

enriching lives. **Annual Report** 6.2011



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*“Personally, I find the Reston Community Center to be one of the main reasons my wife and I love Reston. This is because Reston is noted for being a close-knit community and RCC is one of the major ways our community is served. We enjoy the pool, the friendly staff, the lounge area and the events, including the theater and the Thursday evening concerts. I have benefited from and enjoyed the wonderful and reasonable classes, especially the art classes. Thank you all for the great work you do for the community: the Board of Governors, the teachers, and staff.”*

*–Bob and Beth Lambert*

## RCC Hunters Woods



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In November, I had the great honor of being elected to Chair the Board of Governors. My colleague, Carol Bradley, fulfilled that role superbly during the past two years. We were excited to be planning for the expansion of our facility at Lake Anne, which we announced a year ago at the June 2010 Public Hearing for Programs and Budget. The expansion will address our ongoing enrollment challenge by allowing more people to move from “wait list” status into our popular fine arts and fitness/wellness programs. Planning included Board, staff, instructors and patrons, and we hope that come September 10, 2011, at the Grand Re-Opening Celebration, you will see how much more activity and learning can be accomplished with the added 4,500 square feet of space. We are excited about having an even larger presence at Lake Anne Village Center – Reston’s historic heart.

The winter months of Board activity involved an in-depth conversation between the Board and the community to help us develop our next Strategic Plan. We gathered opinions on your priorities for facilities, programs, communication, outreach and collaboration to make a plan for the coming five years that reflects our community’s hopes and dreams for the Community Center of Reston’s future. The Five Year Strategic Plan 2011 – 2016 is included in this report on pages 8-13. We hope you see yourself in its goals and objectives.



As Reston debates that outline of our Master Plan and anticipates change associated with the coming Silver Line of the Metro system, we support the Reston Master Plan Special Study Task Force and have RCC Board members deeply involved in those deliberations. In keeping with Reston’s wonderful tradition of volunteer leadership, the Task Force and its volunteer members have devoted countless hours to imagining a new Metro corridor in the middle of Reston and are turning to an examination of the Village Centers, the neighborhoods we live in and the best ways to support all these special places that make our community such a great place to live, work and play.



At Reston Community Center we turn to the future with optimism and energy. Our dedication to “enriching lives and building community” is sustained by the energy of my fellow Board members and the connections they have to their neighbors and the many community organizations with which they are involved. We hope you will reach out to each and all of us to let us know what you like about Reston Community Center and how we can serve you better.

A handwritten signature in black ink that reads "Beverly Cosham".

Beverly Cosham  
Chair, Reston Community Center Board of Governors

# Executive Director's Message



Reston Community Center perpetually improves itself. We were thrilled by the opportunities presented by Robert Simon's offer to have us expand at Lake Anne. At the Hunters Woods facility, this year we added Wi-Fi internet access to the building and patrons have been very pleased by this update. RCC facility systems are maintained with regular upkeep and replacement schedules. By itself, this is not remarkable; what is remarkable is that nearly all our facility projects take place with programming and services to patrons occurring simultaneously. That takes a dedicated, skillful, creative and nimble Board and staff team to accomplish.

We were thrilled by the recognition of our Board Chair, Beverly Cosham, as a "Best of Reston" awardee this past April. Beverly's tireless support of the arts and her outstanding leadership of several community organizations, including RCC, are the hallmarks of this prestigious award's honorees. Once again, our staff distinguished itself by being

awarded three Outstanding Performance Awards for gifted programming efforts during the past year. Kevin Danaher, our Community Events Director, was recognized for the expansion of this program portfolio with very successful events; Eileen Boone and Debbie Heron were each awarded for the creative and applauded innovations to our summer programs for young people.

The pages ahead provide snapshots of the past year and our key undertakings. Your feedback and input are crucial to us and keep us focused on what you care about most. As Bev noted, we include in this publication our new Five Year Strategic Plan. It is our map for the exciting journey ahead as we strive to serve your interests. It reflects RCC's commitment to "enriching lives and building community" and doing so in partnership with the community we love to serve.



Leila Gordon  
Executive Director, Reston Community Center

## Reston Community Center Board of Governors



*Pictured from left to right:*  
Cathy Vivona  
Colin Mills  
William Keefe  
Carol Ann Bradley  
John Gasson  
William Penniman  
William G. Bouie  
Beverly Cosham (Board Chair)



Roger Lowen

Supervisor Catherine M. Hudgins and Roger Lowen  
Best of Reston, April 2011



Beverly Cosham accepting the Best of Reston Award,  
April 2011



Colin Mills  
Best of Reston, April 2011



## Challenges

Expansion of RCC Lake Anne presented the Board with the opportunity to reduce the wait lists for our popular arts education, fitness and wellness programming. The renovation of an older building presented its challenges as well as some unforeseen circumstances along the way that added time and cost to the project. The end result, though slightly delayed to mid-summer, will be welcomed by patrons who will be able to enjoy their participation in RCC programs in dedicated space that is appropriate for their activities.

In the fall of 2010, Fairfax County examined the impact of the recently passed Affordable Health Care Act to the management of exempt (part-time) employees of County agencies. This required a thorough examination of how Reston Community Center utilizes the over 350 employees who work part-time for us and which of those positions should be considered for

conversion under the provisions of the Health Care Act to benefits eligible positions. Board and staff teams examined both our current and future staffing requirements, the scheduling of current employees, impacts of the expansion of our facility at Lake Anne, and the financial impact to the Agency budget. Over a period of several months, extensive deliberations were held to assure that all employees were treated fairly and appropriately, that RCC had sufficient resources to accommodate the added costs of the conversion, and that the outcome left RCC well-positioned for the next few years from a staffing perspective.

The conclusion of our last Five Year Strategic Plan occurred in mid-year 2010 with the end of FY10. The Board and staff undertook the review of the successes of the past five years, the challenges ahead, and the best strategies to meet our goals and objectives from 2011 to 2016. The Strategic Planning process involved our Board of

Governors; staff from all levels and departments of RCC; members of the community and our partner organizations; and the valuable facilitation services of Restonian Karen Cleveland in formulating our current Vision, Mission, and Values and the framework for the Five Year Goals and Objectives. The resulting plan is included in this report.

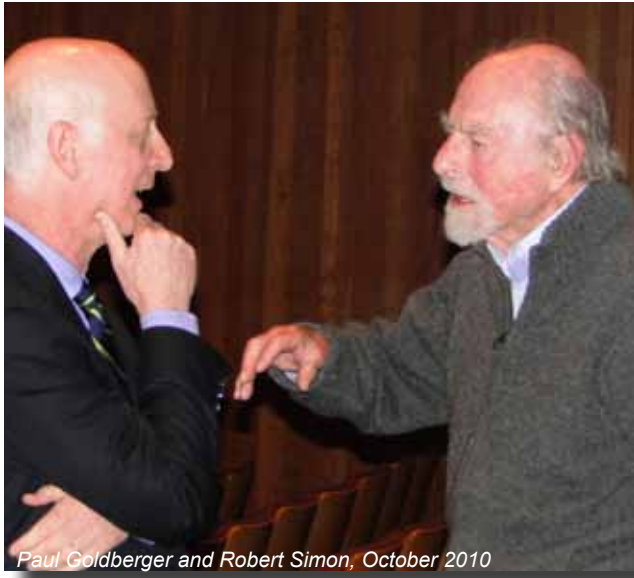
## Successes

The approval of plans to proceed with expansion of RCC Lake Anne was accomplished following our June 2010 Public Hearing for Programs and Budget. We are excited that the new classrooms and facility features are on track to be completed by mid-July 2011.

