

RESTON COMMUNITY CENTER



Annual Report June 2015

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A Message from Beverly Cosham, Chair of the Board of Governors

Each year in June, Reston Community Center shares our Annual Report with our community at the Annual Public Hearing for Programs and Budget. This represents our commitment to Reston to report on how Small District 5 uses the resources from our taxpayers to realize our mission and achieve our vision. It's a great pleasure to share the highlights of our experiences of the past year; our staff teams work diligently to serve you and to attain the highest quality possible in our programs and services.

The Board of Governors spends the first part of each year soliciting input from the community during our engagement meetings in February and March. In April and May, we work with the staff to outline the budget priorities based on our financial resources and community priorities. The Annual Report helps you get a sense of the enormous breadth and impact of the programs, services and facilities of Reston Community Center.

The Board underwent some changes in 2014 that are noteworthy. Our long-serving and invaluable Board member Cathy Vivona retired from her RCC

service. At various times the Board Chair and Treasurer, Cathy provided leadership and sound advice. Consistent with our tradition of making a contribution to the Reston non-profit partner of the departing Board member's choice, Cathy's departure – while our loss – represented the maximum gain possible for her chosen partner, Cornerstones. In keeping with Cathy's commitment to being a contributor to her community, she is still deeply engaged teaching English as a Second Language to adult learners. While we do miss her, we enjoy seeing her at various RCC programs and playing bridge on Wednesday evenings in the Community Room.

The Board Preference Poll for 2014 returned members Bill Penniman and Vicky Wingert to the Board. Bill Keefe returned to Board service as well. Their energies and contributions to RCC are many and have helped shape our interaction with the Reston Master Plan processes for Phase 1 and Phase 2 as well as the 2014 Reston anniversary celebrations. We are happy to have their energetic and capable service. They join fellow Board members Bill Bouie, John

Mendonça, Michelle Moyer, Lisa Sechrest-Ehrhardt, and Gerald Zavala in charting the course for RCC in the coming years. It continues to be an honor and joy for me to lead these wonderful colleagues on the Board. Together with our talented staff, we look forward to a future that holds great promise for expanding Reston's recreational, leisure-time and cultural portfolios of great experiences.

We have seen the tremendous benefit to Reston of our continued emphasis on collaboration and partnership to accomplish our goals. Leveraging the strength of our collective civic talent to identify Reston's needs – and then to marshal solutions – is a particular hallmark of this exceptional community. RCC will keep its commitment to be the essential partner for everyone who shares a passion for "enriching lives and building community for all of Reston."





A Message from Leila Gordon, Executive Director

Delivering superb customer service and providing high-quality programs are our day-to-day imperatives. To do so, we always seek improvement in systems, facilities, and communication platforms that will give our patrons the best opportunities to enjoy our offerings and engage with Reston Community Center. This past year, we consolidated gains in improved communication platforms, online registration processing, and facility utilization, as well as sustained excellence in programs and services.

In 2014, Fairfax County recognized RCC employees Samantha Korkowski, Kevin Danaher, and Kenny Burrowes with Outstanding Performance Awards. Samantha was recognized for her talent and commitment to the beautiful design of our program guides and many other print products, including the Annual Report. Kevin is the “field marshal” of our many varied community event programs, among them the annual Reston Multicultural Festival and Reston Dr. Martin Luther King, Jr. Birthday Celebration. Kenny provides inspirational leadership to our community’s teens, engaging them in programs and keeping

them involved with their community in productive ways. Our Director of Communications, BeBe Nguyen, graduated from Leadership Fairfax in the class of 2014.

In addition to these outstanding individuals’ accomplishments, RCC staff members played significant roles in achieving a Team Excellence Award from Fairfax County in 2014. As participants in the Hunters Woods Neighborhood Coalition, RCC staff members Tom Ward, Pam Leary, Joe Leary, Brian Gannon, Patricia Farrell, Sumi Gallas, Rifat Chowdhury, Warren Bailey, Linda Greco, Greg Minassian, Adam Newland, Melissa Murray, Ling Zhao, Ivan Cole, John Scurto, Santos Campos, and Gilberto Guardado were among 53 people who participated in efforts to improve our neighborhood. This coalition was convened by our partner Cornerstones and included participation from Christ the Servant Lutheran Church, Hunters Woods Fellowship House, Edens Properties, and Reston Association. Working with County agency partners – Police, the Community Services Board, Neighborhood and Community Services, the Office to Prevent

and End Homelessness, and Supervisor Hudgins – the Coalition efforts resulted in a 63 percent drop in criminal activity from summer of 2013 to summer of 2014 as reported by the Fairfax County Police.

This is a great example of how all of us working together can forge better tomorrows for those less fortunate in our community and to continue to foster the Reston commitment to providing a welcoming place for everyone everywhere in Reston. As you read about RCC activities of 2014 in the pages ahead, keep in mind that teamwork, collaboration, and concern for others inform everything we undertake.

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.



Board of Governors



Board of Governors

CHALLENGES

The Board of Governors continued to explore facility expansion options during 2014. While we awaited development planning from Fairfax County offices looking at options for Reston Town Center North areas, we continued to listen to constituents and build the data foundation for making informed choices. None of the planning and research activities we undertake reduce the constraints of our existing facilities. Once the contours of where and how new facility projects might be realized take shape, we will still need to grapple with the issues presented by waitlists for popular offerings in our current facilities.

In addition to the limitations of space and time that confront popular swimming and arts programs and services, the Board also spent considerable time exploring the fiscal challenges a slower-than-anticipated recovery is presenting. While the Reston economy is more diversified than the overall County mix of residential and commercial property, it too is affected by the Federal government's sequestration impacts. Revenue growth from tax receipts is not sufficient to cover

all the normal personnel and operating expenses of core RCC programs and services.

"On behalf of Reston's residents, I want to commend you and Reston Community Center staff for the recreational, educational, and cultural opportunities you have offered the community for decades. Their diversity and quality has enriched our lives. Your efforts have become a key underpinning of Reston's quality of life."

— Terry Maynard, Reston 2020

The Board tasked the staff with pursuing a structurally balanced budget (excepting expenses associated with capital projects) effective with the proposed FY16 budget outline. This required staff to plan for and initiate annual review of all drop-in and rental fees in the context of fees charged by similar facilities in our area and to establish a schedule of graduated increases that will bring cost recovery into better alignment with budget

expenditures and RCC fiscal policy. The effort was undertaken in consultation with our patrons so that increases would not be too radical nor represent unnecessary hardships.

SUCCESSES

By early 2015, Fairfax County and Fairfax County Park Authority planning had progressed to a very happy conclusion with respect to planning for indoor recreation in Reston. Building on the studies and engagement results of our community conversation about indoor recreation, the Park Authority has developed a potential land-use exchange with Fairfax County Government at Reston Town Center North so that a central 2.6-acre "town green" and a new 90,000-square-foot indoor recreation and aquatic center will be realized from development occurring in that area. While there are many remaining steps to achieve these outcomes, this plan represents an optimum path to achieving this amenity for the community. Special recognition of his leadership in this effort is due to RCC Board Vice-Chair Bill Bouie who is also Chair of the Fairfax County Park Authority. Keeping Reston's interests

Board of Governors

in the forefront of the dual planning processes helped Bill work collaboratively with all agencies involved to achieve an ideal outcome.

RCC's Board and staff helped shepherd another key project to a successful conclusion in 2014. With support from every civic organization in Reston, work was completed on the documentary film project about Reston's unique position in the history of planned communities. A special screening for the community and funders was hosted at the CenterStage and Community Room of RCC Hunters Woods where some 450 people enjoyed the film and a conversation between NBC4 Washington's Barbara Harrison and filmmaker Rebekah Wingert-Jabi. The evening was a moving celebration of Reston values and included a heartfelt birthday tribute to Reston's founder, Bob Simon. *Another Way of Living: The Story of Reston, VA* heads to the festival circuit in 2015 with the enthusiastic support of the entire community. RCC's leadership in achieving the film provided steady support over a four-year period of planning, filming, editing and polishing. The project itself brought the community

together and the fruits of the research, documentation and the exceptional beauty of the film will be community building blocks for decades to come.

