



**ANNUAL
REPORT**
June 2014



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Reston Community Center at Hunters Woods opened its doors to the public in May of 1979. The flagship facility resulted from years of planning and hard work on the part of the community and reflected Reston's self-starting spirit. With its theatre and pool facilities surrounding a beautiful ballroom, it has offered the community space to gather, celebrate and recreate for 35 years.



A Message from Beverly Cosham, CHAIR OF THE BOARD OF GOVERNORS

In the pages of this Annual Report, you will read about Reston Community Center (RCC) facilities, programs and services taking place in calendar year 2013. We publish our Annual Report each year in the month of June to provide our community with a picture of the past year's highlights and the coming year's challenges. As we put together this year's Annual Report, we continue to engage with our community to help us chart the right path forward for RCC and how we serve Reston. While at times passionate, the discourse over the past months has proved to be enlightening and helpful. Even when the process has elicited conflicting views about what is best for the people we serve, we have kept in mind that we are all working to achieve a better community for everyone. We strive to be mindful of Reston's leisure, recreational and cultural aspirations across our neighborhoods for all ages and interests. It is the paramount goal of the Board of Governors to assure that Reston Community Center serves the whole community with excellence.

In the past year, we bid fond farewells to our colleagues on the Board of Governors, Roger Lowen and Bill Keefe. Both served Reston and our community center with distinction and commitment to RCC's vision, mission and values. Bill wrapped up four years of service as the RCC representative to the Reston Master Plan Special Study Task Force with the knowledge that Phase I planning for the Silver Line corridor was on its way to being adopted by the Fairfax County Board of Supervisors on February 11, 2014. Roger offered his deep research and study of issues related to indoor recreation to help us understand the best program elements to seek in a new facility – no matter where or how it might be realized. Each of them continued RCC's tradition of acknowledging service with contributions to Reston non-profits: Cornerstones (formerly Reston Interfaith) and KidsRFirst benefited from Roger's and Bill's participation on the RCC Board.

Taking their places, John Mendonça and Michelle Moyer bring intense interest in supporting healthy recreation outlets for our community. John is very involved in the Reston Youth Soccer Association and Michelle is an avid swimmer who provides her time to Reston Masters Swim Team in addition to other local non-profit endeavors. They join our talented group of community volunteers – Bill Bouie, Bill Penniman, Lisa Sechrest-Ehrhardt, Cathy Vivona, Vicky Wingert and Gerald Zavala – who are providing creative and sustained leadership as we address the challenges before us. It's been an exciting year and we have learned a great deal as we have explored options to expand Reston's recreational and cultural choices. We continue to emphasize and leverage the strength we gain from collaborating with others and this will be a bedrock principle upon which we can and will grow to fulfill our community's aspirations.

It's been an honor and privilege to continue to serve as Chair of a remarkable Board of Governors, with our magnificently talented staff and the tremendous resources of this incredible community. I am excited about our future and look forward to it with all of you.



A Message from Leila Gordon, EXECUTIVE DIRECTOR

We have focused on serving Reston better with improvements to our systems and our commitment to soliciting involvement in our exploration of issues related to new facility possibilities. During the many months of discussion of those issues, we researched market and financial issues, site possibilities, and how to improve the cost recovery of our existing programming and services. The option to register for RCC programs online was finally fully debugged and successfully launched. The growth of this type of registration far surpassed our expectations and demonstrates that achievement of the capability was worth the effort.

Our employees garnered acclaim for their work. Assistant Theatre Technical Director Mark Brutsché received an Outstanding Performance Award from Fairfax County government that acknowledged his more than 20 years of providing theatre instruction to Reston's young people. The Reston Community Center Annual Report – June 2012 publication was recognized with the Virginia Recreation and Park Society's "Best Promotional Effort – Traditional (population 50,001-100,000)" award in September of 2013.

Our Board of Governors Vice-Chair, Bill Bouie, was given Reston's highest honor of the Robert E. Simon, Jr. Community Service Award at the 2013 Best of Reston. He joins a distinguished group of people whose tireless work in volunteer service to Reston merits this accolade. I was thrilled to have RCC recognized as a Community Partner by receiving the 2013 Jim and Karen Cleveland Partnership Award at the YMCA Fairfax County Reston 2013 Gala.

The greatest honor and reward for all of us has been seeing the happiness of people in our programs or enjoying their experience of our facilities. We feel the frustration the community feels when the limits of our facility capacities mean we can't teach every child who wants to learn to swim or offer every new performing group a chance to strut their stuff onstage. Our goals remain to find the most fiscally responsible and creative ways to work toward expanding the facility options for recreation and the arts. Our mission will only become more important with time and we remain dedicated to serving Reston now and always by "enriching lives and building community for all of Reston."



Board of Governors



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

CHALLENGES

With adoption of Phase I of the updated Reston Master Plan (for the Silver Line corridor), the community affirmed the need for new indoor recreation amenities and a performing arts venue. The path to achievement of these goals will require cooperative efforts involving Fairfax County, Reston Community Center, and other funding resources. While the community waits for the right combinations of contributors and locations, people we currently serve and those coming to Reston continue to make demands on our facilities we are unable to fulfill. We will work closely with our partners to provide flexible responses to these demands and creative approaches to sustaining the interests and well-being that our mission supports.



SUCCESSSES

The three-plus years of filming related to the documentary about our community concluded in 2013. The film, *Another Way of Living: The Story of Reston, VA* (screened for the community in April), will be submitted to national and international festivals for consideration during the summer and fall of 2014. This was RCC's primary legacy project for the community to commemorate the 50th Anniversary of Reston, the 100th birthday of Reston's founder, Robert E. Simon, and serves as the vehicle we hope to use to communicate the meaning of Reston and its founding ideals to newcomers and present Restonians alike.

South Lakes High School's synthetic turf fields opened in fall 2013 and have been a much-used and appreciated amenity. This effort involved leveraging resources from Fairfax County Public Schools (FCPS), Fairfax County Park Authority (FCPA), RCC, Reston Association (RA) and Reston-based non-profit sports groups. Our efforts will continue to support provision of youth recreation opportunities. Reston founder, Bob Simon, approached RCC to reactivate the collaborative organizational effort to address youth recreation first launched in 2008. His feeling was that there remained much work to do to assure that young people would have healthy and enriching opportunities in their community for after-school and out-of-school hours. RCC embraced Bob's challenge and convened the Serving Reston Youth partners.

In our RCC Hunters Woods neighborhood, concerns about how the plaza was being used and how we could address broad community needs prompted our partner, Cornerstones, to gather stakeholders to address those issues. RCC joined RA, Christ the Servant Lutheran Church, Hunters Woods Fellowship House, Fairfax County Police, and the shopping center owner, Edens, to share information and coordinate efforts. Our goals are to bring people together and improve community safety, awareness and the desirability of Hunters Woods Plaza as a place to shop, worship, recreate or otherwise enjoy the neighborhood.

The Dogwood Pool renovation successfully concluded and RCC supported the public art project there, jointly shepherded by RA and the Initiative for Public Art – Reston (IPAR). Ground was broken for the public art project at the Hyatt Regency Reston in Reston Town Center. The Greater Reston Chamber of Commerce Community Engagement Series was launched with sponsorship from RCC. We contributed to the successful two-year Cornerstones effort to raise more than \$1,000,000 to end homelessness in our community. Every sign points to successfully reaching and exceeding the million dollar target.

LOOKING AHEAD

Reston will celebrate its 50th Anniversary in 2014 and celebrations will occur throughout the year to mark the occasion. The party will continue into 2015 as Reston Town Center turns 25. By mid-2014, we hope to have identified strategies and the optimum site for realizing added indoor recreation options for Reston. Our collaborative approach to addressing community issues will continue. Pilot efforts to support further connecting generations, strengthening neighborhoods, and exploring how to expand programming will help us determine the best approaches to "enriching lives and building community."





