for a variety of different aquatic programming options. The new length makes the main pool a competition-level facility in which the Reston Masters Swim Team, South Lakes High School and the Reston Swim Team Association can all practice in conditions aligned with their competitive meet conditions.

Along with the lap lanes, there will be a separate zero-depth beach entry into the main pool, with several features for all ages to enjoy. The second, separate warm-water pool will allow the greater implementation of therapeutic aqua-aerobic classes and warmer water for

the youngest children in the learn-to-swim program.

The Aquatics department has begun implementing family-themed events, a “mile swim” club and new aerobics classes. As many of our current pool users will be displaced for several months, we are in the process of making arrangements for alternate swimming venues to the greatest degree feasible. In addition, we are developing an updated land-based curriculum to promote water safety throughout Reston. In our role in Reston’s Opportunity Neighborhood initiative, we will provide community CPR training to residents who otherwise may not have access to that programming. This expansion of the DEAP program will help us toward our goal of every child in Reston understanding and practicing water safety. The staff will pursue other offsite options for new residential facilities and businesses in Reston. We look forward to continuing to build

our relationships with our community partners to become a healthy and safe swim community with an abundance of options for water enjoyment.

The Terry L. Smith Aquatics Center has been serving Reston for nearly 40 years. Considering the tens of thousands of people who have come through this facility during the past four decades, we can appreciate the original plan and footprint of the existing aquatic facility. In 2017, we also appreciated the lengthy service – 27 years – Aquatics Director Joe Leary provided to RCC. He retired in September, having helped set the stage for our future. RCC welcomed new Aquatics Director Matt McCall in November. Matt swam on the South Lakes High School swim team before leaving the community for college and his career. He and the whole RCC Aquatics team are extremely excited about what’s ahead for the Terry L. Smith Aquatics Center.



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 complex variety of arts and culture experiences each year. Arts programming addresses the spectrum of media, art disciplines and options for participation that range from professional touring artists to locally based arts practitioners. Community-serving nonprofit organizations, along with Reston public and private schools, benefit from RCC-presented artist residencies. From our exhibit spaces to specialized classrooms and studios to the CenterStage theatre to our Community Room – the Arts and Events team works to maximize the arts impact of all that creative energy. Their challenge is always that demand for space greatly exceeds our facilities’ capacities.

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. These occur outside to a considerable degree in warm-weather months, and that puts that activity 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 that calendar 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 a variety of media: 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 three exhibition spaces: the Jo Ann Rose Gallery and 3D Gallery at RCC Lake Anne and public exhibit space at RCC Hunters Woods. A 2017 highlight was celebrating the 19th Annual Gifts from the HeART Exhibit, which raised its best total contribution to Cornerstones to date. More than \$14,000 has been contributed to Cornerstones over the years by this exhibit program. It generates seasonal happiness for all who participate and attend.

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 Nights, Thank GRACE it’s Friday (TGIF), and multiple workshops for participants who want more engagement with the Gallery’s exhibits. In addition, 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. The Ceramics Open Studio reached a milestone in 2017 by recording 1,553 uses, the highest participation number since its opening in 1999.

PERFORMING ARTS

The Professional Touring Artist Series at the CenterStage hosted fascinating and inspiring performers in 2017. Sold-out houses included *What’s Going On: The Marvin Gaye Project*, *Lúnasa* and *Le Mystère des Voix Bulgares*. Continuing the community engagement focus RCC

has established, we featured artists whose work focused on topical issues, including *The Pursuit of Harmony*, Quetzal and environmental activist Terry Tempest Williams.

The CenterStage Cinema continues to program thought-provoking documentaries for the ReelAbilities, Jewish and Washington West Film Festivals. New this year was the “Race Matters” documentary programming, which presented important films about racial justice issues followed by a speaker who guided dialogue. In 2017, Professor Kevin Gannon spoke with the audience about the film in which he appeared: *13th* by Ava DuVernay. The film examines the historical roots and modern ramifications of the 13th Amendment to the U.S. Constitution with respect to the incarceration of people of color.