LOOKING AHEAD

We will turn our attention in 2015 to the planning efforts required to support a new performing arts venue with a focus on serving music and dance presentations. The community conversation about this planning goal launched in the winter/spring Board committee meetings and will continue with emphasis on market analysis, engagement with local arts organizations, and planning in the context of the County's Master Arts Plan Task Force.

Cost recovery will continue to be a focus of Board attention and managing the most appropriate balance of revenues generated by RCC fees for programs and services and tax revenues. The Board will continue to pursue judicious increases to fees while keeping track of the impacts so that participation and involvement in RCC offerings remains feasible for all.

As Reston Town Center celebrates its

25th Anniversary in 2015, RCC will continue offering robust entertainment and sponsorship support for the many signature community events that take place in the heart of our community's renowned "downtown." With our partners at Reston Town Center Association (RTCA) and many other Reston civic organizations, we look forward to welcoming the athletes of the World Police and Fire Games to Reston. The "Athletes' Village" will be headquartered at Reston Town Center. Many of the games themselves will be occurring throughout the community. Police and Fire personnel from all over the world will enjoy getting to know the beauty and friendliness of Reston.

"Again, I use this opportunity to thank you and your colleagues for your terrific labors, which created a truly special place in our beloved Reston."

— Lucy Badalian

The administrative functions of Reston Community Center include Customer Service, Finance and Human Resources, Communications, Building Engineering, and Information Technology. Collectively, they support our lines of business and programs for our patrons.



Administrative

Administrative

CHALLENGES

In 2014, RCC launched its new website, www.restoncommunitycenter.com. The website has been very well-received by our patrons who have enjoyed the fresh new look and ease of locating the information they need. The site was used extensively to augment unique announcements specific to inclement weather or marketing efforts, now possible due to the new underlying structure of the website, a Content Management System (CMS). RCC chose the product Sitefinity because of its simplicity of use and flexible page-building options for us to use in conjunction with short-term or one-time activities. As with every IT-related new product, we are continuing to work on a couple of “bugs” with the underlying search capabilities for the website and how the calendar functions are operating. We continue our efforts with our vendor to fix those issues.

County volunteer management software is being deployed on a more deliberative schedule than was once anticipated. We believe that RCC will pop up on the calendar for implementation in 2015;

we will try to time the launch with a program guide cycle so our volunteers will have plenty of time to acclimate to the new approach. Similarly, a new software platform for hiring in County positions, NeoGOV, was implemented in 2014 necessitating further training for all hiring managers. New software was also deployed to support training enrollment and management in the County. The new system required employee training to access the training environment – but promises to be a more comprehensive solution to tracking staff learning accomplishments.

SUCSESSES

Building on our successful 2013 audit findings, we established some new internal procedures for tracking payments, reconciliation of our internal accounts, and updating guidelines for a variety of purchasing instruments and situations. The updated procedures are being used as models for other County agencies. RCC processes approximately 3,450 purchasing-related documents annually, in addition to the payroll and human resources functions for 50 year-round employee positions and seasonal

position hiring and payroll activities for anywhere from 200-300 people each year. The talented team that tackles all these activities supports the thousands of programs, services, events and communication efforts our community associates with RCC.

Administrative staff teams in Customer Service and Maintenance were integral members of the Hunters Woods Neighborhood Coalition and key participants in the success of this multi-agency and multi-organization effort to address negative perceptions about public safety and homeless individuals in the Hunters Woods area. In addition to improved public safety (63% drop in reported crime from summer 2013 to summer 2014), two homeless individuals received life-saving interventions and one of them moved to permanent housing. Seniors living at the Hunters Woods Fellowship House felt their fears and concerns were heard and that the community was engaged and responsive. Christ the Servant Lutheran Church began weekly Cornerstones counseling sessions – coupled with a hot lunch served by church volunteers – to increase

Administrative

awareness of services among potential recipients. Edens – the Hunters Woods Shopping Center owner – pursued and executed new landscaping improvements that beautified the plaza area. Reston Association continues to work on pathway solutions to improve visibility and ease of incident reporting.

RCC Maintenance and Customer Service team members serve as daily “eyes and ears” on all the activity around our facility and help connect the dots for the Coalition members. They obtained specialized training in managing mental health emergencies and developed monitoring systems for violators of our Code of Conduct so those individuals would no longer be welcome in the neighborhood in addition to being barred from coming into RCC facilities. RCC continued its years-long support of homeless people with free locker room access for personal hygiene.

Addressing negative perceptions about our neighborhood was essential to RCC as so much of our Media team’s efforts in 2014 helped increase traffic around our facilities and to our programs and events.

Our Facebook and Twitter accounts met and surpassed our targets for “likes” and “followers” and continue to grow fans. Inclement weather was such a significant issue in the winter of 2014 (and again in winter 2015) that the Media team developed a detailed process to integrate all our social media platforms, new website announcement function, and deployment of status messages across our voice and County messaging tools so people could find our information in a variety of ways. As a part of these efforts, RCC was among the civic and cultural organizations that participated in establishing a special website for 2014 anniversary year activities, RestonCelebrates.org.

LOOKING AHEAD

The RCC administrative teams operate from the principle of continuous improvement. In the coming year, Customer Service will continue outreach to our patrons to support their successful interaction with online registration options. Since its implementation in 2013, online registration has grown to approximately 50 percent of our total registration transactions (calendar year

2014) and we anticipate its continuing growth as the registration method of choice for customers who want the most control over their registration process. With implementation of new guidelines for our Fee Waiver program, we will be monitoring and adjusting how we manage it to assure that the Fee Waiver program continues to provide optimum access to our offerings to those in our community who don’t enjoy the financial means to participate.

RCC program guides will be refreshed with new features in 2015 and we will explore how to distribute our materials and publications to key locations in Reston for patron convenience. Our involvement with our civic partners in the Greater Reston Chamber of Commerce’s Reston Marketing Initiative holds great promise for increasing awareness of the appeal of living, working and – especially for us – playing in Reston.

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. Between classes, workshops, community events, and 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.



Facility Rentals

Facility Rentals

CHALLENGES

As has always been the case, RCC's meeting rooms continue to be very popular, especially the larger meeting rooms like the Jo Ann Rose Gallery and Community Room. For Saturday evening rental periods, our larger rooms are typically booked for the entire year

"You guys have been a great community supporter and we appreciate it."

— Daniella Thompson,
National Multiple Sclerosis Society

by the end of each March. Our staff is working hard to maximize availability but this is a classic case of demand simply exceeding supply. We typically receive more than 100 requests per year that we decline due to the requested space not being available. In addition, we receive hundreds of phone inquiries each year and we often have to refer people to other Reston options because we don't have availability that suits their calendar needs.

Reston Community Center is proud to serve a handful of Reston organizations that have made RCC their home since the Center opened its doors in 1979. Since that time, these users, known as "Founding Partners," have enjoyed special privileges such as priority access to the booking calendar and reduced rental rates. RCC's overall rental rate structure has been well below the market rate for quite some time now, and the Founding Partner rate has been even more out of alignment with other public facility rates. In 2014, we began the necessary planning conversations with our community-based users so they would be able to prepare for rental rate increases we need to establish. These increases are the first in a multi-year phased effort that will establish rates that are more consistent with similar facility rates and that will be examined and adjusted regularly.

SUCCESSES

All of the demand for rental space means that our calendar is nearly full every day of the year. In 2014, rental events accounted for total estimated attendance of nearly 72,000 patrons and the total number of rental hours was 6,766. Both

of these figures are up slightly from the previous year. We've realigned staffing schedules to have more staff on site during peak weekend rental periods and this has helped us not only to maximize rental opportunities but also to provide an even greater level of customer service. In 2014, 98 percent of rental patrons said that their facility rental was a high-quality experience.