Administrative

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

CHALLENGES

Rome wasn't built in a day and neither apparently is a website. Our efforts to build a new RCC website have undergone many review cycles, web architecture challenges, and quality control processes. The experience provides us with appreciation for the complexity of websites that have to deliver information, e-commerce solutions, and a visual experience that responds to multiple platforms: personal computers, tablets and phones. Undoubtedly as we finish the new website, it will be obsolete in some ways. This is a reality of how quickly information technology solutions change.

The County will deploy a new Volunteer Management software product for agencies to use in the coming year. This will entail shifting that process from our current registration product and training our staff and volunteers on using the new product to the greatest effect. Similarly, the Fairfax County Unified System (FOCUS) deployment will continue to require training and practice to master. Our organization and personnel configuration will continue to be refined to address our shifting priorities and best deploy employees to effectively deliver services that are accountable to our community.



SUCCESSES

Currently, Fairfax County agencies are audited every three years for compliance in finance-related systems. In 2013, RCC received its business processes audit by the County's Internal Audit Office (IAO) which covered procurement, reconciliation and revenue management. The audit included review of procurement cards; purchases made via the FOCUS marketplace; purchase orders; non-purchase order payments; and a limited review of revenue collections. The audit was conducted over a three-month period.

The IAO team found that RCC had effective procedures and internal controls in place for the handling of purchasing functions, and transactions had adequate evidence of compliance with County policy. Reconciliations were independently performed and were completed in a timely manner. Consequently, RCC will continue on the three-year review cycle achieved by agencies with appropriate practices in place. The audit was completed in addition to the normal work effort of our Finance/HR team which typically involves processing of between four to five thousand timesheets and more than 3,000 purchasing documents and invoices annually.

Online registration re-launched successfully after rigorous internal and external load-testing was completed. Our efforts to determine the causes of the original launch failures involved work with our software provider, Fairfax County Information Technology staff, and an external vendor to do an independent load test prior to asking our patrons to give online registration another try. These efforts paid off with people using the WebTrac system successfully and our online patron transactions increased substantially as a result. This is an important milestone in customer service improvement and we continue to work on communicating the new registration process to our patrons and assuring that the system continues to function properly for those using it.

RCC's facility ADA improvements were completed this past year. These included the installation of the family ADA restroom in the RCC Hunters Woods facility, enhancements to the RCC Hunters Woods elevator, and other areas. The air quality improvement in our Terry L. Smith Aquatics Center contributes to a healthier environment there. Our fuel oil tank was successfully removed, completing the RCC Hunters Woods conversion to natural gas.

In 2013, RCC launched a robust year-long community engagement process to explore the potential partnership with Fairfax County Park Authority to build an indoor recreation center at Baron Cameron Park. For this effort, we created a system to organize the large volume of public comments and post reports, comments, and dialogs to our website for the public to consult and to inform our collective conversation on the issue.

Through our sponsorship of the Community Engagement Series with Greater Reston Chamber of Commerce (GRCC) and a robust marketing effort at the "Capitalizing on Corporate Social Responsibility" breakfast, RCC helped build supportive relationships between the business and non-profit sectors of



I would like to express my gratitude for all the courtesies I received from the staff at Reston Community Center during my five and half year stay in Reston. I enjoyed them fully by participation in various programs; including educational and vocational activities. I will always remember my stay was made entertaining and enjoyable with the multicultural activities.

-Rafique A. Bhatti



our community. This event was also highlighted in the *Washington Business Journal* article "Want to Land Good Hires? Do Some Good."

We have developed mutually beneficial cross-marketing strategies to promote partnered programs in accordance with guidelines established in our RCC Collaboration/Partnership Media Kit. These efforts resulted in garnering recognition such as the Virginia Recreation and Park Society (VRPS) Marketing Award, the Reston Citizens Association Reston Accessibility Committee Community Partner Award, Help the Homeless Mini-Walk Program Appreciation Award, and the YMCA Jim and Karen Cleveland Partnership Award.

Our online social media presence continued to expand. At the time of this Annual Report, we were 95 percent of the way toward our social media goal of 1,000 likes and followers on Facebook and Twitter. As a consequence of the harsh winter, we expanded the use of these communications tools to include updates of our operational status to better serve our patrons. This was very well-received and positions us to integrate those social media strategies with our new website content management system.

LOOKING AHEAD

RCC anticipates a year of real-time experience with integration of many new systems. From the new RCC website to our County-related software products, and all the process issues that exist in between, we will be working to assure our patrons' experiences with our administrative functions will be positive and easy. Our efforts on our facilities fronts will continue to be centered on maintaining the high-quality experiences found in them as well as replacing or renovating equipment or areas that require extensive updating.



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. 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.

CHALLENGES

RCC's Community Room and Jo Ann Rose Gallery continue to be extremely popular and weekend rentals book eight or more months in advance. Other rooms are equally popular and it is difficult to secure space, especially for prime rental periods. To accommodate as many events as we can, we often have multiple events occurring simultaneously. We work hard to balance the space needs of our programming with the needs of hundreds of rental patrons. The level of demand means we frustrate several hundred prospective rental patrons annually.

The Facility Rentals approach involves a hierarchy for calendaring that first considers the needs of our Founding Partner organizations. This is a group of Reston-based organizations that played a key role in the establishment of RCC and have been utilizing the facilities annually since the doors opened in 1979. Following that, space is reserved for the hundreds of classes and workshops that RCC offers each year, Board of Governors' functions, and other internal uses. Once that process is complete, Reston residents, organizations, and individuals who work in Reston are able to reserve space in our "Reston" patron category from the remaining dates available. Only after Reston patrons have had a period of priority access is the calendar opened up to non-Reston users.



RCC's rental rates have not been reviewed annually and have languished behind rental rates for similar public facilities. This helps to create artificial demand, exacerbating the problem of not being able to accommodate the number of requests that our staff receives. Our recent research has indicated that some of our rooms rent for less than a quarter of what similar facilities are charging. To align more appropriately with the public facility market and preserve a reasonable discount in acknowledgment of the tax paid to support RCC, our rates will be reviewed annually and will increase gradually for the next several years.

SUCCESSSES

RCC continues to be the venue of choice for many community-wide events and community meetings. New events that we've hosted recently include RA's annual Home Expo and the Greater DC ReelAbilities Film Festival, a regional event that featured films that promote awareness and appreciation of the lives, stories and artistic expressions of people with disabilities. Each year, Reston's elected representatives to the Virginia legislature hold two meetings at RCC to gather input from their constituents. Additionally, the Hunter Mill District Supervisor's office regularly holds meetings to discuss the County budget and other concerns with residents.

As the Wiehle-Reston East Metro station neared completion in 2013, RCC was host to numerous public meetings, including those conducted by the Reston Master Plan Special Study Task Force and by the Fairfax County Department of Transportation regarding Fairfax Connector bus service in the community. RCC Lake Anne has been the site of numerous public meetings regarding the proposed redevelopment of the Crescent Apartments and Lake Anne Village Center areas. Non-profit agencies such as the American Red Cross were provided space during off-peak hours to offer services to the community such as their blood drives. We are also proud to support our local schools by providing space for various South Lakes High School activities and Herndon High School's After-Prom Party, an event designed to give teens an alcohol-free way to celebrate a special night.

LOOKING AHEAD

We continue to strive to ensure that every rental experience is a special one. Whether it's a small cluster meeting or a wedding reception, we realize that all events held at RCC mean a lot to people and we always seek to provide the highest level of service to our patrons. To that end we continue to upgrade rental equipment, such as chairs, tables and audiovisual equipment. During 2014, we plan to replace all of our meeting room chairs at RCC Lake Anne.

Rates for various areas of RCC facilities will be adjusted annually beginning with September 2014. We will always provide substantially discounted rates for Reston-qualified patrons but our goal is to keep our rates in line with those charged by other public providers. Keeping current with our pricing for rentals will allow us to continue to provide the exceptional value and level of service upon which Reston depends.



Leisure & Learning



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, take a class or drop in to work on a project, Reston patrons in these programs explore their interests and enhance their well-being with their involvement. In trying to expand program options for the community, the Leisure and Learning department collaborates with many other organizations and uses facilities outside our own buildings to meet growing demand for the high-quality leisure experiences that RCC offers.