Another layer of the CenterStage performing arts programming that fosters community engagement is

providing rental opportunities for local arts organizations. Reston Community Players and many local dance and music companies are hosted by the CenterStage; these community-based arts organizations garner acclaim and generate intense audience loyalty. “Building community” between and among the arts groups and their audiences is our goal. Creative cross-pollination between these groups, local students and RCC’s visiting artists is fostered by RCC’s Performing Arts programming.

The season was once again rounded out with the Osher Lifelong Learning Institute performances by top local musicians that are presented free of charge. The intimate format and Thursday afternoon curtain time for the Meet the Artist series continue to be popular among Reston music lovers.



ARTS & EVENTS

COMMUNITY EVENTS

The annual Reston Multicultural Festival was bigger and better than ever in 2017, attracting record crowds. The National Heritage Award Fellows – Guinean dancer and drummer Sidiki Conde and the Phil Wiggins Blues House Party – were particularly exciting. The National Heritage Award is the highest honor given by the United States Government to folk or traditional artists, and hosting them at our annual festival is always a highlight. New to the Multicultural Festival this year was a series of speakers and events entitled “Turning Heads,” which explored some of the many different ways that hair, head coverings and head ornamentation express cultural traditions. The Reston Dr. Martin Luther King Jr. Birthday Celebration continued to bring the message that hope springs from the power of activism. That point was driven home to Reston by one of the co-chairs of the 2017 Women’s March on Washington, Tamika D. Mallory, who was featured as the Keynote Speaker.

Of course, often the point of community events is simply to get together and have fun. Increasing our brimming roster of outdoor activities, the Sundays

in the Park with Shenandoah Conservatory and the Summerbration Stage at Reston Station concert series deepened our community impact. 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 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. Also at Reston Town Center, RCC is a major sponsor of the Reston Holiday Parade, which is a cherished community tradition for tens of thousands of onlookers.

As always with outdoor events, the weather plays a significant role in people’s enjoyment; fair weather improved attendance at big festivals while some showers dampened both concert goers and crowd numbers. 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.

"Kudos on another good year of Professional Touring Artists at RCC. The variety, the professionalism offered bring us back again and again. It broadens us and introduces us to talent that we might not come across on our own. Your partnership with Dance Place is especially wonderful. The fact that the CenterStage is a small venue, with never a bad seat, at affordable prices is a plus. Keep up the good work and see you at the theatre."

— Jane Anthony

ARTS & EVENTS

LOOKING AHEAD

Working with our partners, Reston Town Center and Shenandoah Conservatory, we will expand the number of performances for the hugely popular Sunday Art in the Park. These programs are meant to draw the community closer by enjoying the summer evenings together in this beautiful outdoor setting.

In order to better highlight the vast array of programming and events that focus on social justice issues, we will collect those offerings under the programming umbrella of "Equity Matters." The initiative will embrace films, the Reston Dr. Martin Luther King Jr. Birthday Celebration, selected Professional Touring Artist performances, as well as classes and trips programmed by the Leisure and Learning team.

We continue to involve the Reston arts community in discussion of planning for 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 can serve Reston's arts interests. RCC is participating

extensively in Fairfax County's Master Arts Plan Task Force, which will be conducting a Market Study and Needs Analysis in 2018. The exciting arts landscape of our community is growing in impact and importance to the quality of life in Reston.