In addition to serving individual and organizational needs, our facilities host numerous community and civic events throughout the year. Our elected officials at both the county and state levels hold numerous public meetings to share news and solicit feedback from their constituents. In 2014 particularly, many occasions marked Reston's 50th anniversary and there were numerous events hosted by RCC and our community partners to celebrate, including the community screening of the documentary film *Another Way of Living: The Story of Reston, VA*. We also teamed up with other community organizations to hold the inaugural Reston Camp Expo, designed to give parents a one-stop shop for information on summer camp programs

Facility Rentals

serving the Reston area. At Lake Anne, we continued to host numerous public meetings regarding the redevelopment plans that are moving forward for the Cameron Crescent apartments and surrounding Lake Anne Plaza areas; we're excited about the changes that are coming. We also opened our doors as a cooling center during the summer of 2014 when the Lake Anne Fellowship House lost air conditioning for several days.

"We truly appreciate the support and partnership of the County and its RCC team as we seek to serve our residents."

— Dan Look,
National Lutheran Communities
& Services

LOOKING AHEAD

RCC's staff is committed to providing high-quality customer service and will continue working to ensure that every rental experience is the best that it can be. In response to patron feedback, we'll be making facility and furnishing

changes, including replacement of the meeting room chairs at Lake Anne. Cleaning schedules for our restroom and locker room areas are being increased in response to the demands on those facility areas. There are more exciting changes to come as we start to take a critical look at our facilities and how to keep them clean, attractive, and safe.

The 2015-2016 rental season marks the first time there has been an across-the-board increase in our rental rates. Some rates had been adjusted in recent years, but we've established a plan with an accompanying timeline for achieving a rental rate scale that is equal to roughly 75 percent of what other public providers charge. RCC's rates have been artificially low for many years now by choice as we kept rates steady during the economic downturn. We are going to continue to evaluate our fees every year and make adjustments as necessary and based on current circumstances. Reston patrons will always receive priority scheduling and discounted pricing on rentals and we will continue to strive to exceed expectations with every single facility rental.

"Wonderful staff! Fantastic facility. We look forward to using RCC again."

— Melissa Simmons,
Language Stars

The Leisure and Learning team engages patrons from birth to their wisdom years in thousands of different enriching, educational, entertaining, and healthy programs. Whether they participate in extensive new fitness offerings or journey to a new attraction, 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.



Leisure & Learning

Leisure & Learning

CHALLENGES

A significant transition occurred in the Leisure and Learning Department in 2014. Review of our enrollment patterns and how we were managing our offerings led to reorganization of both programs and staff support. To better reflect the reality of how families participate and to encourage intergenerational participation,

"My son and I have particularly enjoyed the seasonal parties. They have a good combination of structure and freedom for preschoolers."

— Sarah Norman

we lowered age requirements for many offerings to between 13 and 15 years old. Our Teen programs became Teen and Family Programs. Adult Program offerings were combined with the Fitness Program since the majority of those offerings are populated by adults. While there are still several classes that remain targeted to participants 18 or older, the Adult department's primary focus is now

on developing a broad range of Fitness programs that serve multiple ages, skills and needs.

Enrollment in leisure programs by teen, family or adult participants is showing new patterns and decreasing in many categories. People have heavily scheduled lives and the stress of things like traffic congestion affect the amount of leisure time they have thus impacting participation. In addition to studying our user-generated data and information in our field, we will collaborate with our partners in Reston recreation services delivery to understand the community's changing needs and to share the information we gather to assess how to best respond to those needs.

SUCCESSSES

The Reston Camp Expo, launched in January 2014, featured Fairfax County agencies, community organizations, and non-profit groups whose camp programs and services targeted Reston youth. The event – produced by the Serving Reston Youth committee – was a smashing success with several hundred attendees who received essential

"Both Zumba and Yoga are terrific and the instructors are top-notch."

— Diane Kazuba

resource information on camp offerings, scholarships, employment opportunities, transportation options, and much more. This outstanding community effort and event will be brought back in 2015 and has all the hallmarks of an annual community calendar appointment for families.

It was an outstanding year for the Leisure and Learning Department special events with increased attendance achieved at each program. Diva Central – our annual Teen prom dress giveaway – attracted approximately 200 very excited and glamorous community members. The Children's Flea Market had its best turn-out yet with more than 700 visitors. A first-time event for our 55+ patrons was a Chinese New Year celebration that was enjoyed by more than 100 participants. Other very popular special event



Leisure & Learning

programs included RCC's Halloween Family Fun Day, 55+ Holiday Luncheon, Eggnormous Egg Hunt, and our Older Americans Month celebration.

The Youth, Fitness, and 55+ program areas showed increased attendance and included innovative and trend-setting offerings. The number of summer camps implemented – as well as the number of seats filled – surpassed the previous year's success. Coupled with several very well-attended drop-in programs, Youth participation was considerably higher in 2014 than 2013. Naturally, given population trends, 55+ programs continue to attract a tremendous amount of interest from the ever-growing older adult population in Reston. RCC offers older adults an incredible range of educational, social and travel opportunities and it is

"The Zumba Fitness class is outstanding. Reston Community Center is extremely fortunate to have an instructor of this caliber."

– Deborah Zatkowsky

no surprise this program area continues to evolve and thrive year after year. As one of the key community leaders in providing programs and services for seniors, RCC was an excited participant in the community's MetLife Award for "Best Intergenerational Community" in 2014. Reston was one of just four communities nationwide to receive this honor.

LOOKING AHEAD

We are thrilled to begin participating in a new community initiative, led by South Lakes High School, to develop a Resource Fair timed for August of each year. The "Back 2 School Bash" is designed for students in grades K-12 and their parents.

The Serving Reston Youth committee will continue to identify where gaps in program offerings for young people exist and create solutions while disseminating resource information to parents seeking after school and out-of-school programs for their children. This group's work may be combined in 2015 with the Cornerstones Partners' Quarterly meetings to be assured we are considering families and community-wide needs as we develop options for engaging our young

*"Dear Ms Ali,
You have been such an important
and loving part of Logan's life.
I am so sad that Logan has
outgrown Kids Night Out. We will
always remember your part in
Logan's life and we will miss you
and your kind ways."*

– Lisa Davenport

people in happy, productive learning and enrichment programs.

As 2014 began to wind down, the momentum for our NV Rides volunteer transportation program picked up. The senior adult population in Northern Virginia is growing at twice the rate of the rest of the population. At the top of the list of emerging needs for older adults is transportation. NV Rides was developed in coordination with Fairfax County agencies, the Jewish Council on Aging, the Jewish Community Center of Northern Virginia, and several other non-profit organizations and consists of

Leisure & Learning

a network of service providers currently operating volunteer driver transportation programs for non-driving older adults. These include Reston Community Center, the Herndon Village Network, Shepherd's Center of McLean-Arlington-Falls Church, and Mount Vernon at Home.

NV Rides Reston is a free door-to-door transportation service for those ages 55 years and older who are no longer comfortable with driving. It will be operated by RCC in conjunction with the larger NV Rides program. NV Rides Reston will serve Small District 5 senior adult residents. Transportation services will be provided by volunteers who are committed to helping their fellow neighbor with the "gift of a lift." All volunteers will be properly vetted with a background and DMV check. Senior adults who participate as riders will be able to have easy and secure access to medical appointments and personal errands, as well as RCC program offerings.

NV Rides Reston will require a concerted effort to recruit volunteer drivers to fulfill the program's objective. We will be strenuously focused on driver recruitment

to get the program successfully launched to serve our 55+ population.