CHALLENGES

Reston Community Center is fortunate to experience, first-hand, the rising tide of older adults who want to learn, explore, and engage more with one another. Older adults are the fastest growing population in America and by 2030 will account for 72 million residents, or 20 percent of the population. A combination of higher education, positive social and lifestyle factors, and medical intervention play an integral role in the longer lifespan of adults. The RCC 55+ Program is serving more patrons than ever; with enrollment increasing by 25 percent since 2012 and resulting in more than 3,000 participants in registered offerings. While this is an indicator of success, it also presents a challenge. The wait list for classes – and particularly trips – represents an additional 10 percent of enrollment that we aren't serving. We are also faced with the challenge of keeping a growing aging population active to deter social isolation. Socialization is a key element to living a longer, healthier life and, according to the Agency on Aging (AOA), only eight percent of adults ages 75 and older are able to visit with friends and attend social activities.



Consequently, RCC has been working closely with Reston for a Lifetime to promote the “village” (i.e., neighbor helping neighbor) concept of community lifestyle. One of the most common requests and queries received is to move people around Reston and provide better transportation options, particularly for senior adults. At the end of 2013, RCC began to make significant headway with this issue by participating on a steering committee comprised of local community organizations and County representatives to support the volunteer ride-sharing program Northern Virginia Rides (NVRides).

SUCCESSSES

As identified in RCC’s Strategic Plan, we seek to collaborate to improve our and other Reston organizations’ effectiveness, to build community, and to strengthen our identity. In 2013, RCC spearheaded a new community initiative, Serving Reston Youth, and coordinated the first Reston Camp Expo. The mission of the Serving Reston Youth committee was to assess youth programs, particularly summertime camp offerings in Reston, and their accessibility to all children and teens regardless of family income. The committee is comprised of representatives from many Fairfax County agencies and community organizations including Fairfax County Park Authority (FCPA), Fairfax County Public Schools (FCPS), Fairfax County Office for Children (OFC) and School Age Child Care (SACC), Department of Community & Neighborhood Services (DCNS), Reston Association (RA), YMCA Fairfax County Reston, Greater Reston Arts Center (GRACE), and Cornerstones.

The Reston Camp Expo, held in January 2014, featured all of the committee members as exhibitors, as well as several other non-profit camp providers whose services target Reston youth. The event attracted more than 630 attendees who received essential resource information on providers, camp schedules, scholarships, employment opportunities, transportation options, and much more. It gave our organizations an opportunity to work together and form a solid foundation for expanding community options to include any and all young people in worthwhile activities after and out of school. Next steps for the group will be to identify where gaps continue to exist and create solutions that use all available community resources to serve young people in Reston. In our own programs, the summer of 2013 saw RCC successfully expand summer camp options creating more than 300 additional registered openings to provide more opportunities for Reston youth. We completed our fifth year implementing the Prospera Hispanic Leaders Program with Lake Anne Elementary School students.

In addition to addressing the needs of young and older Restonians, the Leisure and Learning department continued to diversify and expand fitness and wellness, enrichment, social and learning opportunities for adults. Fitness and wellness programs continue to gain popularity and, in 2013, served the highest number of registered and drop-in class participants in our history. The 55+ drop-in aerobic classes grew significantly with more than 4,300 visits.

We facilitated a dozen Green Living classes including a new, monthly drop-in discussion group on sustainability ideas, concepts and programs. Taking the spirit of collaboration inside our own agency, we partnered with the Arts and Events department on two separate programs: Parents Time Out and *Gustafer Yellowgold*. Parents Time Out is a program designed for parents to enjoy a performance at the CenterStage while their children are happily engaged with games, videos and craft activities under the supervision of RCC’s Youth department staff. *Gustafer Yellowgold* is a popular multi-media performance of live music, animated illustrations and storytelling. The performance took place in the CenterStage and was preceded by a pancake lunch (a theme featured in the show) coordinated by the RCC Youth department staff and designed for parents and children to enjoy together.

LOOKING AHEAD

RCC is eager to support a transportation program that will serve Reston residents and help get them to important engagements, ranging from social and enrichment activities to medical appointments. The NVRides volunteer driver program is a good match for the community and something that RCC will work with other providers to promote and implement in the very near future.

The success of the Reston Camp Expo supports the continuing need for local organizations and County agencies to coordinate and disseminate information to serve as effective and timely resources for parents seeking year-round and summertime programs for their children. This event will undoubtedly become an annual tradition for Reston’s busy families.

Successful collaborations – both internal and external – have produced high enrollment and high satisfaction among all ages. Leisure and Learning will continue to work with the RCC Arts and Events department to support simultaneous programming and we look forward to maintaining our successful programming formats with external partners.

I’ve participated in as many trips as I can get into, and attended classes that Karen Brutsché had a hand in developing and arranging, and she is always right there doing the right thing, and coming up with great programs and successful trips.

-Lois Lynch





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 exhibitions. The Arts and Events team provides support for our arts partner organizations, and programs school workshops and performances in Reston-area schools.

CHALLENGES

The Arts and Events team works to bring as many people as possible to programs every year. With the increasing number of leisure time options, grabbing the “market share” of the ticket dollar has always been our greatest challenge. The Professional Touring Artist Series once again exceeded our financial goal and attendance goals for 2013 despite the winter weather disruptions. Many of our Community Events are vulnerable to unpredictable weather as well. In our Arts Education program, the challenge is often fulfilling demand that outstrips our available spaces. 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 wait lists and into classes.



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 The Hip-Hop Tap Color Map, Paris Combo, Tig Notaro, Red Molly, The 100th Anniversary of *The Rite of Spring* Double Feature, *Gustafer Yellowgold*, Reduced Shakespeare Company, and Lúnasa; all of which provided sensational opportunities to enjoy the best of what the entertainment industry has to offer. Up and coming artists like Gerald Clayton, New York Festival of Song and Nelly McKay left deep impressions and will be remembered as they reach wider and wider audiences.

There was a great effort this year to create inter- and intra-departmental “value added” opportunities which would not only give the patron a deeper experience, but also create synergy between departments. These “lagniappes” included a pancake lunch connected to the *Gustafer Yellowgold* performance, the low-impact exercise class *Improvement through Movement* – taught by members of the Bowen McCauley Dance Company – and the Parents Time Out option.

The CenterStage also hosts Reston Community Players and many local dance and music companies that generate intense audience loyalty and garner acclaim. “Building community” between the arts groups and the community has long been our goal. There is wonderful cross-pollination among these groups, local students, and RCC’s visiting artists. This year, those efforts included outstanding professional artists Turtle Island Quartet, Trout Fishing in America and Reduced Shakespeare Company.

Osher Lifelong Learning Institute collaborated with the CenterStage to present free performances by top musicians for Thursday afternoon music lovers. This “meet the artist” format and daytime curtain time proved to be a big hit and will continue in the coming season.

My students enjoyed the special session conducted by the guest artist (Reduced Shakespeare Company). One of the things I enjoy most about the Herndon/Reston area is that dynamic sense of community; thank you so much for bringing that right into my theatre classroom.

