

Part 5: Results Analysis

Recreation Programs

Tracking

Currently the marketing manager keeps a record of daily, weekly, and monthly registrations and revenues for all recreation programs. Since Green Ridge dramatically alters the structure of programs in the department, better care will be taken to separate out registration and revenue by facility. The department is currently re-organizing our finance structure for this purpose. As a 100% cost recovery facility, it is important that every penny earned at Green Ridge can be accounted for and attributed to that facility.

Performance

Performance for general programs will be analyzed using a cost recovery model. Cumulatively, all programs should recover 150% of their operating costs. This should include all variables such as instructor fee, materials, programmer hourly rate, marketing costs, and facility utilities for the duration of the program. No program should fall below 115% percent cost recovery individually.

Customer Feedback

Customer feedback forms are currently in use for about 80% of our classes, but due to staff time constraints are slow to be processed and difficult to analyze. Starting next fiscal year, we plan to send e-marketing surveys directly to class members using Constant Contact (our e-mail marketing service). This will allow us to more quickly process and analyze results.

Indoor Center Memberships

Tracking

Indoor center memberships must be tracked separately from program registrations. A new tracking document will be created and maintained by the marketing manager. Whereas program registrations are marketed to a general audience primarily through REConnection Magazine, the indoor center will be marketed to more specific regions and populations. A marketing cost per new member will be determined, as well as a chart comparing marketing releases with membership increases/decreases.

Performance

Our goal is to sell at least 1,187 memberships before the end of Fiscal Year 09-10. If monthly tracking shows we are off target to hit that number, marketing dollars will be adjusted accordingly.

Customer Feedback

Before the launch of the first major media campaign, a small focus group of the target demographic will be assembled. Tweaks will be made to the marketing message accordingly.

Splash Valley Attendance

Tracking

The marketing manager will create a new tracking chart for daily attendance to Splash Valley. Careful attention will be paid to the number of admissions coming through general admission, punch pass, and membership add-ons.

Performance

Our goal is to sell at least 15,000 admissions during the months of May-June 2010. If monthly tracking shows we are off target to hit that number, marketing dollars will be adjusted accordingly.

Customer Feedback

Before the launch of the first major media campaign, a small focus group of the target demographic will be assembled. Tweaks will be made to the marketing message accordingly.

Appendix B

(B)

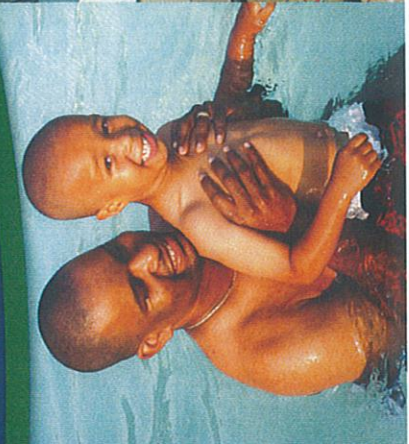
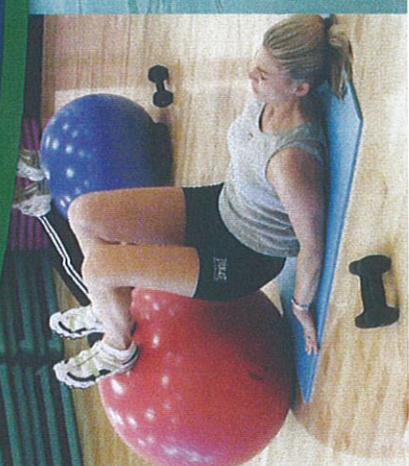
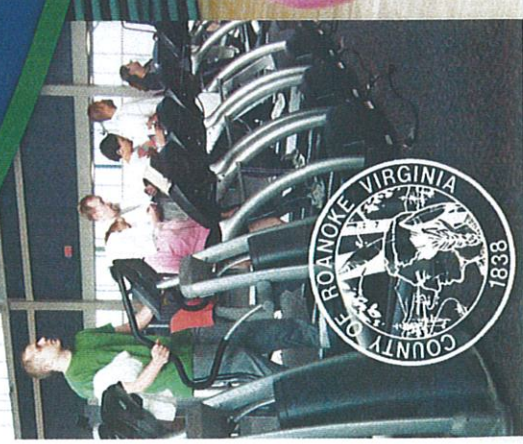
Are you a



funfounder?