The coming year will also be one of discovery as we work with Reston partners to better understand the recreational and enrichment aspirations of our community. We hope that our patrons and those who live and work in Reston will participate in efforts to survey them, discuss ways we can serve them better, and reach out to their various neighborhoods so we can design the most appealing programs and services for Reston.

*"Dear Kim,
Thank you -*

*For Loving your job!
For Being so dedicated!
For Loving the hearts of
the kids!
For Making an impact!"*

– Jamie Miller



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



Arts & Events

Arts & Events

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. Attendance at CenterStage events averages between 60 and 65 percent of capacity annually, which is consistent with attendance patterns

"We attended the Raul Midón concert this past Saturday evening. This was our first time at your community center and we were not sure what to expect. What a pleasant surprise! In addition to Raul Midón being simply fantastic, your venue was marvelous. Seating, lighting, and acoustics were exceptional! We look forward to attending future events there. Much thanks!"

– Alvin Perkins

for venues of a similar nature. 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 great 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 Arts Gallery which provide beautiful exhibit environments for Reston artists. Add to that the gallery space that graces the walls of our Hunters Woods facility and we have a robust visual arts instruction and exhibition 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, Take a Break Concerts, Family Fun Entertainment 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.

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 time activities, grabbing our "market share" of the ticket dollar has always been the greatest challenge. That being said, our Professional Touring Artist Series exceeded our financial goal and attendance target for 2014 in spite of the fact that we endured a long and harsh winter. Many of our Community Events are vulnerable to the unpredictable weather as well. 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 are always endeavoring to move more patrons off our waitlists and into classes.



Arts & Events

SUCCESSES

Performing Arts

The Professional Touring Artist Series at the CenterStage hosted performers who either are at the top of their careers or are headed there on an unmistakable trajectory of success. Sold out performances included Sweet Honey in the Rock®, Lúnasa, and Reduced Shakespeare Company; all of which provided sensational opportunities to enjoy the best of what the entertainment industry has to offer. Emerging artists like Rennie Harris' RHAW, Raul Midón, Cuban poet Richard Blanco, and the Ukrainian folk/punk band DakhaBrakha gave us broad cross-cultural experiences that will not be soon forgotten.

In honor of Reston's 50th anniversary, RCC hosted *The Complete Works of the Reduced Shakespeare Company (abridged) Extravaganza*, which boasted seven of their complete works plus a bonus "Lost Works" performance. This one-of-a-kind event brought back many of the original cast members who have made Reston audiences laugh for more than 25 years.

In 2014, the Arts and Events team continued to focus on inter- and intra-departmental "value added" opportunities, which not only give the patron a deeper experience, but also created sense of continuity between RCC departments. These "lagniappes" included a sock puppet-making class after the performance of the Cashore Marionettes, comedy classes for adults and students taught as part of *The Reduced Shakespeare Company (abridged) Extravaganza*, and a series of Parents Time Out events which provided childcare while parents enjoyed CenterStage performances.

The Tuesday Night at the Movies series continued to bring provocative documentaries to the CenterStage for the Initiative for Public Art – Reston (IPAR) and the Washington West Film Festival. This year, those efforts included the film *Jhola* that subsequently became Nepal's official nomination for an Academy Award.

The CenterStage hosts the Reston Community Players and many local dance and music companies that garner acclaim and generate intense audience

"Eveleen and I just wanted to thank you for the magnificent event with Richard Blanco. We cannot remember a more rewarding and special evening"

– Eric L. Sass

loyalty. "Building community" among the arts groups and with Reston audiences remains our goal. There is wonderful cross-pollination of these groups, local students, and the visiting artists throughout our seasons. Local arts groups work together and are also able to benefit from residency work by visiting artists in the Professional Touring Artist Series. This year, those efforts included outstanding professional artists from the Reduced Shakespeare Company.

We once again partnered with the Osher Lifelong Learning Institute to present free performances by top 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

SUCCESSES

Community Events

Our annual Reston Multicultural Festival attracted record crowds and was bigger and better than ever. The two National Heritage Award Fellows – Elaine Hoffman Watts (and the Fabulous Shielkes), and Ukrainian embroiderer and bead artist Vera Nakonechny – attracted their considerable fan bases. These artists have received the highest honor awarded by the United States Government to folk or traditional artists. Hosting them at our annual festival creates a great sense of excitement among all of the attendees.

The Reston Dr. Martin Luther King, Jr. Birthday Celebration hosted Anna Deavere Smith. This MacArthur Genius Grant awardee is best known for crafting

"Many thanks again to RCC for your generous and valued support! We could not ask for better community partners."

– Holly McCullough, GRACE

one-woman, multi-character plays about American social issues. Her three-day residency included a performance entitled *Snapshots: Portraits of a World in Transition*, the Keynote Address entitled *Reclaiming Grace in the Face of Adversity* and two school presentations for teens.

Of course, often the point of community events is simply to get together and have fun. The ongoing partnership with Reston Association continued the popular Community Cookouts, and our relationship with Reston Town Center Association provided the Family Fun Entertainment Series and Holiday Performances. 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. In addition, RCC is a major sponsor of the Greater Reston Arts Center's annual Northern Virginia Fine Arts Festival. RCC supports other arts events at these locations such as IPAR's Chalk Art Festivals and Friends of Lake Anne's Jazz and Blues Festival. As always with outdoor events, the weather plays a significant role in people's enjoyment

"Thank you RCC for your generous support and efforts with our programs and Founders Day. We could not produce Founders Day without RCC and Kevin Danaher."

– Shelley Mastran, Reston Historic Trust

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 success depends on strong partnerships and collaborations with many of Reston's civic and cultural organizations.

SUCCESSES

Arts Education

Arts Education continues to provide quality visual arts instruction (ceramics, sculpture, glass, mosaic, and two-dimensional media) and performing arts instruction (dance, music, and theatre).



Arts & Events

Once artists are ready to advance to the next level, we provide opportunities to present their work to the public with three exhibition spaces: the Jo Ann Rose Gallery, 3D Gallery, and Hunters Woods Gallery. The student performers learning in our Young Actors Theatre program present public performances in the CenterStage at the conclusion of their study. Our exhibiting highlight for this year was celebrating the 16th Annual Gifts from the HeART Exhibit, which raised \$1,274 for Cornerstones. Over the 16 years of this tradition, more than \$11,000 has been contributed to Cornerstones from artist sales.

Our partnership with Greater Reston Arts Center (GRACE) continues to enable both organizations to offer more visual arts learning experiences at the GRACE Gallery in Reston Town Center with the Appetite for Arts, T.G.I.F., and Super Studios

"Love this class. The instructor is knowledgeable and helpful. I've enjoyed the class immensely."

— Kimberly Hote

programs. Of course, the Northern Virginia Fine Arts Festival is a great opportunity to work with GRACE to bring the excitement of the visual and performing arts together in a terrific festival setting that draws thousands of arts enthusiasts to it every year.

LOOKING AHEAD

Anna Deavere Smith had such a profound impact on our community that she has been asked to return in order to provide momentum to a series of community dialogues which will focus on issues of disproportionality and the school-to-prison pipeline. As a kickoff to these dialogues, we will work with IPAR to present *We Make Reston*, which is a series of large-scale photographic portraits that represent the diversity that is Reston. This special project will be coordinated in conjunction with the international movement *INSIDE OUT* and will debut at the Reston Multicultural Festival.

Artists and fans of the arts will be thrilled by the exciting opportunity to work with renowned sculptor Patrick Dougherty in spring of 2015. This exceptional experience will be led by GRACE and IPAR, with support from RCC, as well as

a cross-section of Reston organizations and companies. Mr. Dougherty, whose international portfolio and style of work is the subject of the acclaimed documentary *Bending Sticks*, will be working with volunteers to create a magnificent temporary public artwork in Reston Town Square Park in April 2015. The project is also supported by grants from the Arts Council of Fairfax County and the National Endowment for the Arts.

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 landscape of our community is the best foundation for our future.