-Zoe W. Dillard, Herndon High School, Theatre Director

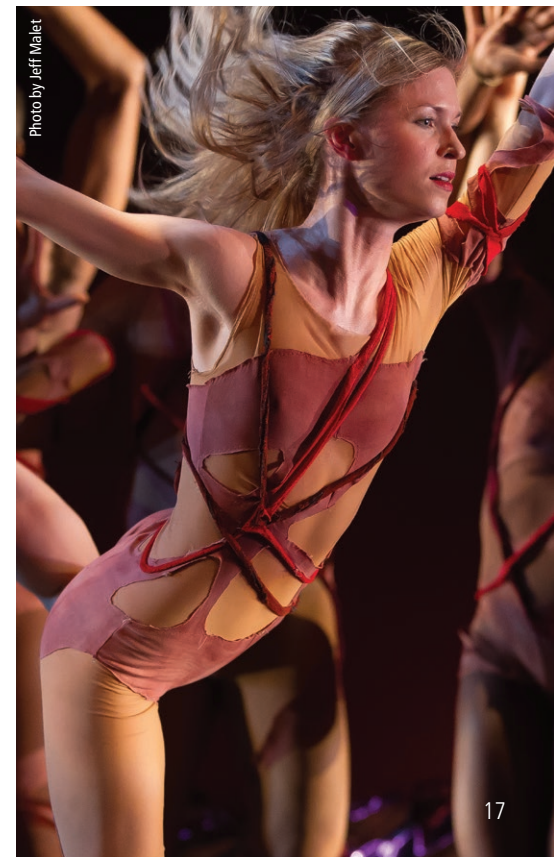


Photo by Jeff Malet



SUCCESSSES Community Events

The annual Reston Multicultural Festival was bigger and better than ever in 2013, attracting record crowds partially due to the addition of four National Heritage Award Fellows: Irish fiddler Séamus Connolly, Cambodian cimbalom player Master Chum Ngek with Master Dance teacher Madame Sam-Oeun Tes and Mexican ceramicist Verónica Castillo. These artists have received the highest honor awarded by the United States Government to folk or traditional artists and hosting them at our annual festival created a great attraction for festival-goers.

The Reston Dr. Martin Luther King, Jr. Birthday Celebration hosted the inaugural performance of the 40th Anniversary of Sweet Honey in the Rock© who performed in concert, delivered an inspirational Keynote Address, and conducted a family "Sing Along." Their 40 years of advocacy and international reputation highlighted the importance of our community service projects which included volunteer assistance for Reston non-profit human services organizations: Cornerstones, The Closet, and the Southgate Community Center. Of course, often the point of community events is simply to get together and have fun. This past year, partnering with RA expanded the number of Community Cookouts, and our relationship with Reston Town Center Association (RTCA) provided the popular Family Fun Entertainment Series and Holiday Performances. RCC's beloved Take a Break concerts and our sponsorship of the Annual Jazz Festival at Lake Anne Plaza are outdoor entertainment highlights for visitors to the historic heart of Reston. In addition, RCC is a Signature Community Sponsor of the Greater Reston Arts Center's (GRACE) Northern Virginia Fine Arts Festival. As always with outdoor events, the weather plays a significant role in people's enjoyment and we had our fair share of not-so-fair weather during the past year. These impacts tend to balance out over the years.

Community Events programming success depends on our strong partnerships and collaboration across the entire spectrum of Reston organizations.

SUCCESSSES Arts Education

Our Arts Education program continues to provide quality ceramics, painting, mosaics, dance and theatre classes as well exhibition space in the Jo Ann Rose Gallery, 3D Gallery and Hunters Woods facilities. A 2013 highlight was celebrating the 15th Annual Gifts From the HeART Exhibition which raised more than \$1,200 for Cornerstones. This brings our 15-year total of funds raised from artist sales in this annual event close to \$10,000.

Partnering with GRACE continues to enable our two organizations to offer more visual arts learning experiences at the GRACE Gallery in Reston Town Center. These joint programs include Appetite for Arts, TGIF (Thank GRACE it's Friday), and Super Studios.

LOOKING AHEAD

Reston will celebrate 50 years as a community and founder Robert E. Simon's 100th birthday in 2014. These two remarkable milestones will be commemorated with many special events and additional screenings of *Another Way of Living: The Story of Reston, VA* during the year. This film documents Mr. Simon's extraordinary vision and the work of Restonians to make this community the vibrant place that it is today.

As a tribute to the 50th anniversary of Reston – and in recognition of the long relationship between our organizations – the CenterStage will host the Reduced Shakespeare Company Extravaganza in the fall of 2014. This first-ever event will showcase seven of their funny reductions, readings from lost works, as well as classes and workshops. The Reston Dr. Martin Luther King, Jr. artist residency format will continue with a performance, keynote address and school performances by the internationally renowned actress Anna Deavere Smith.

We will be working with our partners – IPAR and GRACE – in the coming year to commission a temporary, site-specific, large-scale public artwork by acclaimed artist Patrick Dougherty at Town Square Park in Reston Town Center. The creation of this aesthetic landmark, composed of local saplings, will involve local artists, youth, and community members, who will participate in the construction. The project will occur in the spring of 2015.

The core pillar of the Arts and Events department is programming that people love for its high quality and sense of cultural adventure. Our local schools rely on RCC for wonderful opportunities for students to engage with renowned artists and their work. Encouraging people to enjoy the company of friends and neighbors at festivals, cookouts and events will continue to enrich the lives of people playing in Reston.

Congratulations on a FABULOUS Multicultural Festival. Good crowd all day long; fun entertainment; my first food from Bangladesh! We had close to 100 people come in the store during the day for free tastings and just browsing. Thanks for the exposure. Bravo to Kevin Danaher!

-Linda Fuller, Lake Anne Florist





Aquatics



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

CHALLENGES

Every year the demand increases for top-level Aquatics classes, programs and exercise options and 2013 was no exception. Wait lists for RCC’s popular swim classes continue. During 2013, the wait list total for Aquatics classes was 1,927. Offerings for water aerobics programs reached a new high attendance total of more than 9,300 participants; this is an increase of about 2,200 participants. Swim teams had to limit team sizes, and daily recreational swim/fitness usage continues to climb.

The odor and impact of chlorine (used to keep the water clean in our pool) was a source of discomfort and potential for ill health effects. Swimmers who use the pool for competitive and lap swimming are particularly affected because their active use creates a by-product called chloramines that create eye irritation and can impact breathing. RCC users requested we try to reduce these after-effects of pool chemistry and active swimming.



SUCCESSES

In response to the concerns of our lap and competitive swimmers, a comprehensive review of existing HVAC air conditions of the pool natatorium revealed a need for better ventilation to exhaust water chemistry byproducts. During the 2013 annual maintenance closure, a substantial new mechanical system, the Paddock Pool Evacuator, was installed. This equipment system sweeps the air hovering above the water surface and removes it from the area. Since its installation, there has been significant and measurable improvement to the natatorium air quality for our swimmers.

Initiated in the fall of 2012, the private lesson program continued into 2013 and achieved great success in patron enrollment. By the end of 2013, more than 630 private lessons had been scheduled and generated positive revenue for the agency in addition to utilizing down time in the pool. Responding to the increased demand for water-based aerobics programs, we identified drop-in programs that could expand attendance maximums with minimal impact to other uses during the same times. Class maximums for the most popular existing programs were raised from 15 participants to 22 participants where water space allowed.

The Drowning Education Awareness Program (DEAP) was slightly revised in 2013 to focus on reaching more people. By eliminating a stand-alone Parent Orientation component and focusing on camp counselors and campers, RCC and RA successfully delivered presentations to 25 scout troops and summer camps with 670 total participants. Water-based orientations and DEAP safety presentations enhance the participants’ experience as well as improve comprehension of basic safety skills and awareness of water dangers.

The agency effort to achieve better cost recovery for all business lines included an Aquatics daily visit fee increase and establishment of drop-in water aerobics fee/pass pricing. While increased prices are not necessarily welcome changes from our patrons’ perspectives, they are needed to provide funding for maintenance and other operational costs. These fees – that have been adjusted only twice since 1979 – will be evaluated annually and gradually increased until they are better aligned with fees charged by similar facilities while still providing for the Reston discount afforded by the tax district funding RCC receives.

I have recommended this class to so many people. As I have had joints replaced over the last several years, my physical therapists and orthopedic surgeons have been thrilled with my recovery and are unstinting in their praise for the value of this type of water aerobics in preparing for surgery and in the rapidity of recovery from surgery.

-Ruth Toxepeus



I am very happy with the lessons that Evan is currently taking with Ashley on Tuesday and Thursday for Level 4. She helped him make great progress and kept his focus and interest on the strokes. I really like her style of both working with them on deck and in the water.