This year we also broadened our support to important community-wide efforts: the *Reston Master Plan Special Study Task Force*, *Aging in Reston*, and *Looking Back, Moving Forward to a*

*Sustainable Reston.* These undertakings incorporate the representation and involvement of all of Reston's key civic organizations, and RCC has been pleased to be actively participating in and supporting each of them.

Last October, RCC hosted renowned architectural critic, Paul Goldberger, in conversations with the *Master Plan Task Force* and the community at a lecture/discussion held in the CenterStage. Mr. Goldberger provided perspective on how essential world-class architecture and design will be to continuing Reston's groundbreaking traditions in American planning. His presentation was taped and is available on the Master Plan web site among the many products of the Task Force studies and committee findings.



Paul Goldberger and Robert Simon, October 2010

*Aging in Reston* became a grass-roots undertaking following an exceptionally well-attended and motivating community meeting at RCC Hunters Woods in our Community Room. The over 300 attendees formed working groups that continued to explore the topics of

Transportation, Resources, Housing and Models for Communities in the ensuing months. This remains an active engagement effort with several pilot projects scheduled to get underway in 2011. In parallel to these efforts, we co-hosted a community-wide meeting with Reston Association (RA) in support of the Reston Accessibility Committee, a function of Reston Citizen's Association.

September of 2010 marked the culmination of the Glade Underpass Public Art Project with the dedication of the work by Valerie Theberge, *Emerge*. Project partners Initiative for Public Art – Reston (IPAR), RA, RCC, and the Hunters Woods Elementary School for Arts and Sciences (HWES) celebrated along with the students whose work is included in the installation.

The celebration of the Reston Town Center Twentieth Anniversary and work done by the Reston 50/25 Committee resulted in the publication of *A Downtown for the New Town: Lessons Learned in the Development of an Urban Planning Signature Achievement* presented in concert with the Reston Historic Trust, Reston Town Center and Reston Community Center sponsored exhibit on Town Center. Celebrations of Reston Town Center's 20th Anniversary included several panel discussions presented by Reston Historic Trust and Reston Community Center that provided both opportunities to reflect on Town Center history and to discuss how it informs the new development that will occur in Reston with the Metro Silver Line.

We continued to deepen and strengthen our relationships with our key partners in building community, which include those mentioned above and Greater Reston Chamber of Commerce (with



Aging in Community, October 2010

whom we co-sponsor Ethics Day), Reston Interfaith, Southgate Community Center and the Office of Hunter Mill District Supervisor, Catherine M. Hudgins. RCC and our partner, Reston Association, have been involved in discussions and planning with Fairfax County Park Authority to help the *Reston Master Plan Special Study Task Force* find solutions to address the community's recreational, cultural and park amenities. Reston's highly regarded performing and visual arts organizations continue to provide RCC with significant programs, as well as to collaborate with us on improvements to our facilities and planning for future venues to host their requirements. Reston Community Players, Reston Chorale, Reston Community Orchestra, and visual arts organizations like Greater Reston Arts Center, League of Reston Artists, and Reston Art Gallery and Studios are our key partners in maintaining the cultural vitality of the community.



Five Year Strategic Plan Community Meeting, February 2011

established institutions - in short, everyone can be a part of this project. Reston Community Center and Reston Historic Trust are the start-up engines for what will become a multi-level, multi-generational and many-faceted enterprise for and by the community. Web sites of the community groups involved will be key sources for learning about the activities and getting involved in them.

The Five Year Strategic Plan 2011-2016 for Reston Community Center charts our goals for the future. Whether through innovative new programs or thriving partnerships, more effective communication and connections to our constituents, or services and facility development that meet the expanding needs of Reston, we are committed to working with you: enriching lives and building community.

*“RCC is a community. It gives you support, friendship, and a sense of accomplishment. It promotes both physical and mental health in so many ways. A painting class enhances creativity in an active way, but creativity also happens by just walking around an exhibit and looking at what others have done through art. Being at RCC refreshes my soul – it is my home away from home!”*

*–Marion Spurlock*

## Looking Ahead

Broad and exciting community-wide endeavors beckon involvement of Restonians. *Looking Back, Moving Forward to a Sustainable Reston* will be launched in summer of 2011 and continue through the next three years to achieve goals and objectives that will be celebrated at the Fiftieth Anniversary of Reston. Individuals, families, neighborhoods, and the community will participate in myriad approaches to sustainability.

The Reston 50/25 Committee, so named to mark the Fiftieth Anniversary of Reston and Twenty-Fifth Anniversary of Reston Town Center, will be enlisting participation in the creation of a documentary film about Reston. All aspects of the community - young and old, new residents,



Glade Underpass Ribbon Cutting Ceremony, September 2010



Oscar Wells Farewell Reception, November 2010



Michael Emery Retirement Ceremony, November 2010



RCC Administration Staff

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 patrons for facility rentals and programs.

## Challenges

Chief among the challenges of 2010 was managing all the aspects involved with the expansion of the RCC Lake Anne facility. This was shepherded by RCC Deputy Director, Thomas Ward, and includes involvement from our entire administrative team. In addition to the Capital Project management, there are complex purchasing issues to navigate, deployment of maintenance teams for specialized efforts such as moving and storage of supplies, cleaning and prepping of construction zones, training to learn new building systems, and similar activities. The program and facility rentals teams were

constantly engaged in planning for contingency scenarios of relocated and rescheduled programs impacted by the construction schedules. Once such decisions were made, our Communications team had to provide up-to-date information and materials to keep our patrons and the public informed.

The renovation and expansion also provided us with the opportunity to upgrade several accessibility features of the RCC Lake Anne facility identified in the Fairfax County Government and Department of Justice Settlement. These features were identified as needing changes to keep pace with the 2009 reinterpretation of the Americans with Disabilities Act (ADA) by Congress.

On the personnel front, along with the rest of Fairfax County, Reston Community Center was required to examine its work force and how we deploy part-time (called "exempt" in the County terminology) employees and determine if they

would be affected by changes in employment practices related to the adoption of the Federal Affordable Health Care Act. Given that RCC employs some 350-plus part-time employees annually, this was a massive undertaking. Another key aspect of workforce planning in 2010 involved succession planning for the replacement of RCC's longtime Building Engineer, Michael Emery, and our RCC Hunters Woods Customer Service Representative, Helen Bryant.

## Successes

The Lake Anne expansion revealed building issues that while unanticipated, are not unexpected from renovation to a building that is nearly 50 years old. Working with our landlord, Robert E. Simon, and the Lake Anne of Reston Condominium Association (LARCA), we were able to address these hurdles. While the construction calendar was affected, and some classes relocated or rescheduled, we managed to continue programs and rentals with just one

outright rental cancellation and one outright class cancellation. This required tremendous patience of not just the staff and contractor teams, but also our patrons who were patient and positive.

The ADA upgrades we will realize with the renovation and expansion include installation of a new fire alarm system throughout the building, redesign of our front door entrance, and appropriate signage throughout the expansion areas.

Personnel review of the RCC employee deployment involved a months-long analysis of the ways we do business; the people supporting our administrative and program functions; and understanding the parameters of the County processes to achieve appropriate alignment with the new law and its provisions. The result has been the addition of 9 new positions in our merit service, replacing a total of 14 part-time positions. Another several part-time positions also now fall into a new category of part-time employment that qualifies for health care benefit participation. The impact overall will be to improve our services as well as to improve the quality of employment benefits for many of our long-time employees. Although this represents an increase in personnel costs to RCC, the improved scheduling and deployment of personnel to our various functions will provide a substantial benefit to patrons.