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 a quiet, soothing reprieve for daily aches and stressed muscles. The weather at our pool is always right for swimming.



Aquatics



Aquatics

CHALLENGES

Each year there is heavy demand for high-quality aquatics programming, lessons, and exercise options. Limited available pool space is a consistent

“The front desk folks are most courteous and helpful, and the lifeguards are top-notch. I hope it’s clear that my satisfaction with Joe and his staff is sky high. No operation results in 100 percent satisfaction 100 percent of the time, but of my many/ varied “professional and business associations,” none in my estimation exceeds RCC in customer satisfaction”

– John Gray

pressure. We are simply unable to safely schedule the number of activities that we have patrons to fill. Lengthy waitlists exist even as we attempt to prioritize the most popular classes and sessions.

With 3,329 participants enrolled in aquatics programming this year, and 1,282 on waitlists, it is difficult to meet the demands for our services. Limitations such as pool space – as well as safe and productive class sizes – restrict our options for addressing these large waitlists.

In addition to higher demand than we can address for classes, we also contend with high drop-in attendance; we frequently turn away potential participants in those options for swimming or exercise. Water aerobics programs achieved attendance numbers in excess of 5,000 patrons. Daily recreational pool usage remains high, and our Reston swim teams find that contending with our limited available space for their practices is limiting their membership.

SUCCESSES

Our Water Safety Instructor and Lifeguard Trainings, Pool Operator Certifications, and CPR programs continue to be popular and successful. These programs certified 87 people this year in important aquatics skills. The skills gained from

“I am writing to thank your great management for choosing the best candidates for your team. I’m a 65-year-old person who needs the pool for treatment processes, and anytime I meet these nice, kind, caring lifeguards with their beautiful smiles I forget about my pains. Thanksgiving is arriving ... I have to first thank you for your great management and service, and then ask you for any promotion for two lifeguards who deserve your kind attention, Mika Pagani and Ama Atobrah.”

– Faranak Alamdaryan

these offerings provide a benefit to the overall safety and well-being of the community by supporting the vision of RCC’s Drowning Education Awareness Program (DEAP) through water safety practices and awareness. In addition to the certification programs we support, we offer land-based class options to groups

Aquatics

on how to stay safe in and around the water. This past year, 273 participants learned those skills.

In an effort to continue to improve cost recovery in all areas of RCC operations, aquatics daily fees and drop-in fees were reevaluated in 2014. Price increases are not always welcome changes for our patrons, but they help us fund ongoing maintenance and operating costs of the facility they enjoy. Our aquatics fees have been adjusted only three times since 1979. We will continue to evaluate these fees annually, and gradually increase them as necessary to bring them in line with charges at comparable facilities in the area.

While our group programming continues to fill and have waitlists, private lessons offer our patrons a quality alternative when class space is not available. We scheduled 129 hours of private lessons in 2014. Our private lesson instructors continue to offer tailored lesson plans and individualized instruction to interested patrons.

LOOKING AHEAD

In response to continuing demand from the community for aquatics lessons, we will be offering classes on Saturday afternoons and increase the number of Sunday classes to address the high demand for our programs during weekends. We will also continue to offer the private lesson alternative. We look forward to increasing the full utilization of the pool for popular class times and offering new program options for those wishing to learn to swim or improve their skills.

Our demands at the 55+ end of the swimmer spectrum are also increasing as the Reston population ages. We will continue to examine options for increasing availability to those participants. We may reduce some of the lap swimming or open swim availability to serve more people in our exercise and therapeutic swimming offerings. Rest assured, we will continue to rely on our patrons for feedback and input as we try to serve as many people as possible.

“I just registered for a triathlon in June and I can’t swim freestyle. I work 8:00 a.m. - 1:00 p.m. Monday through Friday and could take private lessons. Thank you so much for all your helpful information and for making this easy!”

– Jeanne Mahoney



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.

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 routinely monitor data on patron participation, as well as Customer Satisfaction, to be sure we are offering programs that patrons enjoy and that are diverse in content and approach and, to the extent possible, to address program waitlists. This year, we include data presented to reflect the context of how our patrons use RCC in addition to participation that is generated as a result of our Reston partnerships and sponsorships.

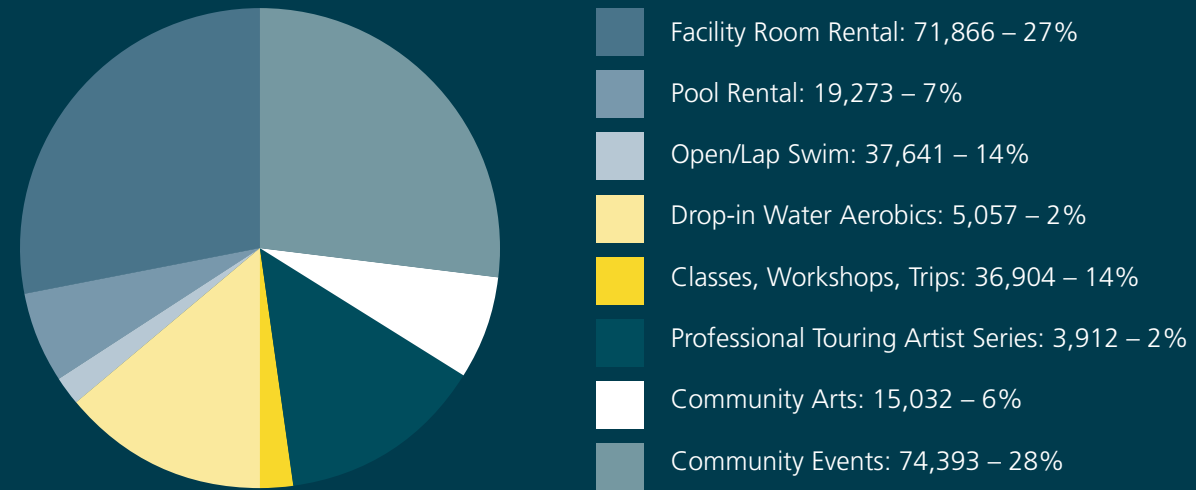
The data charts on these pages also reflect the shifts in organization of our Leisure and Learning offerings.



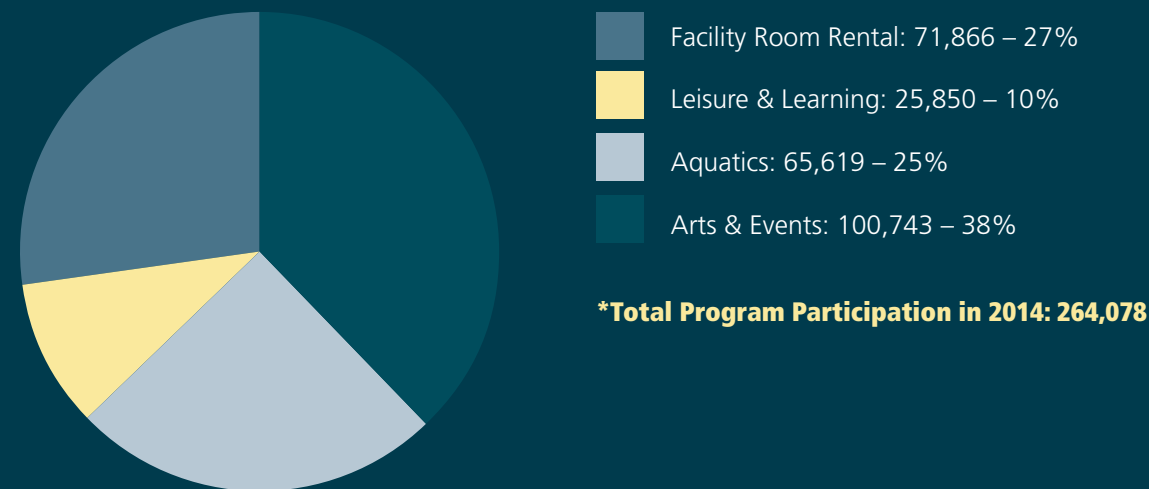
2014 Year in Data

2014 Year in Data

Participation by Program Type* (January 1 – December 31, 2014)