-Fiona Mooney

LOOKING AHEAD

Based on feedback from our patrons, the RCC Terry L. Smith Aquatics Center will continue to maintain a balanced approach to the demands placed on a limited space. One area we will focus on for the coming year is our offerings of water aerobics designed for patrons with physical therapy requirements or disabilities. We are planning to increase the number of these classes for the growing numbers of these patrons. To do so, we will reprogram water space and instructor resources by eliminating options with much lower participation.

Rental rates for pool usage will also begin increasing annually to bring those rates into better alignment with the rates charged by other public aquatics facilities. Increased revenue from pool rentals by our various Reston swim team Founding Partners will provide resources for ongoing operational costs, maintenance and repair projects, and will enable RCC to begin building the reserves necessary to expand facility options for the community.

RCC remains focused on pursuit of all available options to expand the indoor aquatic options for the community. While the private sector continues to add capacity for Reston, these pools have limited markets and don't provide the full spectrum of accessible instruction, recreation and fitness swimming that our growing and active community desires and needs.



RCC is committed to accessibility in our facilities, programs and services. We are proud of our barrier-free environments and the provision of a total of \$124,277 in programs to patrons eligible for fee waivers. This includes camp registrations totaling \$44,442 for Reston young people.



Reston Community Center at Lake Anne opened its doors to the public in September of 1999. The renovated facility resulted from community collaboration with Reston's founder, Robert E. Simon, Jr., who purchased the space after it fell into disrepair. It has been renovated and expanded and now serves a host of fitness, wellness and fine arts interests.

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:

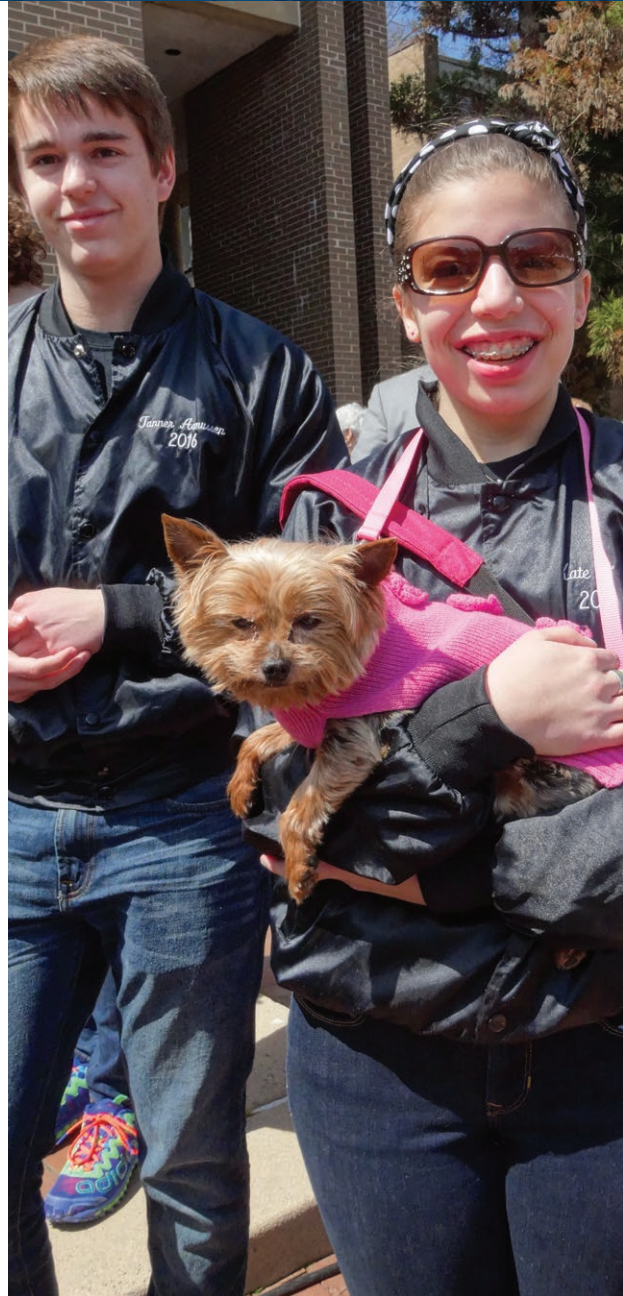
- A respectful organization that supports and nurtures its constituents, patrons, volunteers, board and staff;
- A welcoming community resource committed to improving citizens' quality of life in Reston;
- A builder of Reston's sense of place and community traditions;
- Celebratory of people's traditions 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.





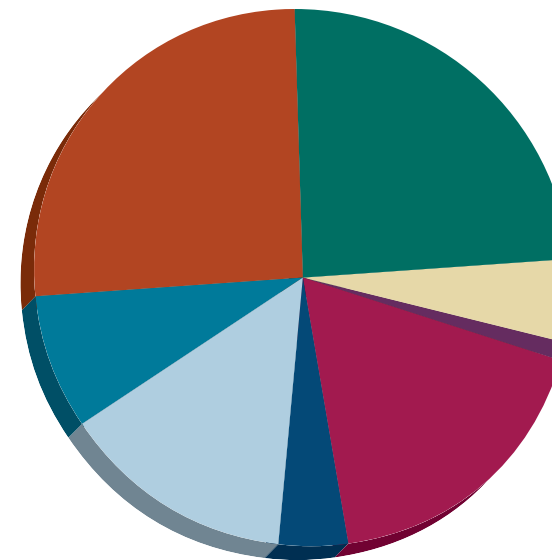
2013 Year in Data

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 routinely monitor data on patron participation 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. New this year is our Customer Satisfaction table reflecting data from 2013's Patron Surveys and a table illustrating the increase in utilization of online registration.



Participation by Program Type

January 1 - December 31, 2013

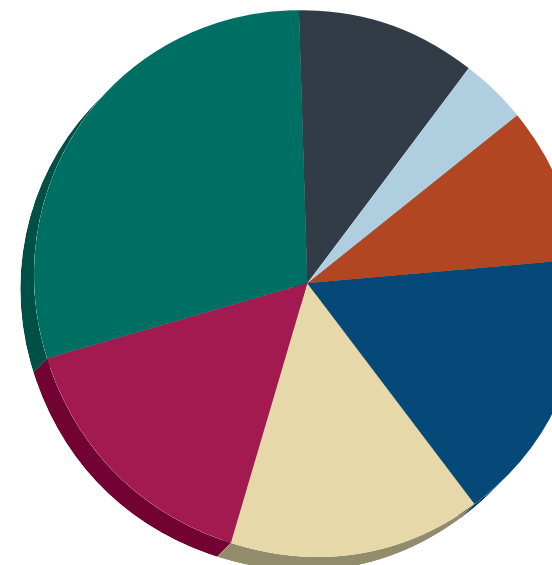


- Facility Room Rentals: 67,332 - 26%
- Pool Rental: 19,327 - 8%
- Open/Lap Swim: 36,842 - 14%
- Drop-in Water Aerobics: 9,371 - 4%
- Classes, Workshops, Trips: 45,715 - 18%
- Professional Touring Artist Series: 3,601 - 1%
- Community Arts: 12,319 - 5%
- Community Events: 62,094 - 24%