2017 YEAR IN DATA

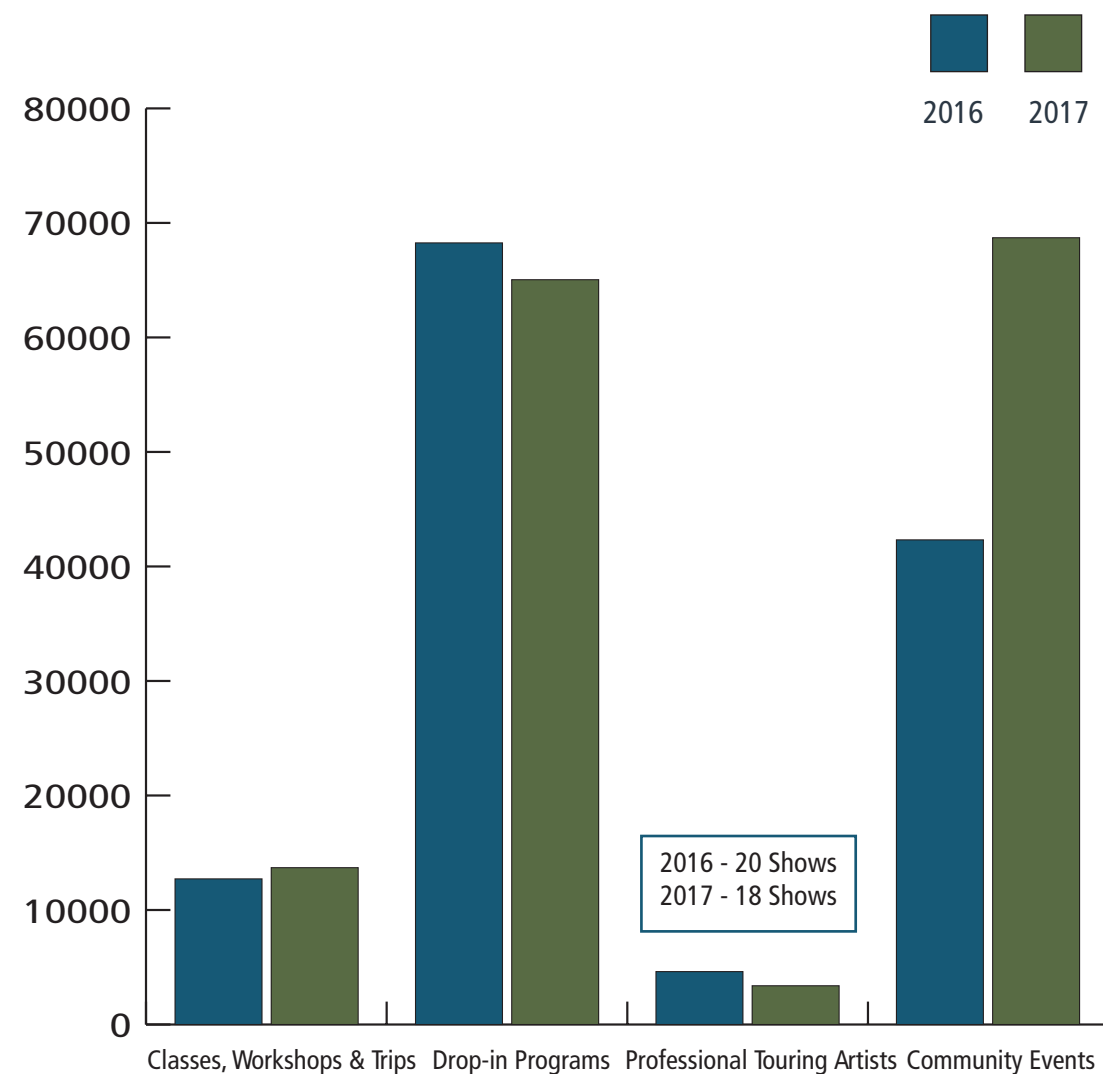
The following tables and charts reflect a calendar year of activity in order to present a complete picture of RCC participation for every program season (winter, spring, summer and fall). We monitor data on patron participation, as well as customer satisfaction, to be sure we are addressing program waitlists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