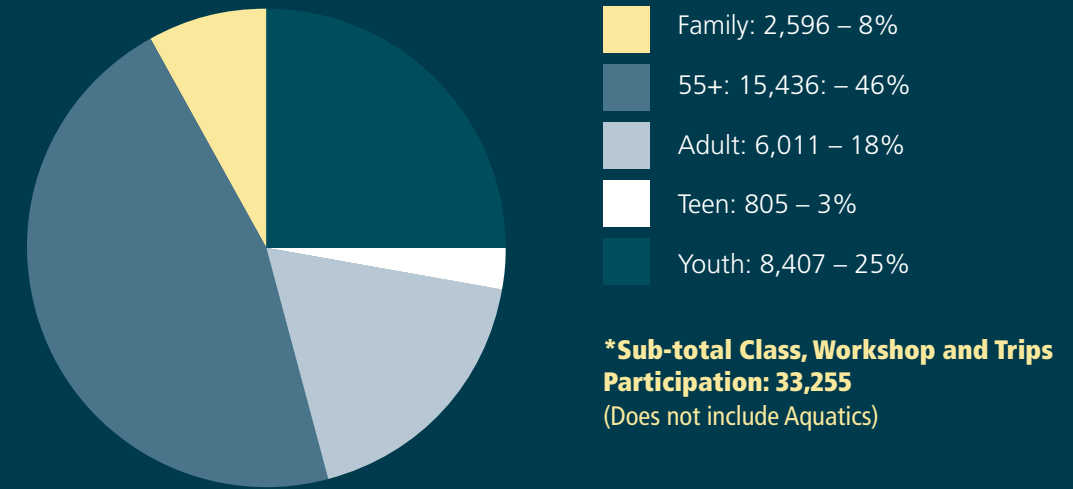


Participation by Line of Business* (January 1 – December 31, 2014)

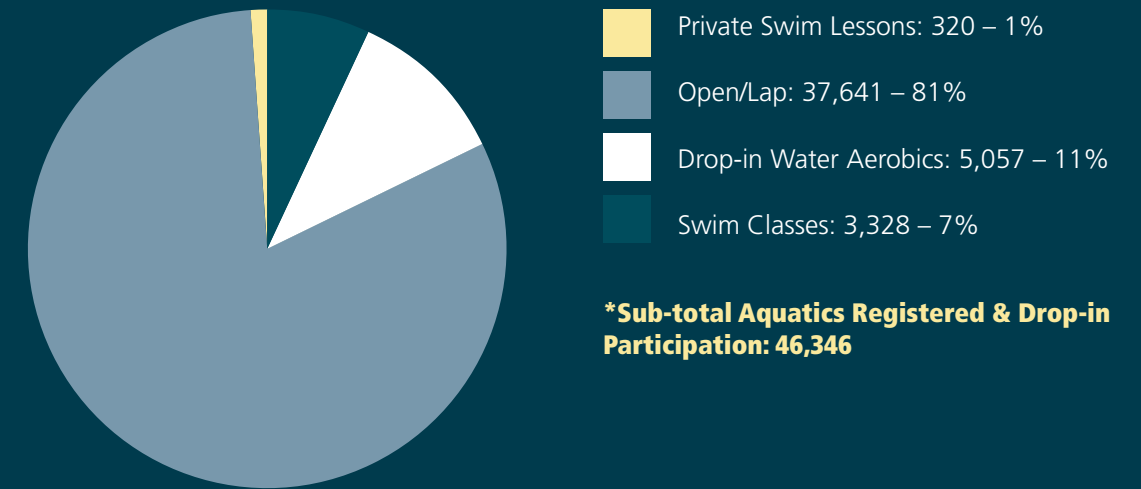


2014 Year in Data

Class, Workshop and Trip Participation* (January 1 – December 31, 2014)

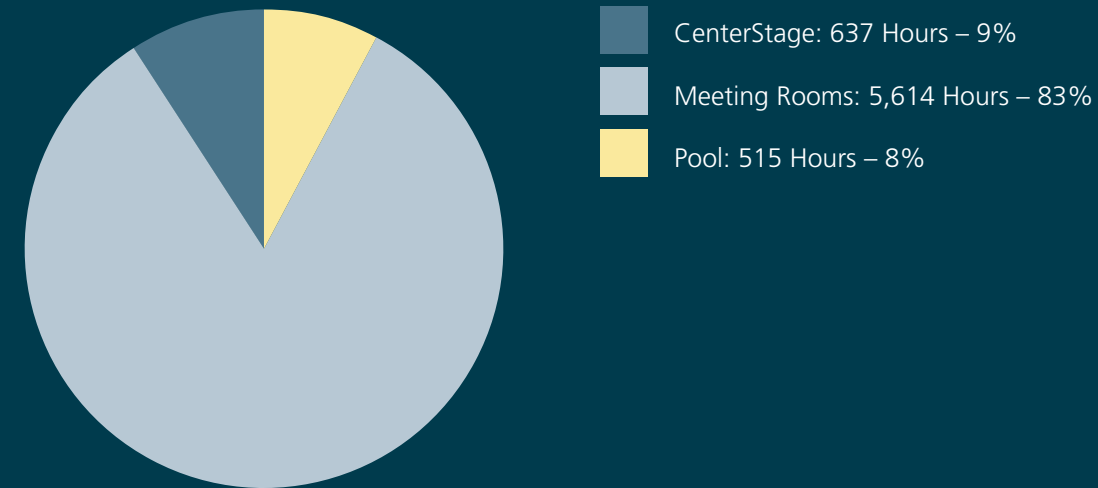


Aquatics Participation* (January 1 – December 31, 2014)

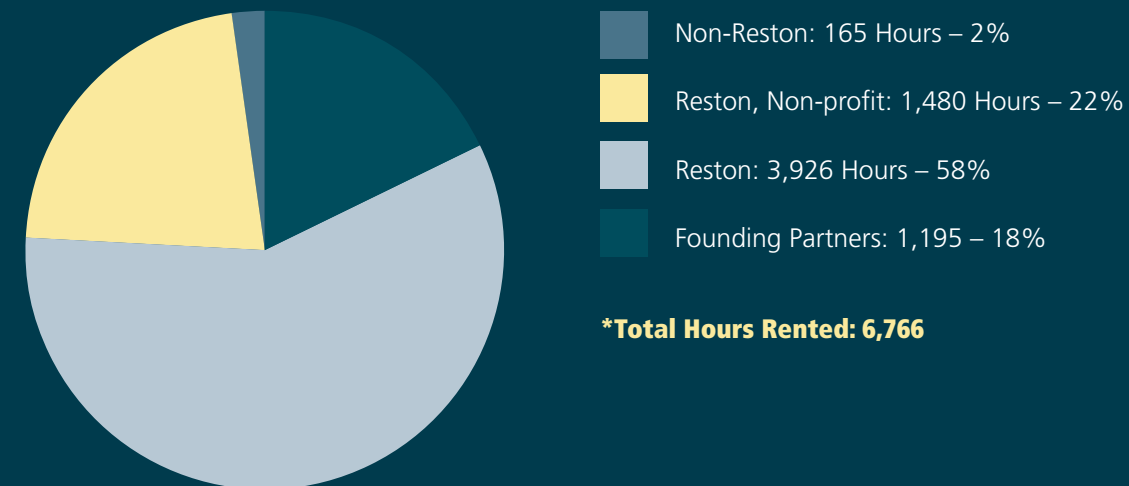


2014 Year in Data

Facility Rentals by Facility Type* (January 1 – December 31, 2014)