(fun-founder) n. - One who promotes healthy fun in the Roanoke Valley by purchasing a founding membership at Roanoke County's new **Green Ridge Recreation Center!**

Join Now!



Green Ridge Recreation Center

Opening January 2010



1206 Kessler Mill Rd
Salem, VA 24153

PRSRT STD
US POSTAGE
PAID
PERMIT NO. 78
ROANOKE, VA

- Convenient Location
- No Joining Fee
- Indoor & Outdoor Aquatics
- Family Recreation Programs
- Walking Track with a View
- Senior Programs & Rates
- Individual Adult Plans from \$42/mo.
- Family Plans from \$66/mo.

funfounder Benefits - Our first 500 registrants will receive:

- Automatic entry into a drawing for a FREE one year membership
- A funfounder fitness pack including a gym bag, t-shirt, water bottle, towel and other great items!
- A 10% discount on all Fall 2009 session programming from Roanoke County Parks.

Plus get ONE-MONTH FREE !!!!

- When you purchase a Super-Splash membership upgrade



*****ECRWSS*****
POSTAL CUSTOMER



Become a member today:
Call 387-6078 ext.0

Learn more online - www.RoanokeCountyParks.com

Appendix C

Appendix C “Green Ridge TV Commercials”

An AVI file has been posted to our FTP site to view these commercials, as the file is too large to send via email. To access the video, use the following steps:

- 1) Using Microsoft Internet Explorer log onto <ftp://ftphost.roanokecountyva.gov/prt>
- 2) Drop down the “Page Icon” menu and select “Open FTP site in Windows Explorer”
- 3) Log in with USERNAME: **ftpprt** and PASSWORD: ***rtftp08**
- 4) Look for the file folder “VACO Award Submission”
- 5) An AVI file contained here shows all 7 fifteen second television commercials
- 6) You can play the commercials in Windows Media Player.

Appendix D



Wednesday, April 14, 2010

Roanoke Co.'s Green Ridge center makes colossal splash

Roanoke County's new recreation and aquatic center's financial position is far stronger than its critics -- and even some of its supporters -- had expected.

By **Cody Lowe**

981-3425

Government budgets are seeing their share of cuts in a trying fiscal year.

But at Roanoke County's Green Ridge Recreation Center, trimming is a budget boon. People are working out in numbers far exceeding expectations at the county-run recreation center that opened in January off Peters Creek Road. Its 6,300 members are more than double what county officials had hoped for over its first year, said Pete Haislip, the county's director of parks, recreation and tourism.

The \$30 million facility in North Roanoke County is bringing in enough money that next year's budget shows it offsetting its operating expenses -- if not yet the debt the county took on to build it.

The center was basically a footnote in the larger budget work session before the Roanoke County Board of Supervisors on Tuesday, but it was one bright spot in what has otherwise been a generally gloomy year.

Next year, the Green Ridge facility -- gyms, workout center, meeting spaces, and indoor and outdoor aquatic facilities -- is budgeting \$2.8 million for operations. Haislip said he believes that will be covered by the fees charged for its services, although there is a contingency fund of about \$100,000 reserved from the proceeds of the bonds sold to build the center.

County taxpayers will be picking up the tab for \$1.8 million in principal and interest on those bonds next year, according to Brent Robertson, director of management and budget for the county.

Nevertheless, the center's financial position is far stronger than its critics -- and even some of its supporters -- expected.

"We were expecting to break even at the end of our third year," Haislip said. "We're on schedule to do that well ahead of time."

The center became a lightning rod for criticism soon after it was first proposed in 2006 following a broad survey of parks and recreation needs.

As plans were firmed up the next year, it was a factor in the 2007 supervisors' elections, and opposition to the plan was a key factor in the campaign of Cave Spring's Charlotte Moore.