The retirements of Michael Emery and Helen Bryant represented true milestones for RCC and for the many patrons with whom they interacted through the years. Each provided outstanding service in their RCC careers, and their retirement celebrations included many patrons in addition to Board and staff colleagues. Longstanding practice of succession planning allowed for a

smooth transition and we welcomed new employees to RCC in time for them to obtain the benefit of receiving training from Mike and Helen prior to their retirements.

*“I don’t know of any other community that offers such a wide variety of courses and with such excellent instructors and facilities.”*

*–Jerry Lewis*

## Looking Ahead

The long anticipated upgrades to the RCC Hunters Woods Community Room are on the calendar for the late summer and early fall of 2011. Our performing arts partners, Reston Chorale and Reston Community Orchestra are particularly eager to see this project reach fruition. The planned ADA upgrades to the RCC Hunters Woods facility will also need to be coordinated with weather and calendar considerations; our hope is to see these projects completed in the year ahead as well.

With the increasing RCC online demand for purchasing tickets, reserving rental space, and registering in classes, our web site has become increasingly frustrating for our patrons and our staff. In 2011, we will embark on the process of upgrading to a new web site that will be designed from the bottom up to better reflect the way we communicate and do business. In the interim, we plan to continue to explore all the new and evolving communications vehicles available to us to reach Reston residents and employees. Our efforts in this area will be dovetailed with the

elements of our new Strategic Plan that coordinate with our outreach and collaboration with Reston and County partners.

As always, we balance the costs of improvements with strategies to improve economic performance and increase patron participation levels in meaningful ways. While we remain cautious about the immediate economic horizon, there are signs that our local economy is improving. We will be vigilant in monitoring both revenue and expenditure trends, and we continue to be fiscally well-positioned for the next several years to maintain our outstanding quality of facilities and services.



*Helen Bryant Retirement Ceremony  
January 2011*



*Fred Russo, RCC Building Engineer,  
replacing Mike Emery*



The RCC Facilities Rental team continues to provide high-quality rental space for private and social events, and affordable meeting space for numerous community-based arts, civic and non-profit organizations. These needs are balanced with needs for programming and RCC meeting space. The result of all of this can be seen in the full booking calendars for all of our facilities; the space is booked nearly to capacity, with priority given to individuals and organizations that qualify for Reston status.

We are proud to play a key role in helping to build community in Reston. By offering residents affordable first-class facility rentals, we offer opportunities for people to host events such as birthday parties, cultural celebrations and weddings, among many occasions. Reston's volunteer-run organizations make RCC space their home meeting and activity venue. Participation in rental events continues to bring thousands of people through the doors of RCC facilities every year.

## Challenges

As it has always been, the primary challenge for our Facility Rentals team is working to accommodate the high level of demand, including for RCC programming and requests from Reston residents and organizations, for limited facility space. Priority for rental space is reserved for our Founding Partners, the group of users designated by the RCC Board of Governors who have utilized the Center's facilities since its inception in 1979. The Founding Partners include organizations such as Reston Chorale, Reston Community Players, Conservatory Ballet, the Reston Chapter of Jack and Jill of America, and Narcotics Anonymous.

We also partner with other community groups in presenting major community events, such as the South Lakes High School All-Night Graduation Party. After we have met the facility needs of these users, we then book internal RCC programming and events. This includes the

thousands of classes and workshops we offer each year, plus staff meetings and RCC Board of Governors meetings and public hearings. Remaining dates and times are then made available to the public for rental for non-commercial purposes, as noted above. Available space books very quickly; in most cases, weekend rentals for our larger rooms are booked nine months or more in advance. Our staff continues to work with the challenge of balancing the needs of all of the businesses, organizations, social clubs and individuals seeking rental space.

***“Our Community Health and Safety Resource Fair was a great success! Thank you so much for helping us coordinate this event with our partnering community-based organization. We were able to serve at least 250 people within a 2-hour period.”***

***—Amy Trang, PhD  
Department of Family Services  
Fairfax Area Agency on Aging***



## Successes

Once again, rental participation and revenue have exceeded projections. In addition to rentals, RCC has also continued to expand partnerships with other community organizations to host meetings and events that are of broad interest to the Reston community. Last fall, nearly 400 people came to a kick-off meeting for *Aging in Reston*, an initiative launched by the Hunter Mill District Supervisor's office which is designed to help create strategies and services that will make Reston a great place for people of all ages and abilities. We continue to host meetings for the various working groups that are part of this initiative. Later this year, we will be hosting the inaugural meeting for a new program known as *Looking Back, Moving Forward to a Sustainable Reston*. In addition, we continue to provide meeting space for many of the meetings concerning the Reston Master Plan that are being conducted by the *Reston Master Plan Special Study Task Force* appointed by Supervisor Hudgins. Community initiatives and projects that involve several of Reston's civic organizations are frequently hosted in our facilities.

*"I wanted to convey my appreciation for your assistance in coordinating the room and equipment reservation and set-up for the May 4th Public Presentation of the Lake Anne Village Center (LAVC) Commercial Reinvestment Plan (CRP). The meeting was at room capacity, and the report very well received. Thank you for helping make this a very successful and smoothly run event."*

*—Bridget F. Hill  
Revitalization Program Manager,  
Office of Community Revitalization and  
Reinvestment (OCRR)*

In order to offer the broadest range of programming possible, and to overcome some of the limitations of RCC facilities, we continue to partner with other organizations in Reston to utilize their space. Some of our more popular programs, including our ESL and Citizenship Preparation classes, as well as some of our fitness classes, are held at offsite locations and would not be possible without the generous support of our partnering organizations. These community partners include the Fairfax County Department of Neighborhood and Community Services, Reston Association and Fairfax County Public Schools.

In the fall of 2010, RCC made some minor changes to operating hours to bring both Hunters Woods and Lake Anne facilities into a unified schedule. This change has eliminated confusion among patrons and also maximized available opportunities for rentals. We are also continuing to make improvements at both facilities, including new signage and display systems.

## Looking Ahead

Staff from the Facility Booking, Arts and Events and Aquatics departments have collaborated over the past year to take a critical look at rental policies and procedures across all respective areas, and the outcome is a new unified set of rental policies and consolidated fee structure that includes all of RCC's rental facilities, including the multipurpose meeting rooms, the CenterStage, and the Terry L. Smith Aquatics Center. In addition, Reston residents and organizations will now enjoy much deeper discounts compared to the base non-resident rates, and non-profit organizations will be eligible for a discounted rate. All of these changes are being rolled out for the start of the 2011-2012 booking season. As a result, RCC will continue to be Reston's first choice for affordable and high-quality facility rentals.





Northern Virginia Fine Arts Festival, May 2011

Family Fun Entertainment Series, Summer 2010

Dr. Martin Luther King, Jr. Birthday Celebration, January 2011

## Challenges

While there is great excitement in the Arts & Events Department for the expansion of our Lake Anne facilities, one of our largest challenges during FY11 was the required construction to make expansion possible. Many Arts Education classes needed to be shortened or moved to accommodate the construction schedule. Our patrons understood and were willing to work with us during this time period.

## Successes

### Performing Arts

In the 2010–2011 season, artist residencies continued to offer some of our season highlights. In September, Michael Fields, the Producing Artistic Director of Dell'Arte Theatre Company, taught a commedia dell'arte master class for theatre students at South Lakes High School. The largest community project during the season was the creation of *Reston: The Opera* with visiting artists, Squonk Opera. This performance featured interviews with approximately thirty Reston

citizens; dance performances by Hunters Woods Elementary School students, South Lakes High School students and other area dancers; and artwork created by over 200 local elementary students. This sold-out performance truly celebrated all that is great about our community.