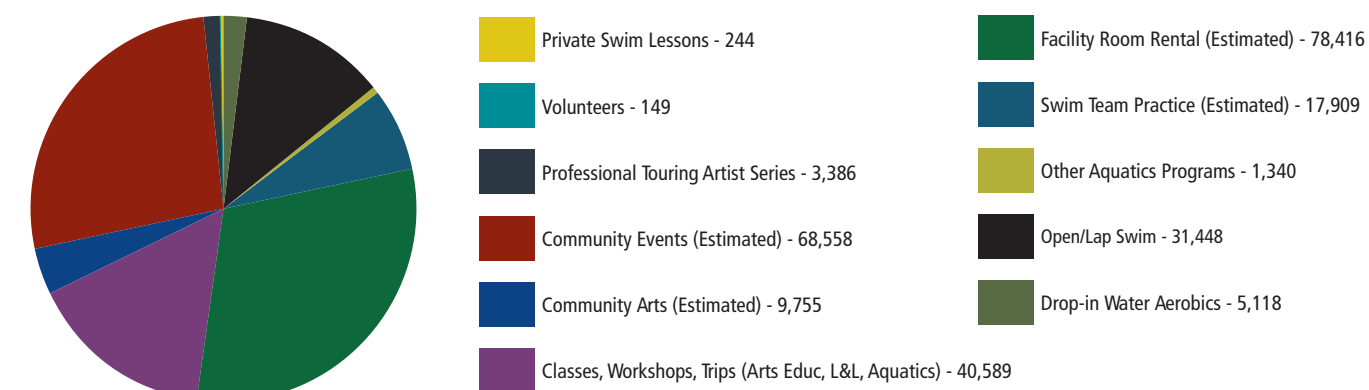
Registered, Drop-in, Ticketed, Free Events