Total Program Participation in 2013: 256,601

Class, Workshop, and Trip Participation by Line of Business

January 1 - December 31, 2013

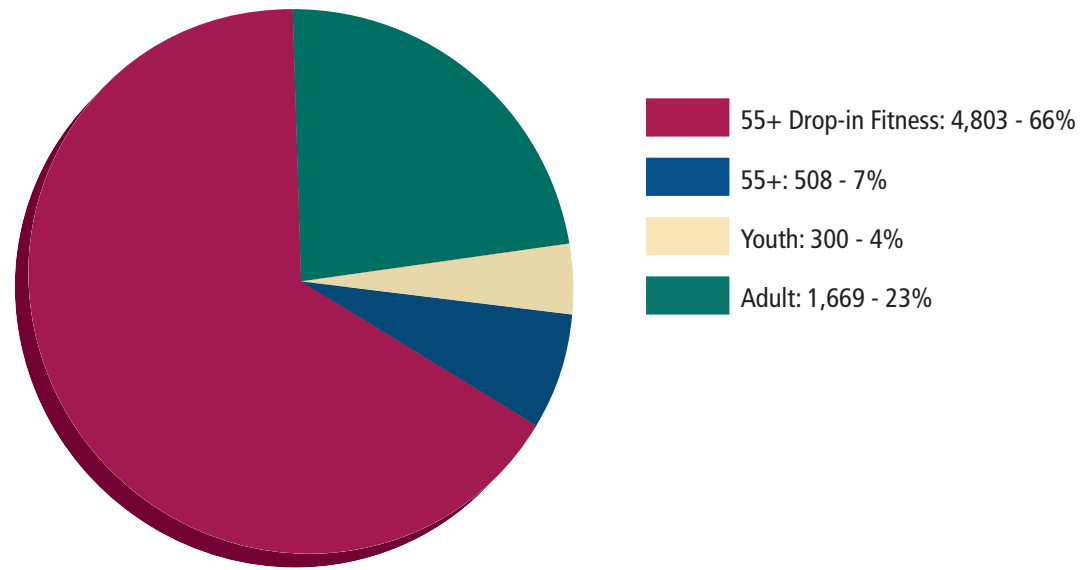


- Aquatics*: 13,425 - 29%
- Arts Education: 7,130 - 16%
- Leisure & Learning - Fitness: 6,845 - 15%
- Leisure & Learning - 55+: 7,521 - 16%
- Leisure & Learning - Adult: 4,105 - 9%
- Leisure & Learning - Teen: 1,746 - 4%
- Leisure & Learning - Youth: 4,943 - 11%