Other highlights during the year included a very successful partnership with the Fairfax County Public Library system and the 2010 *Fall for the Book Festival* to present best-selling author Kathryn Stockett. Her popularity pushed us to accommodate an overflow audience with a “live feed” from the CenterStage to the Community Room. During the late winter, collaboration with local partner South Lakes High School included their Choral Department’s SingStrong a cappella conference. The CenterStage hosted several world class vocal groups in one performance as a *SingStrong Encore*.



Kathryn Stockett

***“The Arts programs at the Reston Community Center are some of the best community courses available. One has the opportunity to study with world class artists. RCC has also partnered with IPAR (Initiative for Public Art Reston) to make available the opportunity to participate in public art projects. I enroll in several programs a year.”***

***–Anita Damron***

Overall attendance in the Professional Touring Artist Series grew by 8% to a total of 66% of capacity in FY11 and surpassed our target participation rate of 60%. Three shows were completely sold out (Kathryn Stockett, *Reston: The Opera*, Sarah Jarosz) and three more achieved 98% of capacity or better (*SingStrong Encore*, Lunasa, *The Complete World of Sports (abridged)* by the Reduced Shakespeare Company).

## Community Events

### Reston Festival

The 2010 Reston Festival featured successful performances by King Teddy, the talented acrobats and circus performers of Circurious, and the Bluegrass prodigy Sierra Hull and her band Highway 111. About fifteen thousand people enjoyed the annual community celebration of Reston's birthday.

### Dr. Martin Luther King Jr. Birthday Celebration

This year's event brought Michele Norris, an award-winning journalist and current host of NPR's newsmagazine *All Things Considered* to RCC as the keynote speaker for the Monday program. Anne Mahlum, the Founder and President of *Back On My Feet*, spoke to Langston Hughes Middle School and South Lakes High School students about her experiences. Ms. Norris's address featured a very personal recounting of her father's experiences during the Civil Rights Era. Ms. Mahlum inspired students at both schools to get out and serve their community in ways that match their passions with real benefits for those around them who are less fortunate.

### Northern Virginia Fine Arts Festival

Our partnership with the Greater Reston Arts Center (GRACE) on the Northern Virginia Fine Arts Festival expanded again this year to include original performances by area contemporary dance artists. Six area companies created new or adapted site-specific dance works for the Festival. Daniel Burkholder/The Playground presented *Primary/Scale*, a vast piece consisting of three large performance art installations. Burkholder's Dancers performed with 1,000 bricks, 1,500 square feet of sod and concluded Saturday by dancing with 150 bowls in Reston Town Center's iconic Mercury Fountain. Sunday's finale performance was a massive dance/art installation created by area choreographer Tzveta Kassabova

that included 20 dancers performing over five hours, draping Town Center's pavilion with fabric of all different colors. Other companies that participated were: Bowen McCauley Dance, Jane Franklin Dance, UpRooted Dance and ClancyWorks Dance Company. This project was facilitated with support from DanceMetro/DC.

## Arts Education

In addition to the considerable outreach to area schools mentioned in the Performing Arts section, the Arts Education team successfully expanded and deepened its partnership with the Greater Reston Arts Center (GRACE) through the Appetite for Art program, Super Studios and the T.G.I.F program. The first public art project led by the Initiative for Public Art – Reston (IPAR) was installed at the Glade Underpass in July of 2010 and dedicated in September. As sponsors of the project, along with Reston Association and Hunters Woods Elementary School for the Arts and Sciences, RCC underwrote the artist residency with Valerie Theberge where students created mosaic work that was incorporated into the completed project.

## Looking Ahead

The coming year will provide more opportunities for community engagement as the Arts and Events programs connect to Reston schools as well as local arts and cultural organizations. Of note are two upcoming visits by six-time GRAMMY-nominated Jazz vocalist Nnenna Freelon. She will participate in a dialogue about the importance of music in community and work with local music teachers and students. She will return as the keynote speaker for our Dr. Martin Luther King, Jr. Birthday Celebration in January 2012 and will perform at the CenterStage in a concert that evening featuring students from South Lakes High School.

We will be kicking off some new pilot programs over the next year. The CenterStage will play host to a new movie series that will feature films that complement our Professional Touring Artist Series and draw awareness to public art and sustainability issues. We will partner with the Initiative for Public Art – Reston (IPAR) and Sustainable Reston on the selection of films. We are also launching a new relationship with the Osher Lifelong Learning Institute at George Mason University to host a "Meet the Artist Series" at the CenterStage. Area performers will be doing presentations and sharing information about themselves and their art through audience talkbacks.

Reston has a richly deserved reputation for a robust performing and fine arts scene, and we are proud to support our local and visiting artists and speakers of distinction. Community-based opportunities for arts lovers are plentiful, and our commitment to bringing artists into our local schools and community settings helps sustain and enhance the activities our local artists and students of the arts undertake throughout the year.

***"I love it when the schedule for the next season calendar comes out for the CenterStage programs. I go through the program immediately and choose all the programs that I think I would like and fit into my calendar and immediately purchase at least one ticket for each production. I have never been disappointed and I love being able to make the short trip over to the Center and to not deal with much traffic as well as usually seeing people I know at the performance."***  
***–Mary Ellen Craig***



## Challenges

The Leisure & Learning Department's high quality fitness and wellness offerings are in constant demand. The RCC Lake Anne expansion will result in two new, state-of-the-art Fitness Studios and upgrades to the current Wellness Studio. The foremost challenge presented by the construction was relocating a significant portion of the winter/spring offerings, which consisted of 102 sessions of fitness and wellness classes, from RCC Lake Anne to RCC Hunters Woods. We successfully transitioned 98% of the Lake Anne fitness and wellness classes and served 1,151 registrants and 781 drop-in seniorcize pass users.

## Successes

For many years, RCC rented local elementary schools to house our traditional day camp program, Camp Goodtimes. The costs in doing so steadily increased while the flexibility of these

spaces was reduced because of competing demands on them and budgetary constraints affecting their staffing and maintenance. These challenges prompted RCC program staff to think "outside the box" and restructure our summer camp offerings to eliminate the need to locate in a school and to increase enrollment opportunities in specialty camps that had long wait lists for participation. The result was the total redesign of RCC's seven-week traditional day camp, Camp Goodtimes, to a five-week adventure travel camp called Camp Goodtimes *On the Road*. This change enabled the planning and facilitation of nearly two dozen additional historically popular camps as well as new specialty camp programs.

Overall, the programmatic improvements provided increased capacity, allowing for more youth participation and resulting in our highest enrollment to date of nearly 1,100 registrants. Moreover, the programming changes were entirely budget-neutral. Nearly \$40,000 was saved in personnel expenses as a result of the

transformation of the traditional day camp program. This savings was transferred to the operating budget to fund the facilitation of the specialty camps and the modified adventure travel camp. The enhancements to the array of RCC summer camp programs were commended by professional recreation associations and featured in literature published by Virginia Recreation and Park Society (VRPS) and Learning Resources Network (LERN).

***"Sy Samet has advanced my children's ability to think more than any other teacher. I directly attribute my son's and daughter's high grades and interest in challenging mathematical problems to their frequent participation in RCC Children's Chess."***

***—Karen Mohindra***

Additionally, two RCC staff members received a Fairfax County Outstanding Performance Award as a result of their commitment and creative planning that led to the successful summer camp redesign.