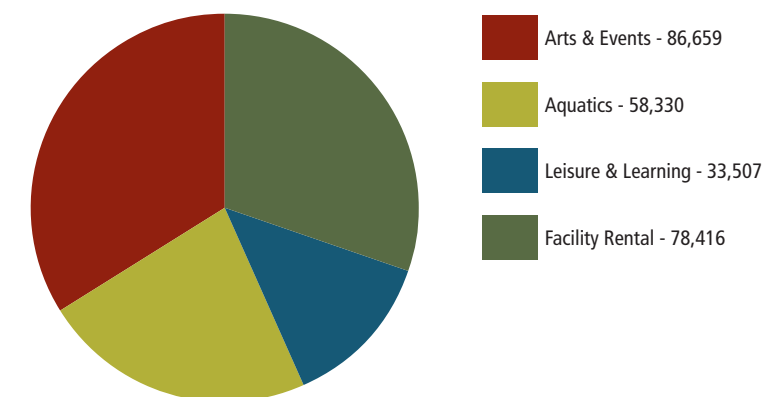
COMMUNITY PARTICIPATION

January 1 – December 31, 2017

Participation by Program Type



Participation by Lines of Business

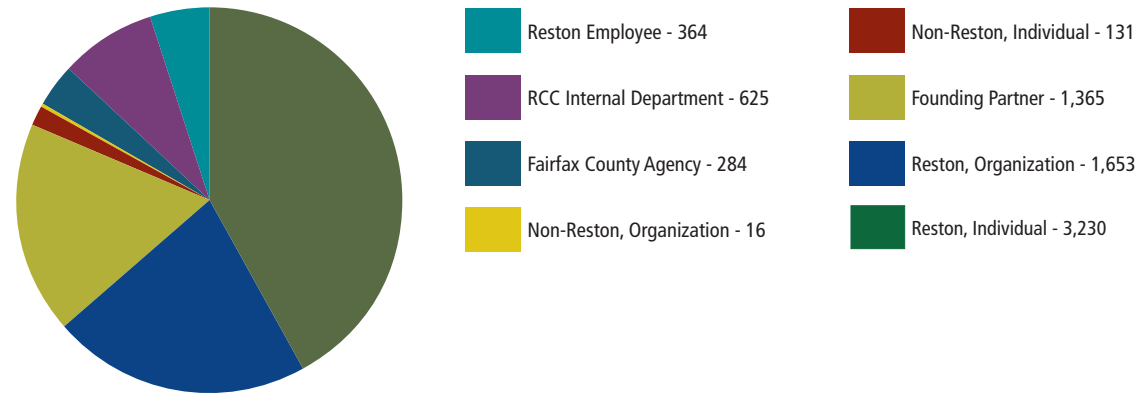


**Total
Program
Participation**
256,912

FACILITY RENTAL HOURS

January 1 – December 31, 2017

Rental Hours by Household Type



Rental Hours by Location



Meeting Room
Rental Hours

6,528



the CenterStage
Rental Hours

728



Terry L. Smith Aquatics
Center Rental Hours

419

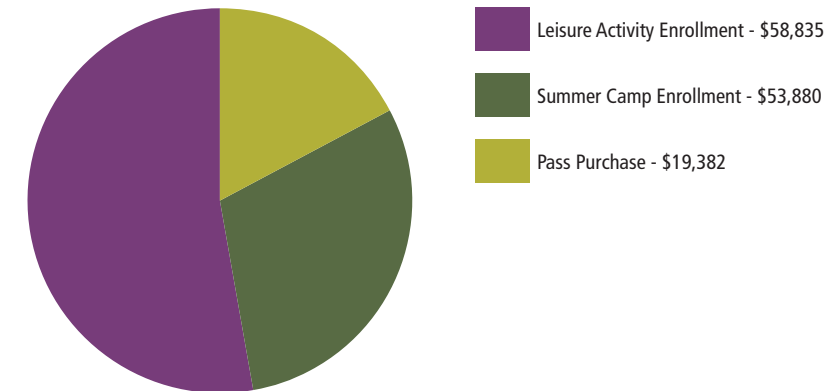
**Total Hours
Rented**

7,668

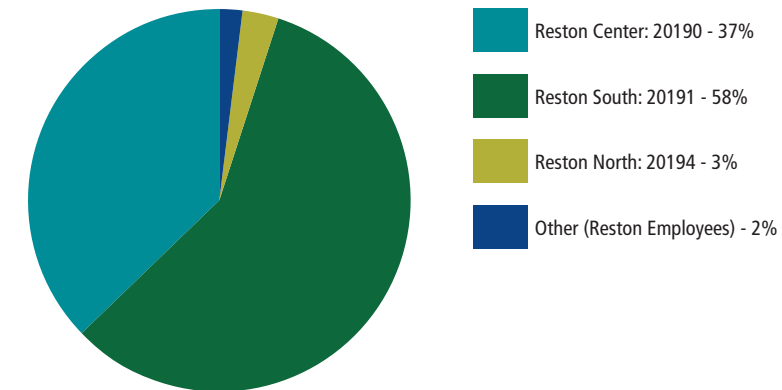
FEE WAIVER PROGRAM

January 1 – December 31, 2017

Financial Value of Fee Waivers By Transaction Type



Fee Waiver Use by Zip Code



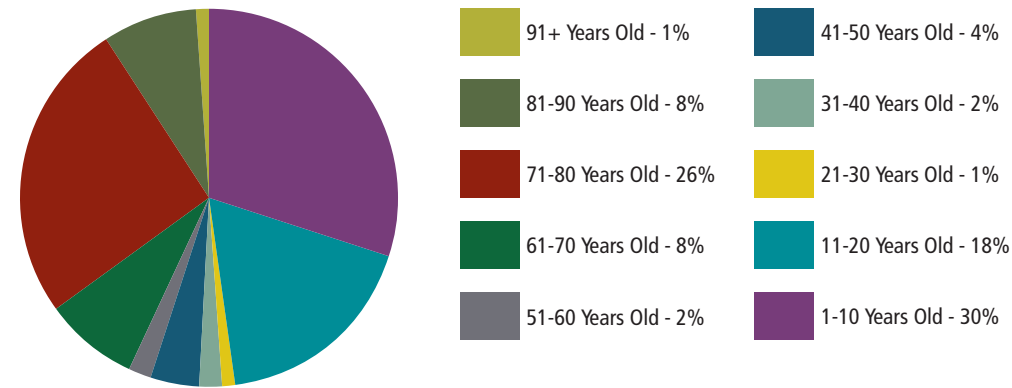
**Total Fee
Waiver Value
Expended**

\$132,097

FEE WAIVER PROGRAM

January 1 – December 31, 2017

Fee Waiver: Total Usage by Age Category



Fee Waiver: Enrollments & Pass Purchases/Renewals



Total Households Served

338

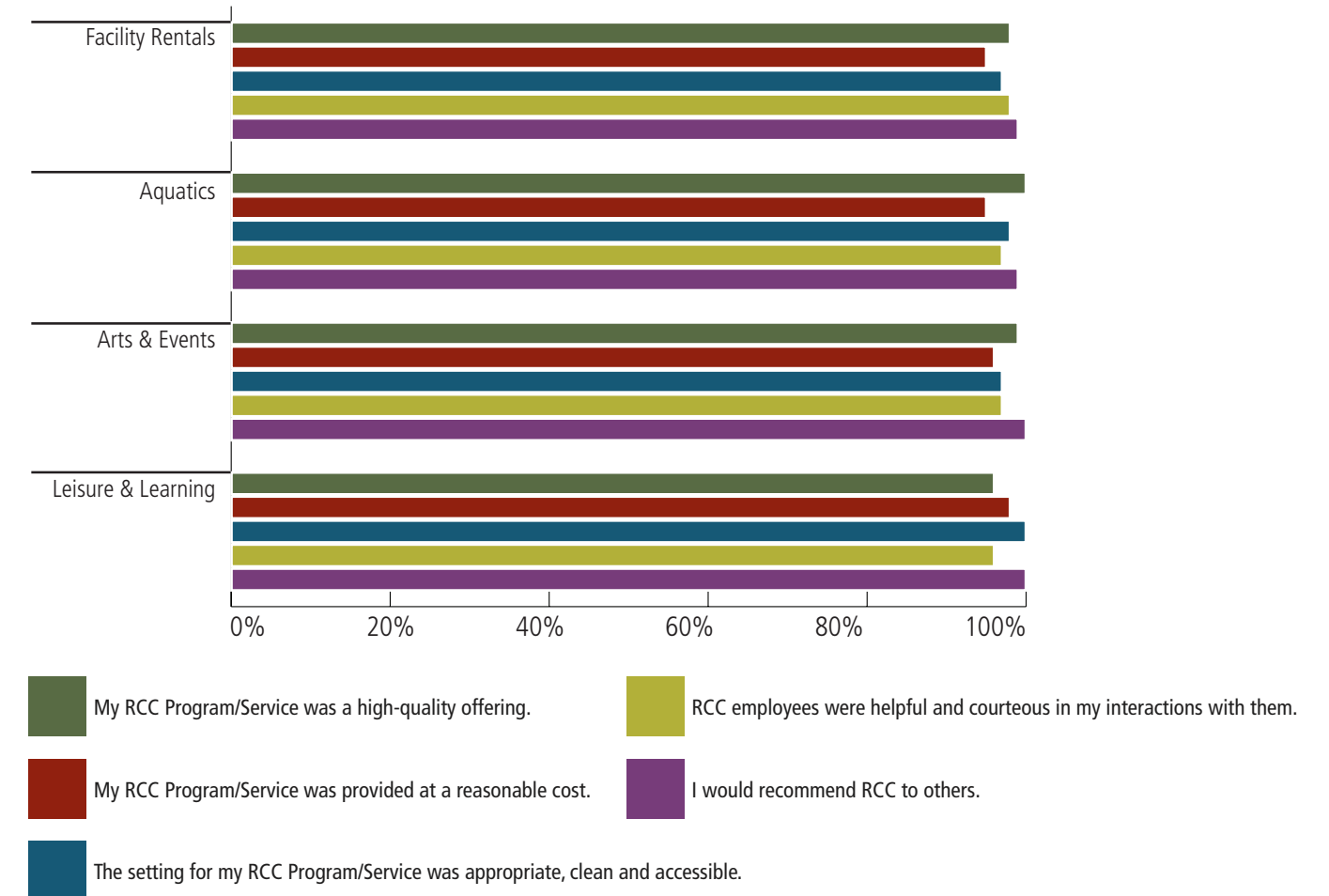


Total Members Served

564

PATRON SATISFACTION BY LINE OF BUSINESS

Percent Satisfied/Very Satisfied



THANK YOU



Thank You For All That You Do!

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

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

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

COMMUNITY PARTNERS

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

Al Fatih Academy
ArtsFairfax (formerly 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 Maker Faire