*Including Drop-in Water Aerobics

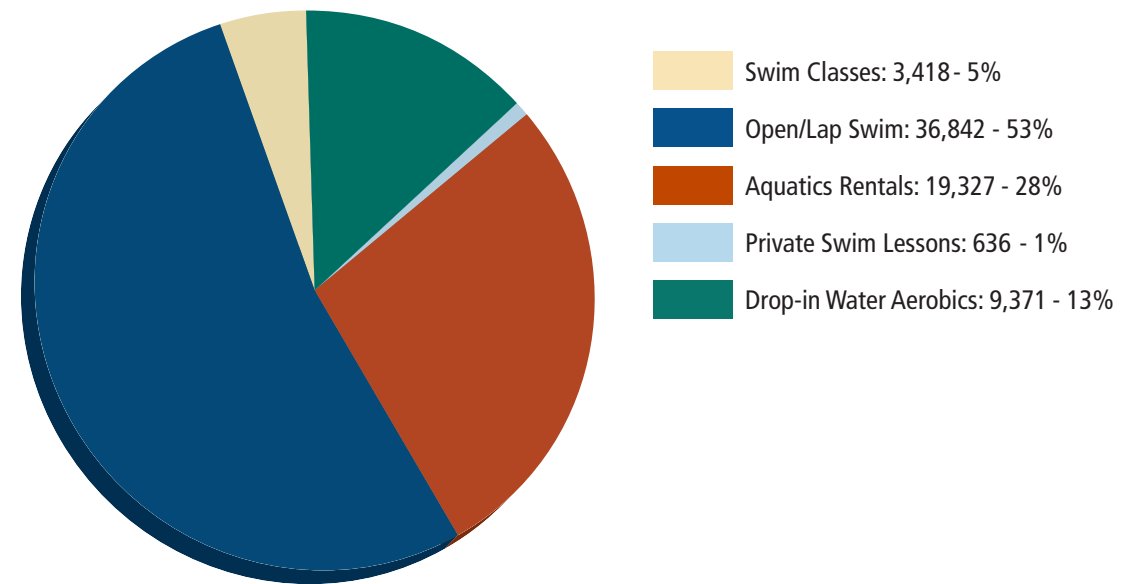
Fitness Program Participation

January 1 - December 31, 2013



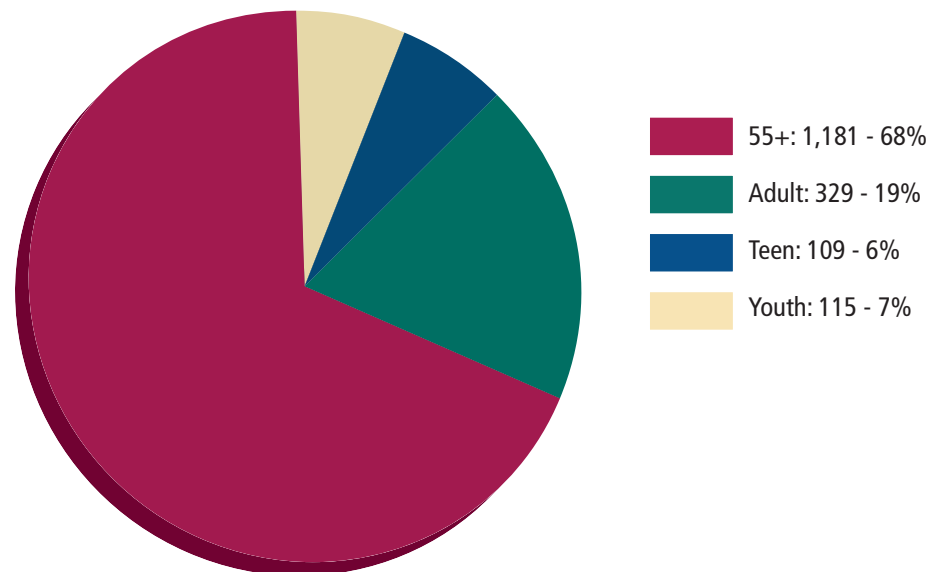
Aquatics Program Participation

January 1 - December 31, 2013



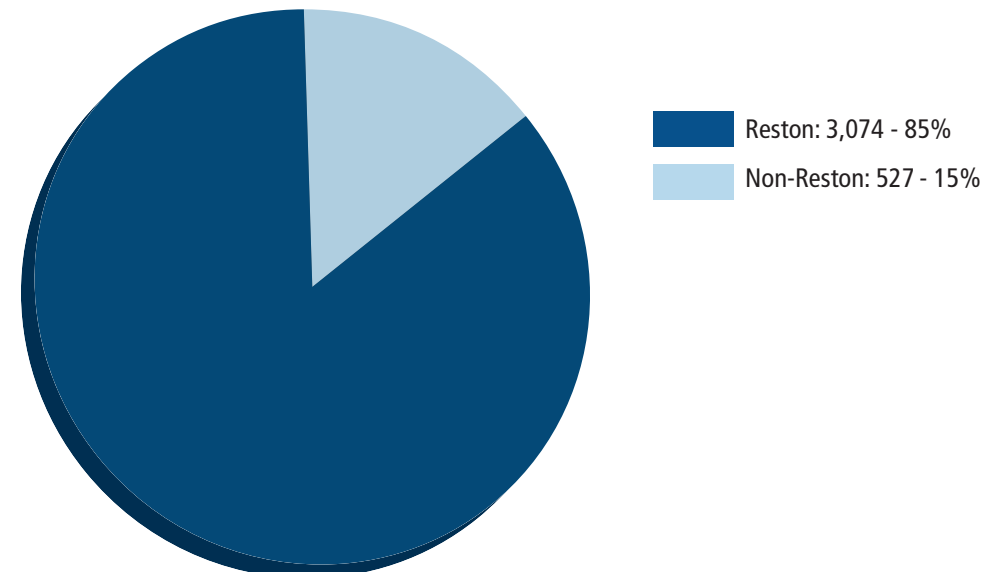
Trips and Tours Participation

January 1 - December 31, 2013



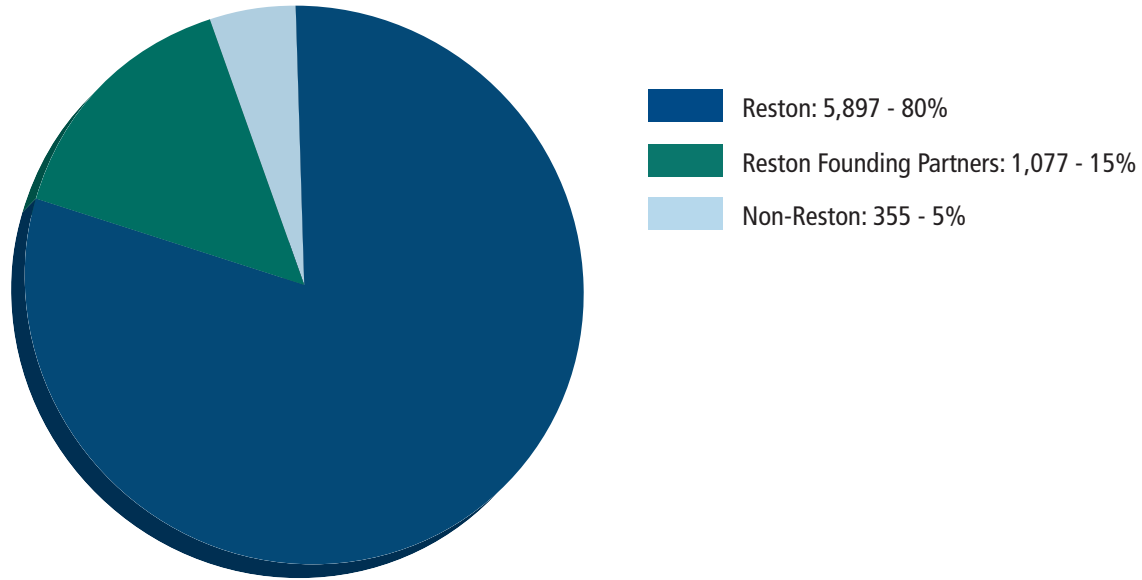
Professional Touring Artist Series: Tickets by Reston Status

January 1 - December 31, 2013



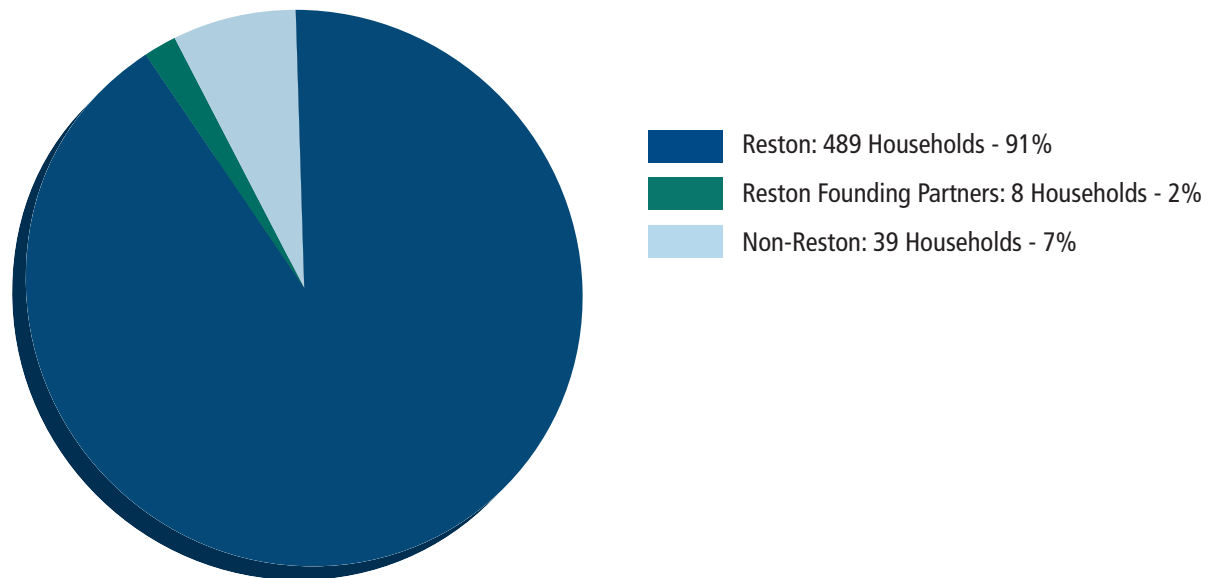
Facility Rental Hours by Status

January 1 - December 31, 2013



Facility Rental by Household Status

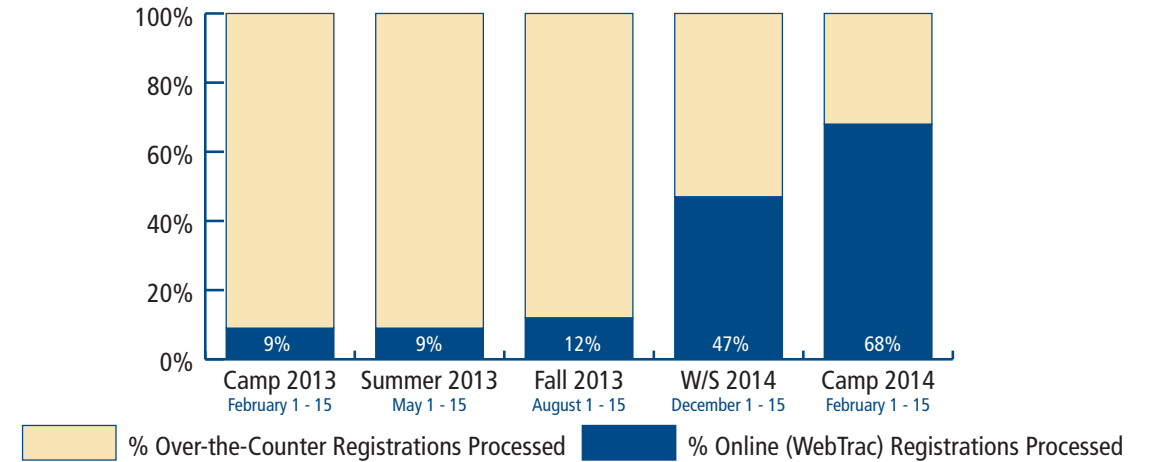
January 1 - December 31, 2013



Growth of Online Registration Transactions:

Percent of Total During First 15 Days of Registration

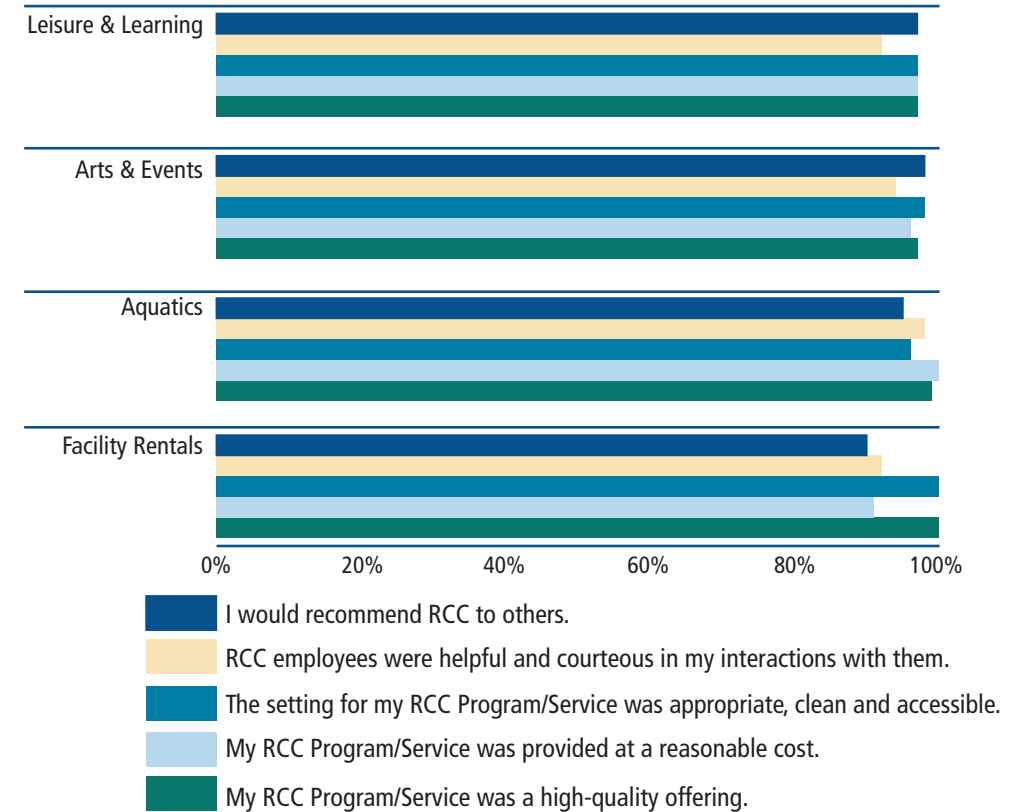
Note: Online registration for Reston patrons began on December 1, 2013.