When it came time to vote on actually buying the land and moving ahead in February 2008, the project advanced on the narrowest vote possible -- 3-2, with Moore and former Windsor Hills Supervisor Joe McNamara opposing it.

McNamara's opponent in a Republican primary the next year, Ed Elswick, also used the center as a

campaign issue and narrowly took the party's nomination. Elswick later won the general election as well.

Numerous letters to the editor, bloggers, speakers at supervisors' meetings and politicians predicted that the center would never be able to cover its operating costs, much less any of its debt.

"It was easy to get distracted by the naysayers," Haislip said Monday, "but we had to keep our eyes on the prize."

He said he was confident the surveys and interviews completed before deciding to go ahead with the project reflected the community's interest and that those have been vindicated.

The center's average attendance approaches 1,000 a day.

That's far more than had been anticipated when the facility opened in January, he said.

People paying for daily entrances and renting rooms and the pool for parties also have exceeded initial estimates. Many area public schools were off for spring break last week, Haislip said, and the center drew young people from Botetourt and Franklin counties, as well as from Roanoke County, Roanoke and Salem, he said.

"We don't want to take anything for granted," Haislip said, "and you've always got glitches.

"But I feel really good about our numbers. Roanoke County's got a lot to be proud of."

THE ROANOKE TIMES
roanoke.com

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Appendix E

E

Bronze Sponsorship

Green Ridge Recreation Center • Healthy Fun for Everyone!

Sponsorship Cost = \$2,500

All Sponsors Receive

- TWO two-month family membership to Green Ridge Recreation Center, and
- TEN day passes to Green Ridge Recreation Center, and
- FIVE day passes to Splash Valley Water Park, and
- ONE eighth page ad in Roanoke County's REConnection Magazine, and
- Placement of your company logo on www.RoanokeCountyParks.com for one year

Your Corporate Presence on WDBJ7

- 15 Commercial spots on WDBJ between 5am and 12am
- Spots will consist of a :15 second custom tag on a :15 second promotion for Green Ridge Recreation Center

Your Corporate Presence at Green Ridge (Choose 1)

Set of FIVE reclining chairs

- Used at both indoor and outdoor aquatic centers.
- A vinyl sticker on this item will contain a "thank-you" message and your sponsor logo up to 12 square inches
- Guaranteed use for at least THREE years
- TEN sets available



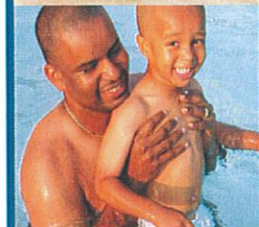
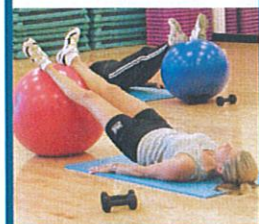
Set of TWO outdoor trash cans

- Permanent fixture at Splash Valley
- A brass plate on this item will contain a "thank you" message and your sponsor logo up to 12 square inches.
- Guaranteed use for at least THREE years
- FIVE available



Set of TWELVE table tent holders

- Displayed within Green Ridge lobby
- Be seen as parents wait to pick up their kids.
- Guaranteed use for at least THREE years
- ONE set available



Silver Sponsorship

Green Ridge Recreation Center • Healthy Fun for Everyone!



Sponsorship Cost = \$5,000

All Sponsors Receive

- **THREE** two-month family memberships to Green Ridge Recreation Center, and
- **TWENTY** day passes to Green Ridge Recreation Center, and
- **TEN** day passes to Splash Valley Water Park, and
- **ONE** quarter page ad in Roanoke County's REConnection Magazine, and
- Placement of your company logo on www.RoanokeCountyParks.com for one year

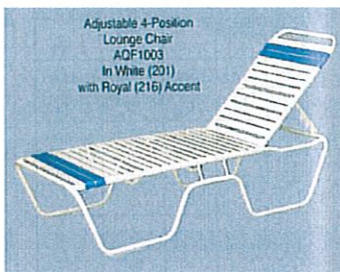
Your Corporate Presence on WDBJ7

- 30 Commercial spots on WDBJ between 5am and 12am
- Spots will consist of a :15 second custom tag on a :15 second promotion for Green Ridge Recreation Center