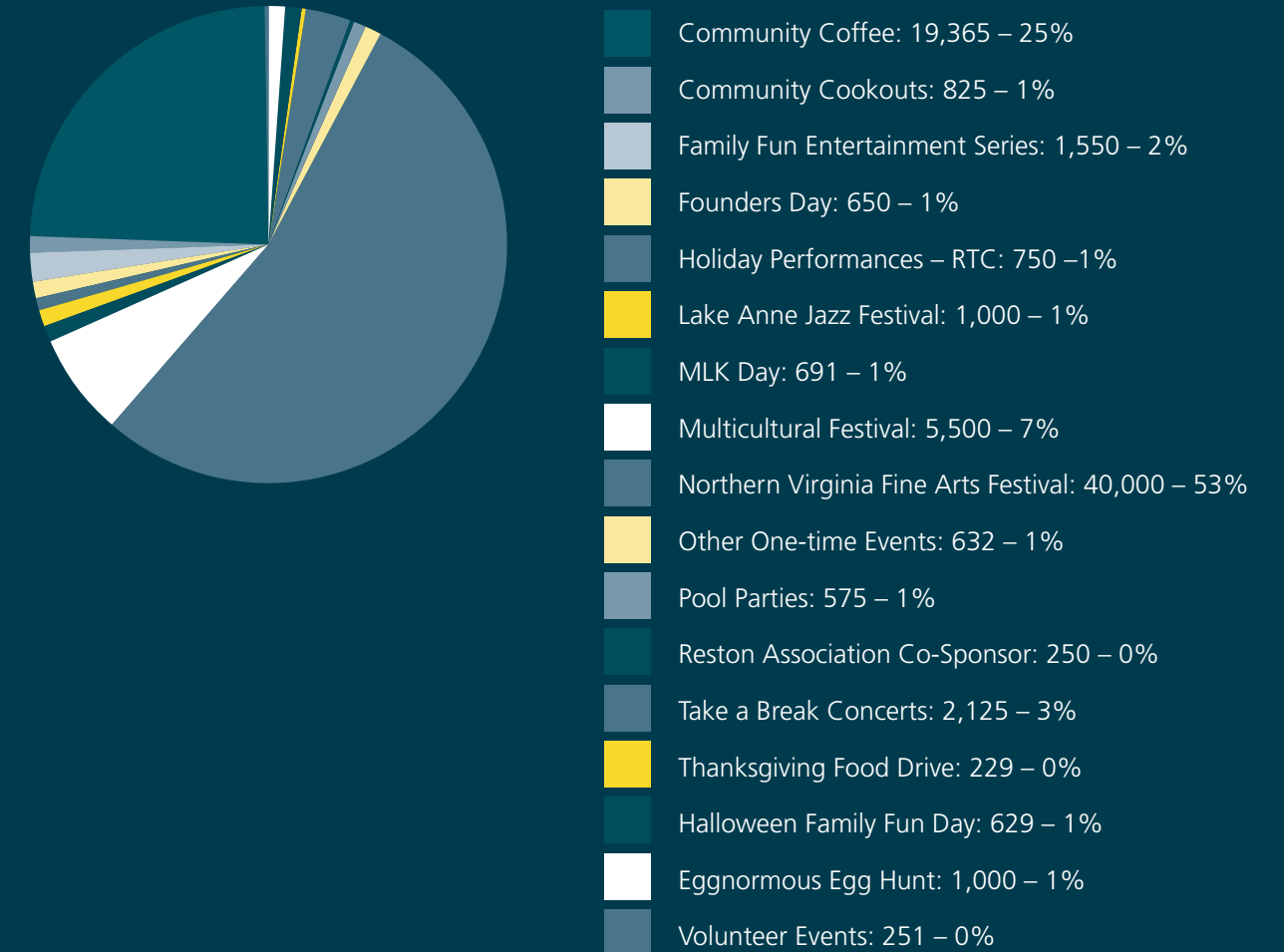
Facility Rentals by Household Status* (January 1 – December 31, 2014)



***Total Hours Rented: 6,766**

2014 Year in Data

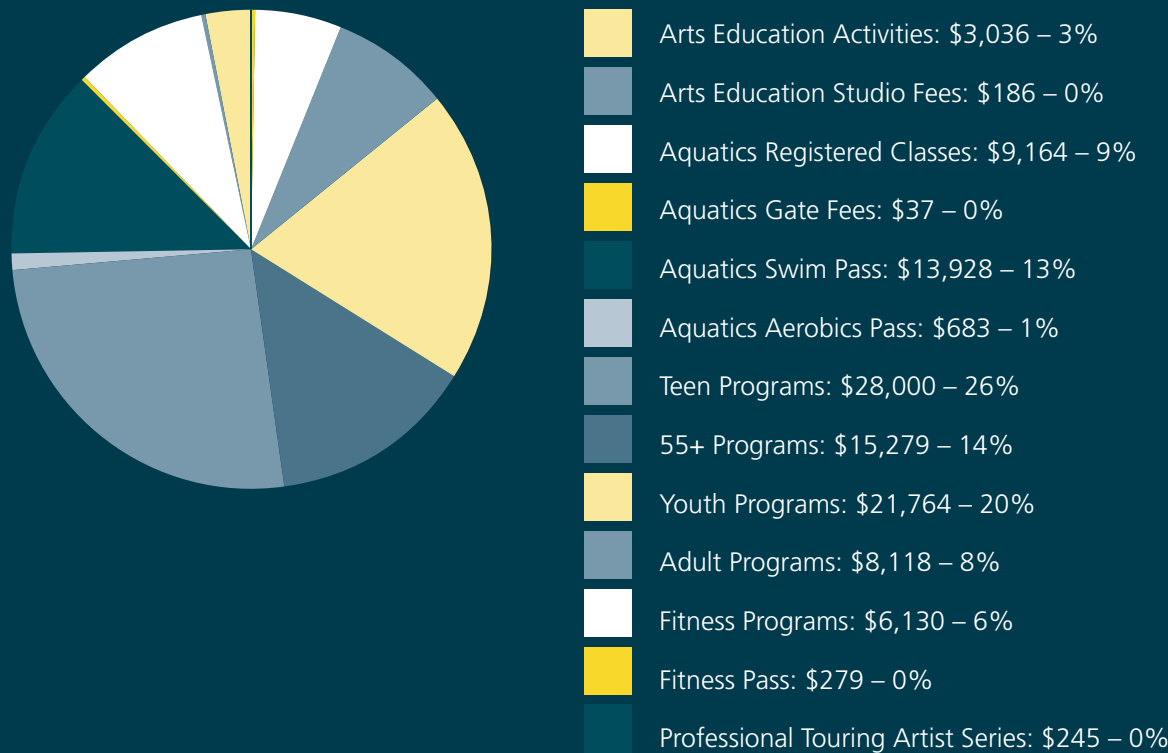
Community Events Attendance* (January 1 – December 31, 2014)



***Estimated Event Attendance: 76,022**

2014 Year in Data

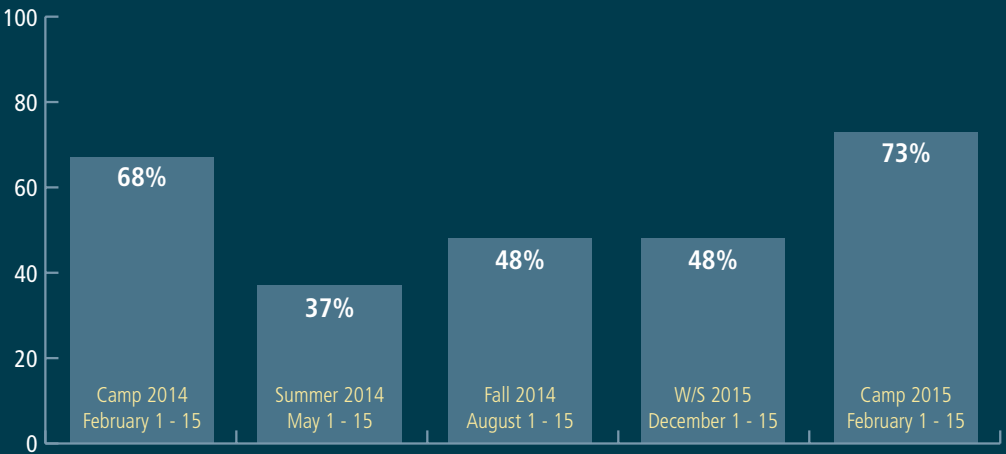
Fee Waiver Usage by Program Type* (January 1 – December 31, 2014)