Another highlight of the 2010 summer camp season was RCC's collaboration with Fairfax County Public Schools (FCPS) to facilitate a two-week science

camp, The JASON Project, for youth ages 9 to 13 years old. The JASON Project is an award-winning program endorsed by NASA, National Geographic, and other leading organizations to inspire and motivate students to learn and enjoy science. It challenges them to apply their knowledge to real-world scenarios. The curriculum includes hands-on lab activities, research articles, videos, games and multimedia resources. RCC hired four experienced teachers who had been identified by FCPS, and the team led the camp with outstanding results. Evaluations indicated that 96% of the 58 enrolled students rated their experience as "very satisfied." The program could not have been implemented without the assistance of the FCPS administration and, particularly, the generous support of Forest Edge Elementary School, which provided access to a laptop computer for each student during the camp program.

Community collaborations and partnerships continue to be an integral component of the Leisure & Learning Department program offerings. Our partnership with Prospera Initiatives, Inc. to provide the Heritage Language

Literacy Club (HLLC) continues to produce results that exceed our expectations. This after school reading program, facilitated at Lake Anne Elementary School, was piloted by RCC in 2009 to allow elementary school students to practice reading, writing and speaking to improve their Spanish language skills while also involving older elementary, middle school, and high school students as mentors and tutors. By improving their native language fluency, the children increase their literacy levels in English. In addition, since the program requires student tutors to mentor the younger participants, these older children who might otherwise get involved in negative activities are positively engaged. This past year, the program doubled in size and enrolled 63 students, with over forty learners and over twenty mentors. Additionally, we increased the length of the program season from one to two semesters, or 22 weeks, spanning nearly the entire school year from November 2010 through May 2011.

The *Aging in Reston* (AIR) initiative has involved several Leisure & Learning department team members. Initially, this effort focused primarily on identifying and creating appropriate resources and strategies to improve our community members' ability to remain in Reston while aging gracefully. The "Village" concept or, essentially, neighbors helping neighbors, is a key element to the current plans. Throughout the past year, as volunteer members engaged in discussions with and surveyed the broader public, it also quickly became evident that people of all ages would appreciate having a supportive network of neighbors. As a result, the AIR mission states, "Aging in Reston is a group of concerned citizens and organizations seeking to understand the needs and perceptions of Restonians and help

create solutions toward making Reston a great place for people of all ages and abilities." Undeniably, finding opportunities to better support and care for the aging population in Reston is still a primary and critically important focus. In our continuing efforts to support this vital initiative, RCC will be launching a pilot program in the fall 2011 season to promote, encourage, and help coordinate ride sharing/carpooling to RCC senior adult programs and events.

*"A special thanks to the entire RCC team for hosting – it was amazing to see the powerpoint on that huge screen, what a great space! Thanks to everyone for putting this event together...the ideas and solutions that attendees presented during and after the event were really creative and I am confident that we are on the way to something that is really going to help the community!"*

–Steve Gurney

## Looking Ahead

In addition to collaborations with organizations such as Heritage Language Literacy Club and *Aging in Reston*, within the coming year the Leisure & Learning Department will be engaged in a new cooperative effort with Reston Association to support Sustainability in Reston at the individual, neighborhood, and community levels. Starting in the fall 2011 season, our two organizations will be implementing a variety of Eco-Conscious programming to provide community education on simple and safe environmentally-friendly steps to incorporate into daily life. Look for this new line of programming in a new "Green Living" section of the RCC Fall 2011 program guide as well as the Reston Association magazine.



## Challenges

Within the confines of the Terry L. Smith Aquatics Center, limited space continues to be the leading challenge facing the staff and programs. The use of available water space is at maximum capacity accommodating the fitness, recreational swimming, and swimming lessons desired by the public. Our patrons have busy lifestyles and premium time periods for exercise or lessons (evenings and weekends), which places a high degree of pressure on the pool scheduling. These premium times create the majority of the waitlists for instructional swimming as well as frequent instances of having to turn away recreational swimmers due to crowding. As Reston continues to grow in population, these pressures are only going to increase. We continue to investigate options for a new facility, and ways to partner with Reston Association, the Fairfax County Park Authority and others to try to address this demand level.

## Successes

During this past year, the programming staff creatively squeezed in another water aerobics program. This addition of another drop-in class on Mondays and Wednesdays was well received and increased available weekly workout options to fifteen opportunities for our patrons. RCC's Aquatics Department has successfully worked with our patrons, instructors and staff guards to maximize water aerobics opportunities and satisfy high demand.

The Drowning Education and Awareness Program (D.E.A.P.) was enhanced by partnering with Reston Association. Beginning in the summer/fall of 2011, RA and RCC staff collaborated on joint advertising of D.E.A.P in our program guides, informing Reston residents and employees about the dry land-based curriculum, available at no charge, to learn strategies and opportunities to keep their families safe in, on, and around water. The Parent Orientation series of presentations

allowed parents to interact with the two organizations' aquatics staffs to learn how our programs are taught and how they can support their students in swimming and water safety situations. The D.E.A.P. program also includes a dry land presentation for children. The American Red Cross Whales Tales program is an interactive, fun lesson that was presented four times to an audience of 60+ children throughout Reston. The program leads children through a series of water safety situations and gives them easy to understand lessons on basic water safety topics.

*“Connie’s class changed my life. I love to exercise now– I know I’m going to be happy whenever I’m in water aerobics with Connie.”*

– Cheryl Schmauss

## Looking Ahead

The pressing need for more indoor, year round aquatics options drives our strategic planning and efforts to address our capacity issues. On the operational side of Aquatics, the staff at the Terry L. Smith Aquatics Center will continue to evaluate opportunities to increase programs offered within the confines of the limited space we have. Future programming initiatives such as one-day-a-week swimming lessons may allow us to increase access to water-based learning and leisure activities for Reston. The D.E.A.P program and continued coordination of swim lesson programs with Reston Association will offer fitness and safety benefits to Reston swimmers.



Reston Community Center focused our last Strategic Plan on establishing and attaining appropriate levels of participation in our programs and services. The focus of this five year plan is on how we will address the changing contours of our community. Reston is going to grow substantially in populations; both residential and employee, in the coming five years with the advent of the Metro Silver Line.

Following our Vision, Mission, and Values, we set forth Five Year Goals and Objectives. Our Five Year Goals are designed to address our community's recreational, leisure-time, cultural pursuits and aspirations through facilities, programs and services. Expanding opportunities to enjoy RCC experiences whether by new facilities or other means will be our highest priority. It is essential to our success to communicate and collaborate with the people and businesses of Reston. The high-quality facilities, programs and services we deliver will be sustained by a world-class staff team using the

best possible tools to make your interactions with us easy, convenient, and enjoyable. The goals are stated in the present tense as affirmative statements RCC will be able to make at the end of five years or less.

Associated with each goal, we have objectives which we believe will help us to achieve the goal. The objectives are our building blocks toward reaching our goals. At the end of the Goals and Objectives descriptions, there is a Staff Methodology section that describes the means by which the staff will be evaluating and measuring the results of pursuit of the listed objectives.

We hope you see your vision for Reston Community Center in our plan; and we hope that our planned programs and services offer you the enjoyment, good health, and enrichment you want from your community center.