Your Corporate Presence at Green Ridge (Choose 1)

Set of TEN reclining chairs

- Used at both indoor and outdoor aquatic centers.
- A vinyl sticker on this item will contain a "thank-you" message and your sponsor logo up to 12 square inches
- Guaranteed use for at least **THREE** years
- **FIVE** sets available



Set of THREE planters

- Used to hold decorative plants throughout the facility.
- Permanently fixed at interior and exterior center locations
- A brass plate on this item will contain a "thank you" message and your sponsor logo up to 12 square inches
- Guaranteed use for at least **THREE** years
- **THREE** sets available



Set of TEN upright chairs

- Used at both indoor and outdoor aquatic centers.
- A vinyl sticker on this item will contain a "thank-you" message and your sponsor logo up to 12 square inches
- Guaranteed use for at least **THREE** years
- **TEN** sets available



Gold Sponsorship

Green Ridge Recreation Center • Healthy Fun for Everyone!



Sponsorship Cost = \$10,000

All Sponsors Receive

- FOUR two-month family memberships to Green Ridge Recreation Center, and
- THIRTY day passes to Green Ridge Recreation Center, and
- TWENTY day passes to Splash Valley Water Park, and
- ONE half page ad in Roanoke County's REConnection Magazine, and
- Placement of your company logo on www.RoanokeCountyParks.com for one year

Your Corporate Presence on WDBJ7

- 60 Commercial spots on WDBJ7 between 5am and 12am
- Spots will consist of a :15 second custom tag on a :15 second promotion for Green Ridge Recreation Center

Your Corporate Presence at Green Ridge (Choose 1)

Gym Banner Sponsorship

- Beautify the gym with a ceiling banner
- Your corporate logo will appear the bottom of the banner
- Guaranteed use for at least THREE years
- SIX available



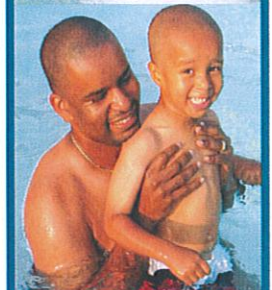
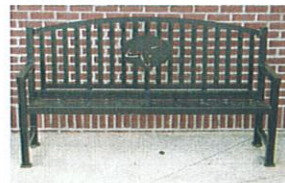
Table and Chair Set

- The most prized real estate at the pool
- A brass plate on the table contain a "thank you" message and your sponsor logo up to 12 square inches
- Vinyl stickers on the chairs will also contain your logo
- Each set contains 1 table and 4 chairs
- Guaranteed use for at least THREE years
- EIGHT sets available



Set of TWO Benches

- Permanent fixture throughout the center
- A brass plate on this item will contain a "thank you" message and your sponsor logo up to 12 square inches.
- Guaranteed use for at least THREE years
- SIX sets available



Platinum Sponsorship

Green Ridge Recreation Center • Healthy Fun for Everyone!



Sponsorship Cost = \$15,000

All Sponsors Receive

- FOUR two-month family memberships to Green Ridge Recreation Center, and
- FORTY day passes to Green Ridge Recreation Center, and
- THIRTY day passes to Splash Valley Water Park, and
- ONE full page ad in Roanoke County's REConnection Magazine, and
- Placement of your company logo on www.RoanokeCountyParks.com for one year

Your Corporate Presence on WDBJ7

- 90 Commercial spots on WDBJ between 5am and 12am
- Spots will consist of a :15 second custom tag on a :15 second promotion for Green Ridge Recreation Center

Your Corporate Presence at Green Ridge (Choose 1)

Scoreboard Sponsorship

- Exposure in the gym every time players check the score
- Logo prominently displayed on this item up to three square feet
- Guaranteed use for at least THREE years
- FOUR available



Funbrella Sponsorship

- Imprint your logo on these colorful and highly visible outdoor shade structures
- Umbrellas are 12 ft to 20 feet in diameter
- Logo prominently displayed on this item up to three square feet
- Guaranteed use for at least THREE years
- FOUR available