NV Rides and Program Partners
Office of Hunter Mill District Supervisor Catherine M. Hudgins
Osher Lifelong Learning Institute at George Mason University
Public Art Reston
Reston Association
Reston Citizens Association/Reston Accessibility Committee
Reston for a Lifetime
Reston Historic Trust
Reston Hospital Center
Reston Town Center Association
Specially Adapted Resource Clubs
Tall Oaks Assisted Living
US Citizenship and Immigration Services
Virginia Cooperative Extension
Washington West Film Festival
Washington Woodworkers Guild
YMCA Fairfax County Reston

SPONSORSHIPS

American Cancer Society – Reston Relay for Life
Amy's Amigos – Be AMYazing! 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 and Reston Marketing Initiative
Friends of Lake Anne – Roots 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 – Tenth Anniversary, Chalkfest at Reston Town Center
Reston Herndon Little League

Southgate Community Center – Community Day
Holiday Parade at Reston Town Center
Washington West Film Festival
YMCA Fairfax County Reston – Reston Kids Triathlon

2017 YEAR-ROUND STAFF

ADMINISTRATION

Leila Gordon
Thomas Ward
Renata Wojcicki
BeBe Nguyen
Harunor Rashid
Pam Leary
Mia Arguinizoni
Warren Bailey
Jan Bradshaw
Cristin Bratt
Vincent Brown
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
Rifat Chowdhury
Cheri Danaher
Kevin Danaher
Jose Escalona
Linda Ifert
Gloria Morrow
William D. Parker

Executive Director
Deputy Director
Finance Director
Director of Communications
Network Administrator
Customer Service Manager