*“Yoneko arranges our family schedule around her classes at RCC. She is very interested in the RCC and takes great pride in being a part of their activities. Of course, such positive feelings would not be possible without the friendliness and professionalism of the RCC Staff. And, of course, the teachers/instructors who make it all possible.”*

*–Yoneko and Peter Bysura*

## Lake Anne Expansion March–September 2011



**Thank you to our general contractor, ASIL Services, and design engineers & construction management team, SWSG, for a job well done!**

### *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 welcoming community resource committed to improving citizens' quality of life,*
- *A builder of sense of place and community traditions,*
- *Celebratory of peoples' traditions, cultural and recreational aspirations,*
- *An active partner with other Reston Organizations,*
- *A barrier-free organization - physical, financial, cultural,*
- *An accepting and open organization,*
- *A responsible and accountable steward of community resources,*
- *A respectful organization that supports and nurtures its staff, board, volunteers, constituents and patrons.*

## Goal

Reston Community Center facilities address our mission, expand our capacities, respond to community needs and are aligned with community opportunities and resources.

## Objectives

*Objective 1:* To maintain and fully utilize existing facilities at the highest quality with environmentally sound and sustainable maintenance practices.

- Contract effectively
- Re-evaluate space utilization annually to optimize the use of existing facility footprints
- Continue sound capital maintenance planning
- Reduce energy consumption and costs

*Objective 2:* To monitor and leverage opportunities for expansion that are consistent with community needs and demand for new aquatics, performing arts and fitness types of venues.

- Examine partnership options (Reston Association, Park Authority, private sector/development process)
- Explore opportunities in the transit corridor and at Reston Village Centers
- Identify and plan for required funding resources

## Goal

Reston Community Center collaborates to improve our and other Reston organizations' effectiveness, to build community, and to strengthen our identity. RCC outreach and collaboration support our mission, serve Reston, and enhance our value to the community.

## Objectives

*Objective 1:* To identify community projects, initiatives, and/or programs that are aligned with Reston Community Center priorities.

- Regularly communicate with potential Reston partners
- Examine near and long term impacts on staff, facilities, and budget
- Assure efforts are related to RCC mission
- Broaden the spectrum of partners involved

*Objective 2:* To achieve recognition and appreciation for Reston Community Center involvement in community and outreach efforts.

- Develop mutually beneficial cross-marketing opportunities
- Celebrate and include partners as appropriate in our publications and outreach materials
- Provide needed content for other partner communication efforts

## Goal

Reston Community Center is not just known, it is understood to be a key component of Reston's wellbeing. RCC reaches and engages a broad cross-section of the residential and business communities in Reston by using effective tools and best practices.

## Objectives

*Objective 1:* To establish a new Reston Community Center web site.

- Multi-modal and multi-lingual
- Dynamic, appealing, and interesting with streaming audio and video capabilities
- E-Commerce friendly to enable patrons to conduct RCC transactions in an online environment
- Enables data collection and patron feedback
- Incorporates social media
- Includes intranet (restricted access) pages for employees, Board members
- Incorporates volunteer registration software (Fairfax County)
- Is downloadable as Smartphone/web tablet application
- Includes a standard "Community Resources" page

*Objective 2:* To embrace, engage and utilize list-serves and social media tools to better

inform patrons.

- Increase electronic communication formats to include standard and emerging social media outlets such as Facebook, Twitter, etc.
- Leverage teen fluency in new media to advance program information
- Outreach to business community through electronic newsletters/bulletins
- Encourage patrons to re-post, GPS-identify involvement or attendance, etc.

**Objective 3:** To participate in community-wide communication efforts consistent with Reston Community Center's mission and resources.

- Identify potential RCC roles and efforts
- Assure appropriate RCC and partner recognition and identities are conveyed

## Goal

Reston Community Center programs evolve and adapt to a changing community to reach more people living and working in Reston. RCC programs serve diverse interests and are high quality, well attended and affordable.

## Objectives

**Objective 1:** To diversify program formats and seek non-RCC facilities where appropriate to reduce waitlists for and increase awareness of Reston Community Center offerings.

- Offer more one-time or short-duration programs to increase opportunities
- Offer programs in more settings to reach various parts of the community



Fairfax County Outstanding Performance Award Ceremony, November 2010

- Seek program partners

**Objective 2:** To assess, refine, and evaluate programs to broaden and deepen their impact.

- Utilize evaluation tools and formats that are easy for patron participation
- Connect comment and input methods to RCC web site and RCC Contact
- Establish evaluation sampling cycles to assure broad knowledge of program performance across seasons

## Goal

Reston Community Center employees are highly skilled, creative, responsive, motivated, collaborative and celebrated. RCC systems are effective, efficient, continuously improving, user-friendly, sustainable, and embrace state of the art technology.

## Objectives

**Objective 1:** To evaluate existing business

systems and establish best practices in the utilization of business systems by RCC employees for the benefit of patrons.

- Utilize County and Agency software systems for finance, human resources, and purchasing fully and effectively
- Solicit feedback from patrons on desired capabilities
- Increase electronic transactions each year by at least 10% to more than 50% of registration, ticketing, and facility reservation requests

**Objective 2:** To establish and sustain a training approach that provides all RCC employees with the skills needed to perform their jobs with excellence and career development opportunities to improve their performance and potential.

- Utilize County, Agency and career training ladders
- Reward achievement
- Reduce errors, improve service delivery

To meet the Goals and Objectives of the Reston



Community Center Five Year Strategic Plan, the staff will measure successful efforts related to the objectives by using associated criteria for success. In general, there are measures that will tell us that our direction and activities are sound. There are also specific objective outcomes that can be measured and they are outlined below for the respective Goal areas. The staff will reevaluate and make recommendations on objectives and activities associated with them to the Board of Governors in the annual Program and Budget related Board Committee meetings in March each year, and to the community in the Annual Report.

### General Evaluation and Measurement Tools

1. Patron feedback and comments inputs.
2. Participation data.
3. Financial performance.

### Facilities

Outcomes:

1. Community participation in

- explorations of new facilities.
2. Capacity utilization of existing RCC facilities to support programs and staff requirements.
3. Agreements for new program space and/or new facility development.
4. Adoption of strategies aligned with environmental best practices and reduced energy consumption.
5. Reduction in wait lists.

### Communication

Outcomes:

1. Electronic or web-based purchasing increases to at least 20% of all point of sale transactions by 2013 and continues to grow thereafter.
2. Counters are embedded in the web site and “visits” recorded.
3. Numbers of “fans”, “followers”, “friends” via social media reaches 1,000 (cumulatively) within two years of page launches and continue to grow each subsequent year.
4. We connect specific activity to social media “action” prompts that can be tracked in participation records.
5. RCC programs, activities and events register as GPS “check-ins” across social media platforms.

### Outreach and Collaboration

Tests for successful partnerships and collaborations:

1. Does the community benefit?
2. Are efforts related to RCC’s Mission?
3. Does this offer an opportunity to address a gap in RCC programs or services?

4. Is it a highly visible undertaking?
5. Can it be managed without adversely impacting other RCC programs and services?
6. Does the outreach/collaboration produce good results that people acknowledge?

### Programs

Outcomes:

1. Participation rates (percent of capacities identified as appropriate program targets) remain at current levels and/or increase if possible.
2. Number of program options for patrons increases in cost neutral processes.
3. Number of enrollment opportunities increases.
4. Waitlist numbers are reduced.
5. Programming achieves awards, recognitions, positive feedback and public response.

### Internal Capacity

Outcomes:

1. Business processes require less time and energy consumption.
2. Employee personnel and business processes have minimal error rates.
3. Retraining requirements are reduced.
4. Employee morale is high, turnover is minimal.
5. Patron feedback is positive.



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 wait lists.

The wait list information for 2010 demonstrates the ongoing pressures on the Terry L. Smith Aquatics Center and the continuing popularity of the fitness and wellness classes. The Lake Anne expansion should help us continue to reduce the wait list levels for fitness classes. The solutions to demand for more swimming experiences involve continuing program creativity, further collaboration with our community partners, Reston Association and Fairfax County Park Authority, and, unfortunately, patience as the opportunities for expanded facilities are explored.