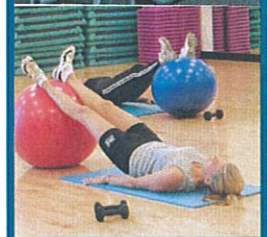
Concessions Sponsorship

- Place your logo next to our concessions menu for customers to easily see.
- A brass plate on this item will contain a "thank you" message and your sponsor logo up to three square feet
- Guaranteed use for at least THREE years
- ONE available



WiFi Wireless Internet Sponsorship

- Have your logo visible anytime a customer logs on to our network with a wireless computer
- A brass plate in the Green Ridge Lobby will contain "thank you" message and your sponsor logo up to three square feet
- Guaranteed use for at least THREE years
- TWO available



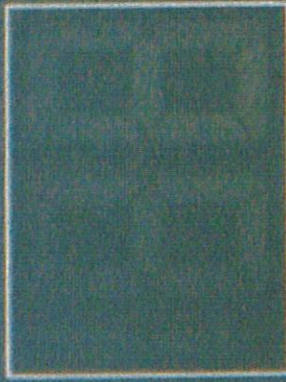
Appendix F

Gymnasium Scoreboard

Dakey's
Funeral Service & Crematory
We've always been here for you.

 yellowbook™

HOME

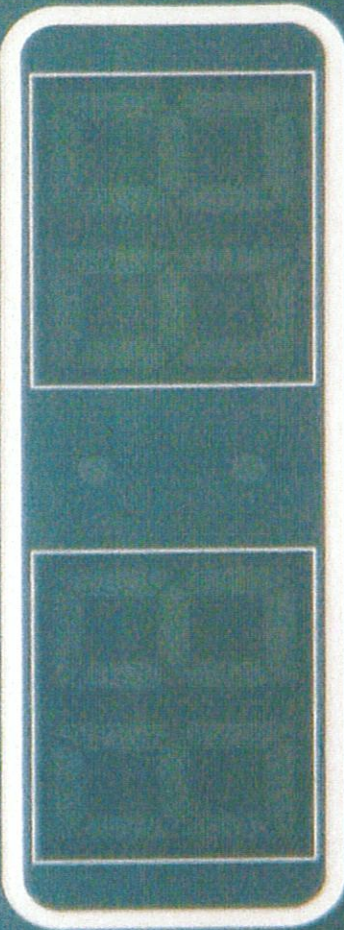


BONUS

VISITOR



BONUS



POSS



PERIOD

Fair-Play

A TRAVISLUX COMPANY

(T)

Appendix G



From: Scott Ramsburg <sramsburg@roanokecountyva.gov>

subject: Green Ridge Welcomes New Aquatics Manager

Reply: sramsburg@roanokecountyva.gov

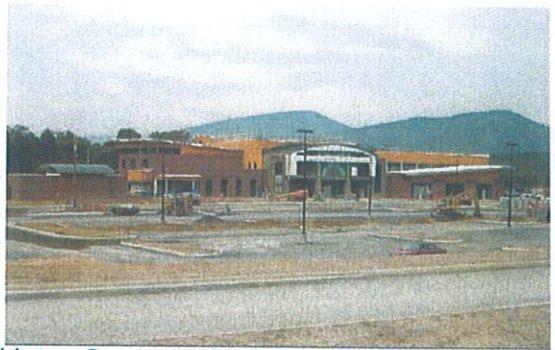


September 2009

Green Ridge Update #4

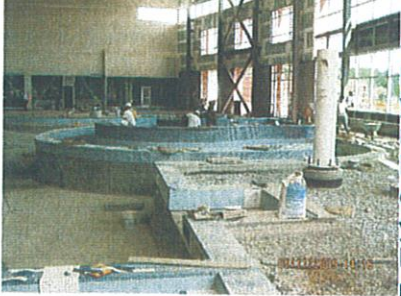
Dear Scott,

Opening day is less than 4 months away as Green Ridge is on track to open January 1st! We're excited that nearly 300 families (Over 730 individuals) have already become members of this state-of-the-art recreation facility. It's not too late to become funfounder! Enjoy all the benefits of becoming one of our founding members, including discounts on the entire lineup of Fall programs from Roanoke County Parks. See the info below -but HURRY, spaces are filling fast!