Personnel Specialist
Customer Service
Customer Service
Public Information Officer
Customer Service
Web/Graphic Artist
Assistant Customer Service Manager
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
Box Office Assistant
Arts Education Director
Community Events Director
Box Office Assistant
Technical Director
Arts Education Assistant
Box Office Manager

AQUATICS

Joe Leary
Matt McCall
Ivan Cole
Melissa Murray
Scott Sorenson

LEISURE & LEARNING

Eileen Boone
Anya Avilov
Karen Brutsché
Ali Clements
Kim Gollop-Pagani
Debbie Heron
LaTanja Jones
Jeff Morgan
Jonathan Navarro
Susan Zaboji

FACILITY RENTALS & OPERATIONS

Brian Gannon
Mohammed Alhadi
Nicholas Burt
Santos Campos
Gilberto Guardado
Trung Nguyen
Fred Russo
William Sanchez
John Scurto
Edgar Siles
Ken Wade

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, Jim Kirby, Rebecca Gardner and Charlotte Geary .

Aquatics Director
Aquatics Director
Customer Service
Customer Service
Aquatics Program Manager

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

Facility Booking Manager
Facility Team
Facility Booking Assistant
Facility Team
Facility Team
Facility Team – Lake Anne
Building Engineer
Facility Supervisor
Facility Team – Hunters Woods
Facility Team
Facility Team

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.

Enriching Lives, Building Community.[©]



www.restoncommunitycenter.com



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 sug-
gestions. Please send them to
RCCContact@fairfaxcounty.gov.
All inquiries are answered within
48 business hours.