The data presented regarding utilization of the RCC Fee Waiver program, which is open to individuals and families, continues to show evidence that RCC programs are both accessible to all and widely used regardless of socio-economic status.

#### **Fee Waivers**

General Fee Waiver Financial Impact	\$ 44,580
Summer 2010 Camps Fee Waiver Impact	\$ 25,637

#### **Wait List Information**

Aquatics:

Classes offered: 808

Enrollees: 3,554

Waitlisted: 2,251

Between last year and this year, participation in classes dropped just slightly, while participation in Drop-In exercise programs increased substantially (350); swimmers in our rental group activities increased in number by slightly more than 1,000 and recreational drop-in swimming also increased slightly. This demonstrates that utilization of the Terry L. Smith Center with two years now of full programming and scheduling without a capital project disruption has reached maximum capacity levels across the different cohorts of users.

Fitness:

Classes offered: 195

Enrollees: 3,461

Waitlisted: 307

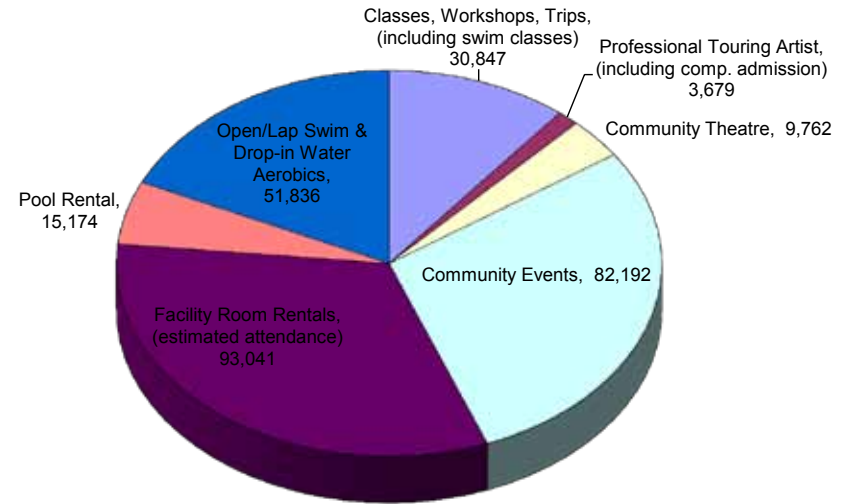
We will be able to absorb much of the wait listed patron enrollment in fitness classes by virtue of the larger classroom sizes the expansion at Lake Anne will offer and the added sections of the most popular offerings.



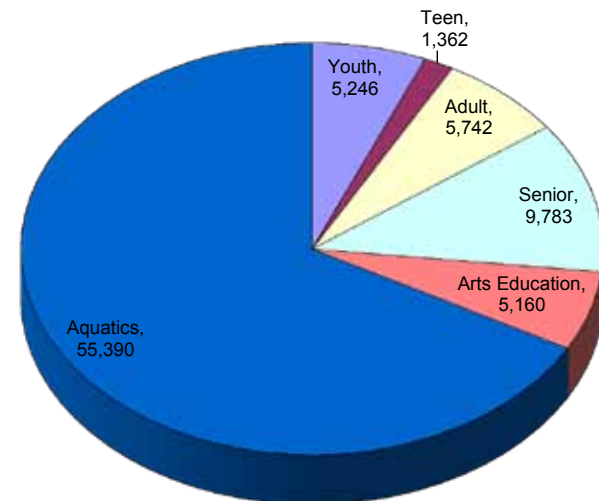


Eggnormous Egg Hunt, April 2011

## Program Participation by Program Type (Total Program Participation in 2010: 286,531) Jan. 1-Dec. 31, 2010



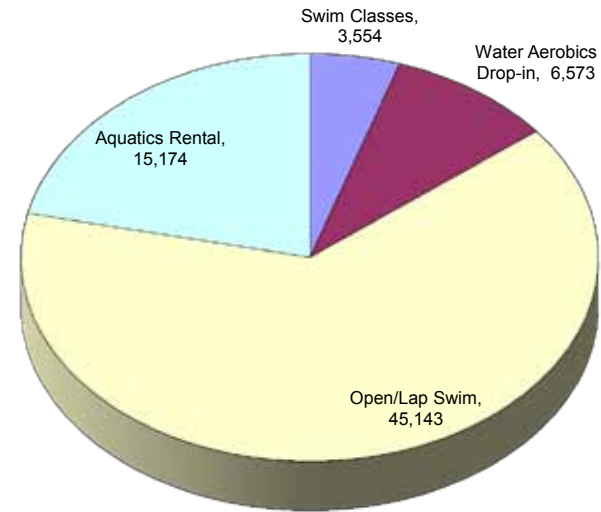
## Class, Workshop and Trip Participation Registered and Drop-in Programs Jan. 1-Dec. 31, 2010



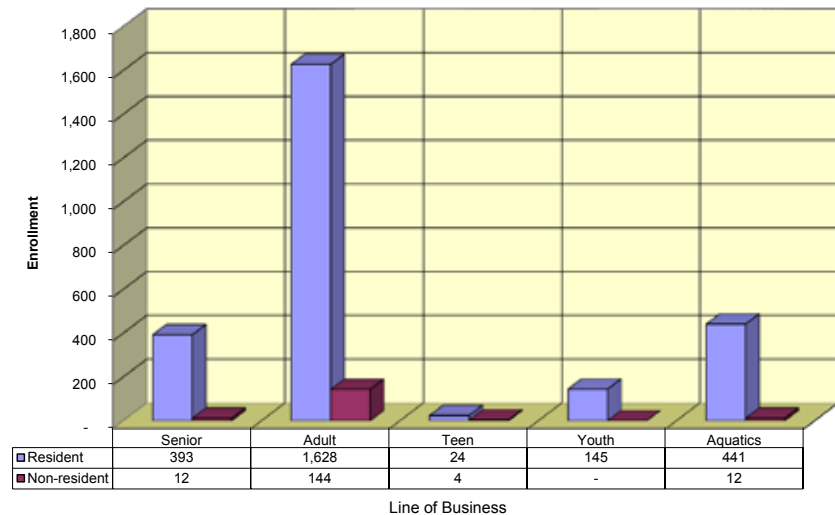


RCC Camp Goodtimes on the Road, July 2010

## Aquatics Program Participation Jan. 1-Dec. 31, 2010



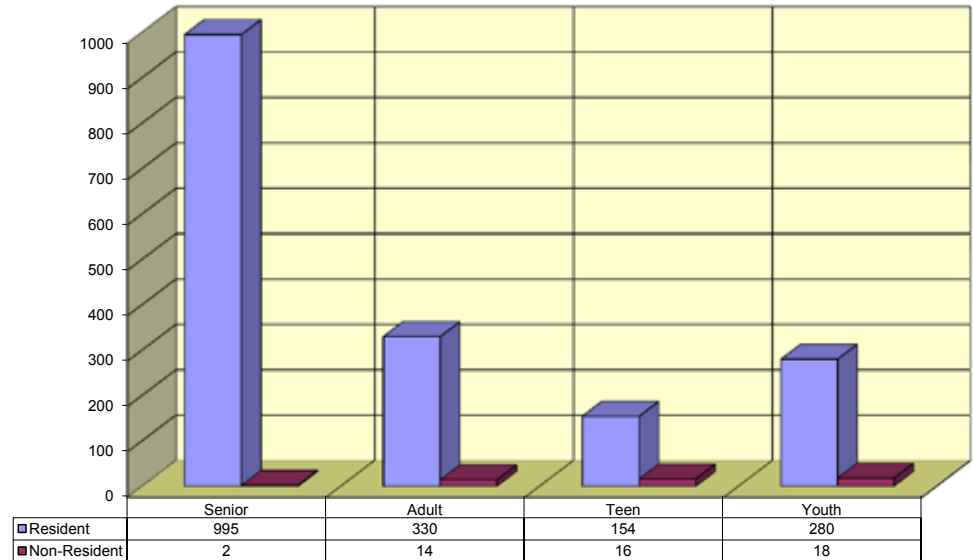
## Fitness Class Enrollment by Residency Type and Line of Business (Excluding Drop-in Programs) Jan. 1-Dec. 31, 2010