Want to know when you can take a look inside? Stay tuned to these monthly e-mail updates! When we receive full occupancy we'll be moving our sales office inside the building, probably on later than mid-November. For now, we've extended our operating hours in two locations to meet your needs. Our administrative offices on Kessler Mill Road in Salem and the Brambleton Center in the Cave Spring area will be open 8am to 7:30pm Monday through Thursday, 8am to 5:00pm on Friday, and 9am to Noon on Saturday. Call (540)387-6071 ext. 0 for more information or find out how to [become a member](#) online. Also, look for us at Valley View Mall on weekends throughout the month of October.

Founding Member Benefits



Tile is going in right now at Green Ridge's indoor pool. Starting in January you can splash around no matter what the weather. Become a member and save on frequent visits! Better yet, become a member NOW and get a whole lot more than just bragging

rights. Below are a few added benefits of becoming a...



What's a funfounder? An elite group comprised of 500 individuals who dared to encourage healthy FUN through their founding membership at Green Ridge.

Benefits for the First 500 Members

- No joining fee.
- Automatic entry into a drawing for a FREE one-year membership
- A 10% discount off Roanoke County's already great lineup of Fall 2009 programs to keep you busy until the center opens
- A funfounder fitness pack, including a gym bag, t-shirt, water bottle, towel, change pouch and more.

Indoor Pool Slide Going In



See these plastic tubes? Right now they're being installed at Green Ridge's indoor pool. The indoor slide will be 19 feet high. That's nearly 2 stories! Add to that two 3.5 story slides at the outdoor Splash Valley Water Park and this facility

will have 9 stories of water-fun!

Gym Floor Going Down



This picture shows the gym floor being installed this week. Our floating wood floor features a double layer of solid wood with cushioned shock absorbing pads. That means playing basketball or working out on this surface will be easier on the joints.

Windows and Efficiency



The last windows are being installed at Green Ridge next to the indoor

ext. 0 for more information or find out how to [become a member](#) online. Also, look for us at Valley View Mall on weekends throughout the month of October.

Founding Member Benefits



Tile is going in right now at Green Ridge's indoor pool. Starting in January you can splash around no matter what the weather. Become a member and save on frequent visits! Better yet, become a member NOW and get a whole lot more than just bragging rights. Below are a few added benefits of becoming a...



What's a **fünfoundër**? An elite group comprised of 500 individuals who dared to encourage healthy FUN through their founding membership at Green Ridge.

Benefits for the First 500 Members

- No joining fee.
- Automatic entry into a drawing for a FREE one-year membership
- A 10% discount off Roanoke County's already great lineup of Fall 2009 programs to keep you busy until the center opens
- A **fünfoundër** fitness pack, including a gym bag, t-shirt, water bottle, towel, change pouch and more.

Plus Get ONE MONTH FREE!

- When you purchase a Super Splash membership upgrade with a 12-month commitment.

[Become a member now!](#)

Aquatics Director Hired



Tanya Pendleton comes to Roanoke County from the Town of Blacksburg where she was the Aquatics Supervisor. Over the past 12 years, Tanya has worked as an Aquatics & Program Director in California, Colorado, Oklahoma, and Virginia. She graduated from the University of Southern California with a degree in Recreation Administration and is currently working on her Master's degree from Old Dominion University.

Tanya is married with 3 children, whom all love the outdoors and water just as much as she does.

Indoor Pool Slide Going In



See these plastic tubes? Right now they're being installed at Green Ridge's indoor pool. The indoor slide will be 19 feet high. That's nearly 2 stories! Add to that two 3.5 story slides at the outdoor Splash Valley Water Park and this facility

will have 9 stories of water-fun!

Gym Floor Going Down



This picture shows the gym floor being installed this week. Our floating wood floor features a double layer of solid wood with cushioned shock absorbing pads. That means playing basketball or working out on this surface will be easier on the joints.