Patron Satisfaction by Line of Business:

Percent Satisfied/Very Satisfied

Compiled from 4,732 patron surveys in 2013.





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.

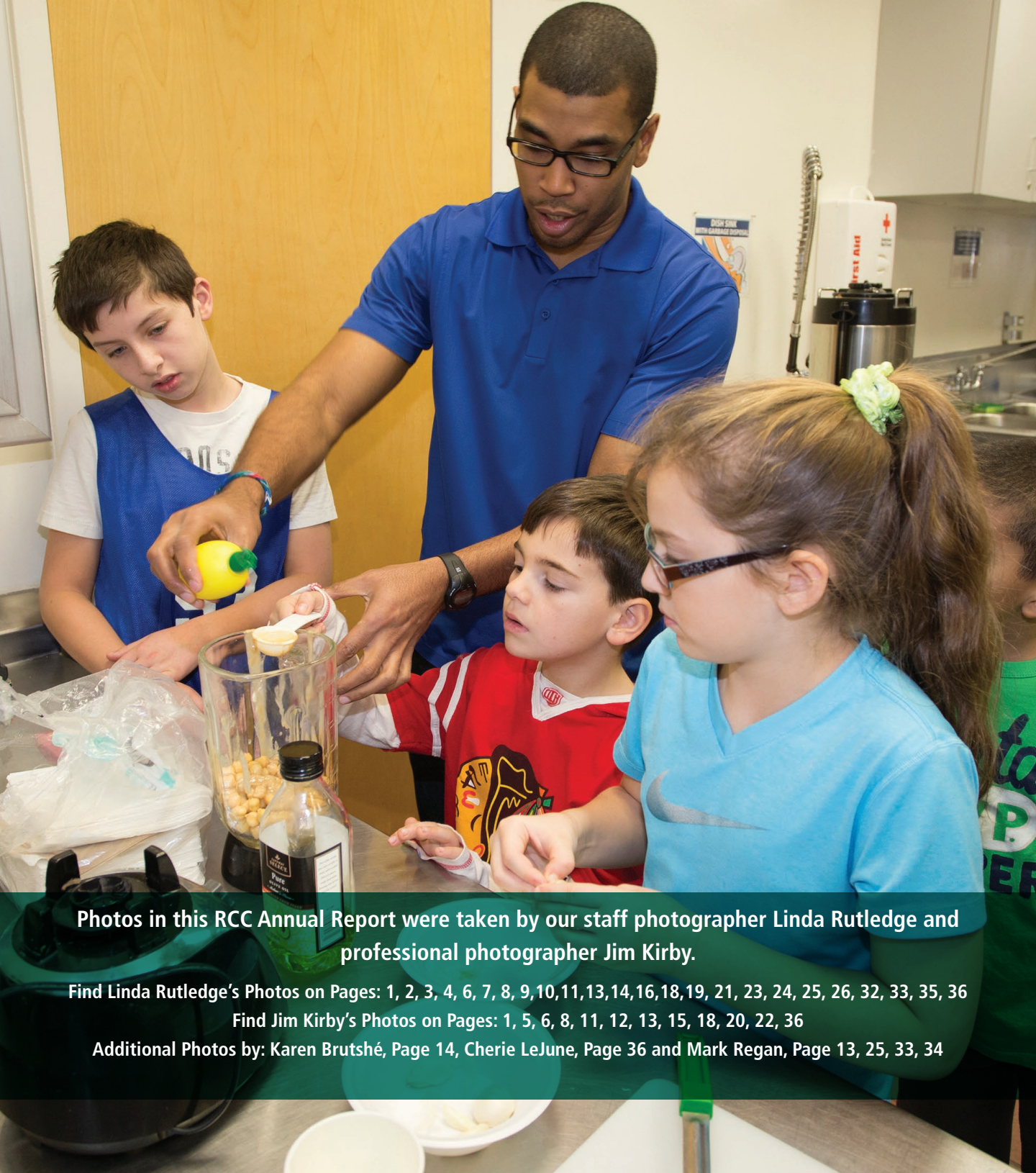
RCC also extends its profound gratitude to our wonderful volunteers who give everything they do the shining touch of their generous community spirits. Volunteers are the heart and soul of the RCC experience.



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
- Fairfax Area Agency on Aging
- 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
- Initiative for Public Art - Reston
- Lake Anne Plaza
- League of Reston Artists
- 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 Town Center Association
- SPecially Adapted Resource Clubs
- Sustainable Reston
- YMCA Fairfax County Reston





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

Find Linda Rutledge's Photos on Pages: 1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 13, 14, 16, 18, 19, 21, 23, 24, 25, 26, 32, 33, 35, 36

Find Jim Kirby's Photos on Pages: 1, 5, 6, 8, 11, 12, 13, 15, 18, 20, 22, 36

Additional Photos by: Karen Brutshé, Page 14, Cherie LeJune, Page 36 and Mark Regan, Page 13, 25, 33, 34

BOARD OF GOVERNORS



Top row, left to right: William Penniman, Gerald Zavala, Lisa Ehrhardt, John Mendonça, William G. Bouie
Bottom row, left to right: Vicky Wingert, Beverly Cosham, Michelle Moyer, Cathy Vivona

YEAR-ROUND STAFF 2013

ADMINISTRATION

Leila Gordon
Thomas Ward
Pam Leary
BeBe Nguyen
Harunor Rashid
Renata Wojcicki

Mia Arguinzoni
Warren Bailey
Jan Bradshaw
Cristin Bratt
Vincent Brown
Sumi Gallas
Linda Greco
Tim Elcesser
Mahsa Layazali
Greg Minassian
Samantha Pallo
Evelyn Rosa
Grazyna Siebor
Barbara Wilmer
Ling Zhao

Executive Director
Deputy Director
Customer Service Manager
Director of Communications
Network Administrator
Finance Director

Personnel Specialist
Customer Service
Customer Service
Public Information Officer
Customer Service
Asst. Customer Service Manager
Customer Service
Financial Specialist
Customer Service
Customer Service
Graphic Artist
Customer Service
Accounting Specialist
Executive Assistant
Customer Service

AQUATICS

Joe Leary
Rifat Chowdhury
Ivan Cole
Melissa Murray
Mike Rothenberg
Scott Sorenson

Aquatics Director
Customer Service
Customer Service
Customer Service
Aquatics Assistant Director
Aquatics Night Manager

ARTS & EVENTS

Paul Douglas Michnewicz
Brian Biel
Mark Brutsché
Cheri Danaher
Kevin Danaher
Linda Ifert
Patrick Laney
Gloria Morrow
Patrick Pacak
William D. Parker

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

LEISURE & LEARNING

Eileen Boone
Karen Brutsché
Kenny Burrowes
Amelia Chung
Kim Gollop-Pagani
Debbie Heron
Jonathan Navarro
Diane Scott
Susan Zaboji

Leisure & Learning Director
55+ Program Director
Teen Program Director
Fitness Director
Youth Program Assistant
Youth Program Director
Adult Program Director
Adult Program Assistant
55+ Program Assistant

FACILITY RENTALS & OPERATIONS

Brian Gannon
Mohammed Alhadi
Jose Ayala
Santos Campos
Patricia Farrell
Gilberto Guardado
Terry Maynard
Trung Nguyen
Fred Russo
John Scurto
Edgar Siles
Ken Wade

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

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



2310 Colts Neck Road, Reston, VA



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

www.restoncommunitycenter.com