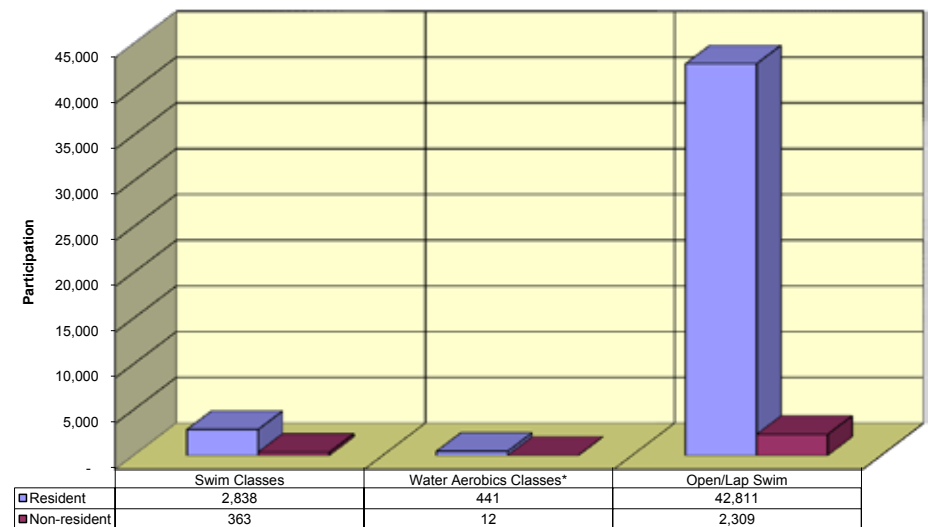


Aging in Community, October 2010

### Trips & Tour Enrollment by Residency Status and Line of Business Jan. 1-Dec. 31, 2010



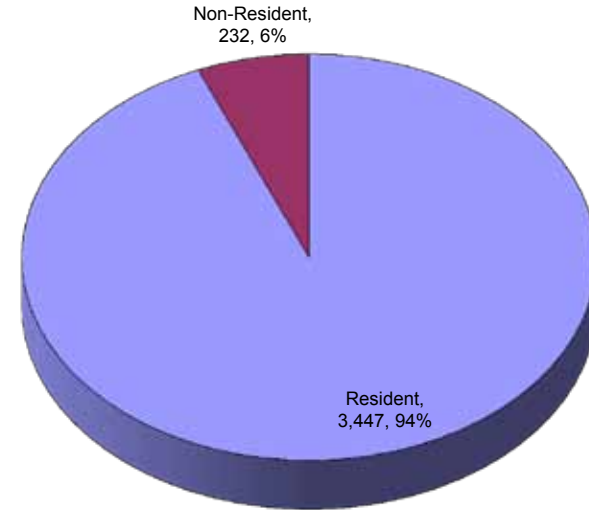
### Aquatics Program by Residency Status and Program Type Jan. 1-Dec. 31, 2010



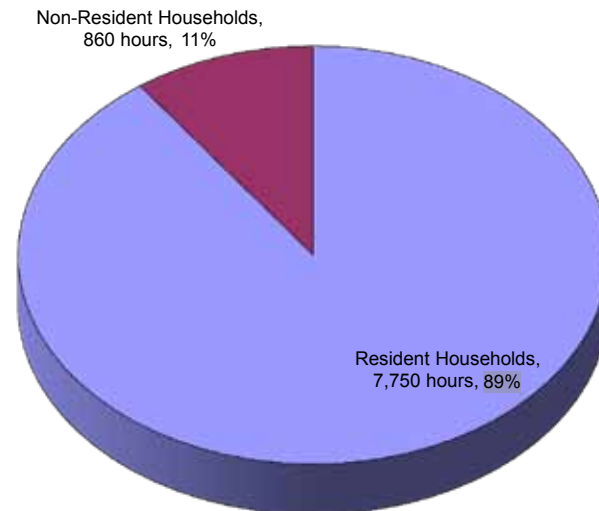
Ellen Graves and Beverly Cosham, Volunteer Recognition Dinner, April 2011



## Professional Touring Artists Series: Paid Admission by Residency Status Jan. 1-Dec. 31, 2010



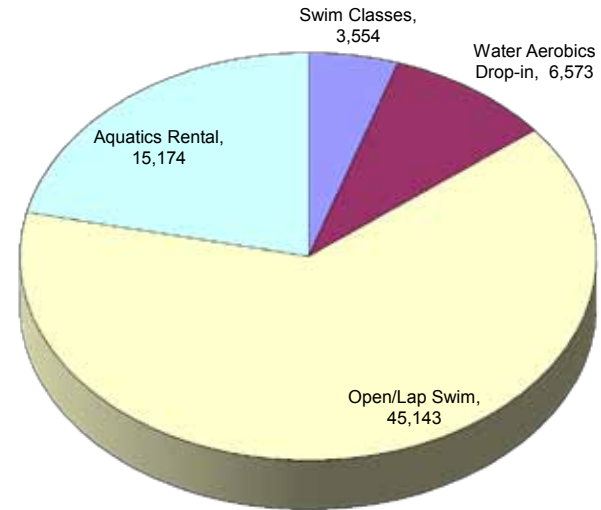
## Facility Hours Rented by Residency Status (Excluding Theatre and Pool Rental) Jan. 1-Dec. 31, 2010



Staff & Helen Bryant, Helen's Retirement Ceremony, January 2011



Facility Rental by Household Residency Status  
(Excluding Theatre and Pool Rental)  
Jan. 1-Dec. 31, 2010



*Leila Gordon*  
Executive Director  
*Mohammed Alhadi*  
*Mia Arguinzoni*  
*Jose Ayala*  
*Eileen Boone*  
*Janet Bradshaw*  
*Vincent Brown*  
*Mark Brutsché*  
*Kenny Burrowes*  
*Santos Campos*  
*Rifat Chowdhury*

*Ivan Cole*  
*Zurii Conroy*  
*Cheri Danaher*  
*Kevin Danaher*  
*Timothy Elcesser*  
*Patricia Farrell*  
*Sumi Gallas*  
*Brian Gannon*  
*Alexander Gomez*  
*Santos Gonzalez*  
*Gilberto Guardado*  
*Deborah Heron*

## RCC Staff

*Linda Ifert*  
*Mahsa Layazali*  
*Joe Leary*  
*Pamela Leary*  
*Greg Minassian*  
*Melissa Murray*  
*Jonathan Navarro*  
*BeBe Nguyen*  
*Trung Nguyen*  
*William D. Parker*  
*Harunor Rashid*  
*Evelyn Rosa*

*Fred Russo*  
*John Scurto*  
*Grazyna Siebor*  
*Damian Sinclair*  
*Scott Sorenson*  
*Jennifer Vought*  
*Thomas Ward*  
*Renata Wojcicki*  
*Ling Zhao*



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**Annual Report**  
**building community.**