Windows and Efficiency



The last windows are being installed at Green Ridge next to the indoor pool. Even though the building will contain a large amount of glass, it's specially designed and tinted to reduce energy loss from heat transfer. That's one of the many

environmental designs helping Green Ridge to become more "Green" as a LEED certified building. We'll have additional efficiencies from pool water filtration and low water-use toilets, to high use of natural daylight. In the next few months we'll let you know what level of LEED environmental certification Green Ridge qualifies for!

en Ridge Recreation Center will truly be a unique recreation destination for the Roanoke Valley, offering healthy fun for everyone! Please encourage your friends to sign up for this mailing list. Simply forward them the email and have them click on the mailing list link below.

you at Green Ridge!

Appendix H

H

www.facebook.com/RoanokeCountyParks

facebook

Keep me logged in Forgot your password?

Email Password Login

Sign Up Roanoke County Parks, Recreation and Tourism is on Facebook
 Sign up for Facebook to connect with Roanoke County Parks, Recreation and Tourism.



The official facebook site for Green Ridge Recreation Center, Camp Roanoke, Roanoke County Summer Camps, Parks, Programs and more operated by Roanoke County's Department of Parks, Recreation and Tourism.

Information

Location:
Roanoke County

Phone:
(540) 772-PLAY

1,123 People Like This

Roanoke County Parks, Recreation and Tourism Like

Wall Info Photos Boxes RSS/Blog Video >>

Roanoke County Parks, Recreation and Tourism + Others

Roanoke County Parks, Recreation and Tourism

Just Others

Roanoke County Parks, Recreation and Tourism Register for your favorite Summer 2010 program THIS WEEKEND. County residents may register online beginning Saturday. Open registration for summer programs begins Friday, June 4. Visit our website for the latest program catalog!
 45 minutes ago Comment Like

Dec Hobbie likes this.

Roanoke County Parks, Recreation and Tourism

Green Ridge Indoor Pool Expanding Summer Hours
 Effective Thursday, June 10 the indoor pool at Green Ridge Recreation Center will be open more hours during the day. Visit the pool between 11:00am and 4:00pm in addition to previously posted operating hours! Visit our website for a complete look at the newly posted indoor pool schedule.

Yesterday at 5:25am Comment Like

Evelyn Forbes and Amy Loveday Hanek like this.

Roanoke County Parks, Recreation and Tourism

Summer 2010 Registration Begins This Weekend
 Roanoke County's Summer 2010 program guide arrives in mailboxes this week...

Tuesday at 2:37pm Comment Like

www.twitter.com/Recreation

RoanokeCountyParks.blogspot.com

twitter

Get short, timely messages from Roanoke County Parks.
 Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow @Recreation.

Join Today >

444 updates at 5:55 2,010 followers 40494 in the crowd 31000+ photos for other countries

Recreation

Summer 2010 Registration Begins This Weekend: Roanoke County's Summer 2010 program guide arrives in mailboxes this...
<http://bit.ly/9Q3awL>

Green Ridge Indoor Pool Expanding Summer Hours. Effective Thursday, June 10 the indoor pool at Green Ridge Recreat...
<http://bit.ly/bQ2uT>

Name: Roanoke County Parks
 Location: Roanoke, VA
 Web: <http://www.Roanoke.org>
 Bio: Providing the region's best recreation opportunities

3 following 541 followers 30 tweets

RSS feed of Recreation's tweets

Roanoke Recreation Connection

The Roanoke Valley is full of great recreation opportunities for both residents and visitors. Roanoke County Parks, Recreation and Tourism wants to make sure you know about them.

WEDNESDAY, MAY 26, 2010

Green Ridge Indoor Pool Expanding Summer Hours
 Effective Thursday, June 10 the indoor pool at Green Ridge Recreation Center will be open more hours during the day. Visit the pool between 11:00am and 4:00pm in addition to previously posted operating hours! Visit our website for a complete look at the newly posted indoor pool schedule.
 Posted by Roanoke County Parks at 3:39 PM 0 comments

TUESDAY, MAY 25, 2010

Summer 2010 Registration Begins This Weekend
 Roanoke County's Summer 2010 program guide arrives in mailboxes this week. Registration will begin this weekend on the following schedule:
 Saturday, May 29 - Online Only for County Residents
 Tuesday, June 1 - Phone/Walk-In for County Residents
 Friday, June 4 - Open Program Registration
 Didn't get a copy of REConnection Magazine? [View It Online Here](#).
 Posted by Roanoke County Parks at 8:21 AM 0 comments

MONDAY, MAY 24, 2010

Splash Valley Now Open
 The new Splash Valley outdoor aquatic facility at Green Ridge Recreation Center is now open limited hours on weekdays and full hours on weekends/holidays. Come enjoy two 34 foot water slides, a...