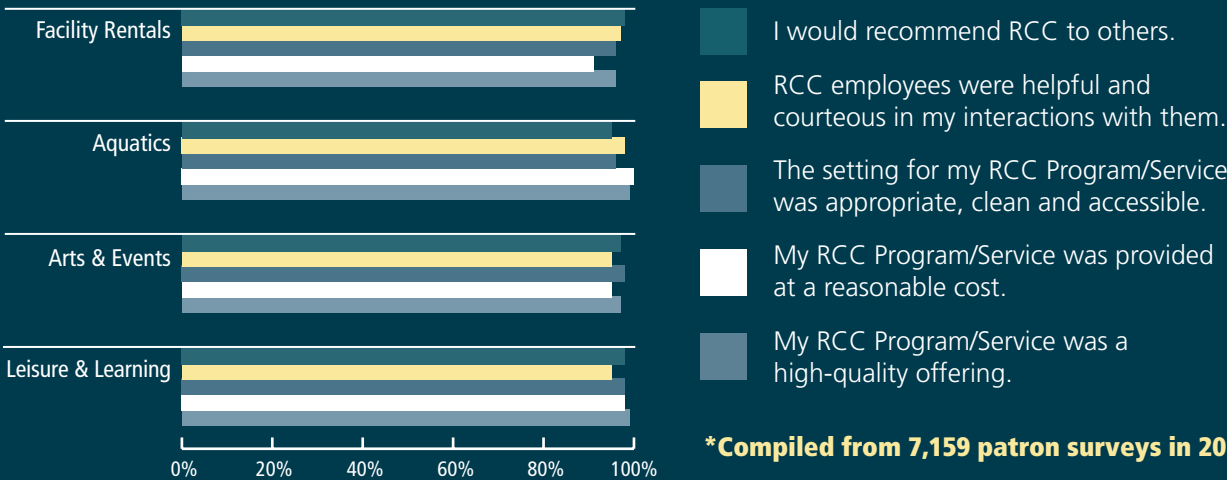
***Total Fee Waiver Credits Redeemed: \$106,569**

2014 Year in Data

Percent of Registration Transactions Made Online



Patron Satisfaction by Line of Business: Percent Satisfied/Very Satisfied*



***Compiled from 7,159 patron surveys in 2014**

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.

We also extend thanks to our community partners. Their tireless efforts on behalf of Reston are essential to our success.

- Al Fatih Academy
- Arts Council of Fairfax County
- 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
- Friends of Reston Community Center
- Greater Reston Arts Center
- Greater Reston Chamber of Commerce
- Initiative for Public Art – Reston
- Jewish Community Center of Northern Virginia
- Lake Anne Plaza
- League of Reston Artists
- NV Rides and Program Partners
- Office of Hunter Mill District Supervisor Catherine M. Hudgins
- Osher Lifelong Learning Institute at George Mason University
- 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
- Sustainable Reston
- Tall Oaks Assisted Living
- US Citizenship and Immigration Services
- Washington West Film Festival
- Washington Woodworkers Guild
- YMCA Fairfax County Reston





Thank You

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.

RCC Sponsorships

American Cancer Society – Reston Relay for Life
Arts Council of Fairfax County – Annual Arts Awards Luncheon
Cornerstones – Best of Reston Community Service Awards
Greater Reston Chamber of Commerce – Community Engagement Series and Ethics Day
Friends of Lake Anne – Ukelele Festival
Friends of Reston – Nature House 5K Run
Herndon-Reston FISH – Annual FISH Fling
Initiative for Public Art – Reston – Chalkfest at Reston Town Center
YMCA – Reston Kids Triathlon

Attribution

Quotes used throughout this publication have been taken from email and other communication to RCC. They may be slightly altered for clarity.

Board of Governors



Beverly A. Cosham



William G. Bouie



William Keefe



John Mendonça



Michelle Moyer



William Penniman



Lisa Sechrest-Ehrhardt



Vicky Wingert



Gerald Zavala



2014 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 |
| Geoff Elkins | Graphic Artist |
| Sumi Gallas | Assistant Customer Service Manager |
| Linda Greco | Customer Service |
| Samantha Korkowski | Graphic Artist |
| Greg Minassian | Customer Service |
| Adam Newland | Customer Service |
| Grazyna Siebor | Accounting Specialist |
| Carrie Toren | Graphic Artist |
| Barbara Wilmer | Executive Assistant |
| Ling Zhao | Customer Service |

Aquatics

| | |
|-----------------|--------------------------|
| Joe Leary | Aquatics Director |
| Rifat Chowdhury | Customer Service |
| Ivan Cole | Customer Service |
| Levi Lainhart | Aquatics Program Manager |

| | |
|-----------------|-----------------------------|
| Melissa Murray | Customer Service |
| Mike Rothenberg | Aquatics Assistant Director |
| Scott Sorenson | Aquatics Operations Manager |

Arts & Events

| | |
|-------------------------|------------------------------|
| Paul Douglas Michnewicz | Director of Arts and Events |
| Brian Biel | Box Office Assistant |
| Mark Brutsché | Assistant Technical Director |
| Cheri Danaher | Arts Education Director |
| Kevin Danaher | Community Events Director |
| Linda Ifert | Technical Director |
| Patrick Laney | Assistant 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 |
| Joe Brown | Teen and Family Program Assistant |
| Karen Brutsché | 55+ Program Director |
| Kenny Burrowes | Teen and Family Program Director |
| Amelia Chung | Fitness Program Director |
| Ali Clements | Adult Program Assistant |
| Teresa Fletcher | Fitness Program Assistant |
| Kim Gollop-Pagani | Youth Program Assistant |
| Debbie Heron | Youth Program Director |
| Jonathan Navarro | Adult and Fitness Program Director |
| Susan Zaboji | 55+ Program Assistant |

2014 Staff

Facility Rentals & Operations

| | |
|-------------------|-------------------------------|
| Brian Gannon | Facility Booking Manager |
| Mohammed Alhadi | Facility Team |
| Jose Ayala | Facility Team |
| Santos Campos | Facility Team |
| Patricia Farrell | Facility Supervisor |
| Gilberto Guardado | Facility Team |
| Terry Maynard | Facility Rentals Assistant |
| David Miller | Facility Team |
| Trung Nguyen | Facility Team - Lake Anne |
| Fred Russo | Building Engineer |
| John Scurto | Facility Team - Hunters Woods |
| Edgar Siles | Facility Team |
| Ken Wade | Facility Team |

These are employees who work year-round in benefit-eligible positions at RCC. Not included because of space limitations are the hundreds of part-time instructors and others who contribute to our success.

Photography

Photos in this Annual Report were taken by our staff photographer Linda Rutledge and professional photographer Jim Kirby, for RCC.

Find Linda Rutledge's photos on pages:
1, 5, 21, 26, 27, 29, 31, 40, 51

Find Jim Kirby's photos on pages:
3, 9, 17, 26, 27, 31, 34, 37, 43, 55

Additional Photos by:
David Madison: 1
Arts Council of Fairfax: 6
Mark Regan: 23, 52





2310 Colts Neck Road, Reston, VA



To request reasonable ADA accommodations,
call 703-476-4500 • 800-828-1120 (TTY)

www.restoncommunitycenter.com

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