Share It: Facebook on Facebook, Twitter, Print, Email, RSS

Sign up for the REConnection Email Newsletter

Subscribe To: RSS, Facebook, Twitter

Roanoke County Parks: View my complete profile

Blog Archive: 2010 (105), 05/23 - 05/30 (1), Green Ridge Indoor Pool

Appendix I



Over 150 Weeks of Camp... plus hundreds of recreation program for adults, provided by Roanoke County Parks. Register online or call 772-PLAY.

Summer 2010 registration is coming soon! Registration dates are:

Saturday, May 29 - Online Only for County Residents
Tuesday, June 1 - Phone/Walk-in for County Residents
Friday, June 4 - Open Program Registration

Click on the register online icon to sign up for current programs, or browse our selection of Summer Camps from the main website!



Become a Member Today Now Open Limited Hours

Quick Links • Your Recreation Connection

We're proud to introduce several new ways to stay informed about our recreation programs! Click on the following links for more...



Latest News & Information

- +++ Roanoke Recreation Connection... +++
- Green Ridge Indoor Pool Expanding Summer Hours...
- Summer 2010 Registration Begins This Weekend...
- Splash Valley Now Open...
- Trip to Mt. Airy, NC - June 9th...
- Splash Valley to Open Ahead of Schedule...

↑ News Feeds
↑ Social Media Links

Mark Your Calendar:

- May 20 Ribbon Cutting Splash Valley
- July 10 SOB-SCHEDULE Splash Valley
- July 11 Treasure Hunt
- July 24 End-of-Park Summer Stock Camp Roanoke

- Parks, Recreation & Tourism Home
- How to Register
- Recreation Programs
- Recreation Services
- Summer Camps
- Green Ridge Recreation Center
- Blanton Recreation Center
- Parks & Locations
- Special Events
- More Information

Services
Forms & Publications
Adobe Reader



Green Ridge Recreation Center

Click here to **Become a Member**

Healthy Fun For Everyone!

Join Green Ridge Today!

Welcome to Green Ridge Recreation Center

Roanoke County's new 76,000-square-foot recreation center offers "Healthy Fun For Everyone", and you don't have to be a member to enjoy it. Visit for the day, participate in recreation programs, rent a room for your next birthday party or become a member for even more benefits. Click on the links below for more information.

Take a virtual tour or take a look at this video footage

Amenities	Public Use	Healthy Fun	Rentals	Memberships
What to do here	How to play with us	Programs and activities	pool parties and more	Added perks for members
<ul style="list-style-type: none"> Indoor Pool Wellness Center Walking Track Gymnasium Activity Room Facility Map Virtual Tour 	<ul style="list-style-type: none"> Open House Drop-in Programs Classes Special Events Group Programs General Public Programs Play School Ridge Kids 	<ul style="list-style-type: none"> Aquatics Programs Wellness Programs Personal Training General Public Programs Play School Ridge Kids 	<ul style="list-style-type: none"> Pool Rental Room Birthday Packages Meetings Events 	<ul style="list-style-type: none"> Group Exercise Classes Kidzone Wellness Consultations Membership Rates Corporate Rates How to Join



Download the latest facility and program schedules

Splash Valley - Now Open Limited Hours

Our outdoor family leisure pools set to be one of the region's premier outdoor aquatic attractions! Enjoy two three story water slides, spray features, concessions and more. Open from Memorial Day to Labor Day!



Roanoke County Parks • Your Recreation Connection

We're proud to introduce several new ways to stay informed about ALL of Roanoke County's great recreation programs.

(H)

Appendix J

J



Appendix K

K

Internal Branding/Signage

