

Wheaton Park District Varied Interest Programs



2012 Annual Report

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HISTORY

Varied Interest programs offered through the Wheaton Park District include day, evening, weekend, camp, individual, parent-child, family, special events, parties and workshop opportunities in drawing, painting, ceramics, music/instrument lessons, vocal groups, youth drama, youth dance, Irish dance, computer classes, dog obedience, horsemanship, volunteerism, etiquette, babysitting, magic, Lego technology, science, crafts and more.

HIGHLIGHTS

- The 2012 babysitting classes in the *Babysitters' Series* have been well received with strong enrollment and post-class feedback since bringing them in-house in 2010. The most popular class is the CPR/First Aid class.
- Private Piano Lessons have consistently strong enrollment since their 2010 start.
- Dance instructors have established a reliable following for their classes and have been actively brainstorming new class titles to increase participation such as: Broadway dance and dance troupe.
- The Wheaton Dance Crew was formed and has run each season with 5-6 participants. They have performed at the Fourth of July/Labor Day Parade, Missoula Children's Theatre, Children's Playhouse, Halloween Happening, and Brighton Gardens.
- The Wheaton Park District secured complimentary housing for the Missoula Children's Theatre staff during their stay for a second consecutive year. 2013 housing has also been secured, courtesy of Hampton Inn – Naperville.
- Missoula Children's Theatre nearly doubled their participation for the 2012 season from 34 to 75 audition participants, and from 32 to 60 cast participants.
- The 2012 Dance Recital was extremely successful after returning to the Community Center. There were 284 dancers, making up three recitals, and accommodating over 750 spectators.
- Teen Service Series was created in conjunction with the Glen Ellyn Park District. Fall 2012 trips included; Ronald McDonald House, Feed My Starving Children, and West Suburban Humane Society.
- New Zone Birthday Party packages were created at the end of 2012. A tri-fold marketing piece will be launched in early 2013.
- Post Proms hosted 1400 students in 2012. Over 300 volunteers assisted at the Safe Celebrations.

MARKETING RECAP

- Flyers (both at Wheaton Park District facilities and off-site)
- Posters
- Wheaton Park District Website

- Brochures (4 seasonal brochures)
- Press releases (Wheaton Leader, Daily Herald, The Sun)
- Mailings (targeted to specific groups, also sent to previous participants)
- E-mail blasts
- Banners at facilities and parks
- Cross-marketing with other facilities/departments
- E-bag (distributed via email to District 200 families)
- Internal e-mail notifications (classes & events)
- Newsletters for specific groups (dance, pottery, drama, teens)
- Promotional postcards
- Community Center displays
- Open house days (pottery)
- Social networking websites (teens, U Rock)

2011-2012 ACTUALS

Program Group	Parts	Wages	Supplies	Contractual	Revenues	Total Expenses	Net Revenue
Pottery Parties 11	20	\$1,233.92	\$37.36	\$0.00	\$3,502.00	\$1,271.28	\$2,230.72
Pottery Parties 12	10	\$1,193.96	\$30.06	\$0.00	\$1,867.00	\$1,224.02	\$642.98
Pottery Classes 11	307	\$7,271.75	\$1,806.92	\$0.00	\$15,576.84	\$9,078.67	\$6,489.17
Pottery Classes 12	370	\$9,888.84	\$2,107.14	\$0.00	\$17,215.00	\$11,995.98	\$5,219.02
Young Rembrandts 11	114	\$0.00	\$0.00	\$4,241.00	\$6,914.00	\$4,241.00	\$2,673.00
Young Rembrandts 12	108	\$0.00	\$0.00	\$3,475.56	\$6,032.00	\$3,475.56	\$2,556.44
Youth Dance 11	555	\$19,452.05	\$5,761.09	\$0.00	\$49,819.24	\$25,213.14	\$24,606.10
Youth Dance 12	596	\$27,209.51	\$10,924.95	\$0.00	\$56,865.00	\$38,134.46	\$18,730.54
Irish Dance 11	72	\$0.00	\$0.00	\$5,824.00	\$8,618.00	\$5,824.00	\$2,794.00
Irish Dance 12	77	\$0.00	\$0.00	\$5,456.00	\$9,295.00	\$5,456.00	\$3,839.00
Actors Club 11	29	\$0.00	\$0.00	\$1,384.00	\$2,394.00	\$1,384.00	\$1,010.00
Actors Club 12	63	\$0.00	\$0.00	\$5,376.00	\$7,633.00	\$5,376.00	\$2,257.00
Missoula 11	34/32*	\$0.00	\$0.00	\$3,965.00	\$3,307.00	\$3,965.00	-\$658.00
Missoula 12	75/60*	\$0.00	\$0.00	\$3,750.00	\$6,671.00	\$3,750.00	\$2,921.00
Voice Lessons 11	21	\$1,690.30	\$0.00	\$0.00	\$3,540.00	\$1,690.30	\$1,849.70
Voice Lessons 12	17	\$1,283.42	\$0.00	\$0.00	\$2,920.00	\$1,283.42	\$1,636.58
Children's Playhouse 11	80	\$3,160.00	\$761.01	\$195.34	\$11,985.00	\$4,116.35	\$7,841.65
Children's Playhouse 12	84	\$2,834.39	\$1,978.43	\$227.62	\$11,545.00	\$5,040.44	\$6,504.54

*Missoula Children's Theatre - First number is audition participants, second number is participants cast in the production.

Program Group	Parts	Wages	Supplies	Contractual	Revenues	Total Expenses	Net Revenue
Magic 11	65	\$0.00	\$0.00	\$816.40	\$1,580.00	\$816.40	\$763.60
Magic 12	71	\$0.00	\$0.00	\$1,400.80	\$2,005.00	\$1,400.80	\$604.20
Babysitter Training 11	40	\$0.00	\$168.55	\$0.00	\$1,365.00	\$168.55	\$1,196.45
Babysitter Training 12	40	\$0.00	\$97.27	\$0.00	\$1,838.00	\$97.27	\$1,740.73
Computer Explorers 11	53	\$0.00	\$0.00	\$3,534.00	\$9,134.00	\$3,534.00	\$5,600.00
Computer Explorers 12	49	\$0.00	\$0.00	\$3,750.78	\$8,512.50	\$3,750.78	\$4,761.72
Fencing 11	79	\$0.00	\$96.22	\$2,870.28	\$3,738.00	\$2,966.50	\$771.50
Fencing 12	86	\$0.00	\$0.00	\$3,567.64	\$4,458.65	\$3,567.64	\$891.01
Dog Obedience 11	62	\$4,153.44	\$0.00	\$0.00	\$6,803.00	\$4,153.44	\$2,649.56
Dog Obedience 12	63	\$4,088.40	\$37.50	\$0.00	\$6,813.00	\$4,125.90	\$2,687.10
Image Builders 11	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Image Builders 12	11	\$0.00	\$0.00	\$208.00	\$510.00	\$208.00	\$302.00
Horsemanship 11	14	\$0.00	\$0.00	\$5,775.00	\$7,675.00	\$5,775.00	\$1,900.00
Horsemanship 12	12	\$0.00	\$0.00	\$4,130.00	\$5,282.00	\$4,130.00	\$1,152.00
Miscellaneous Teens 11 (Includes Zone Parties)	24	\$912.00	\$792.49	\$0.00	\$2,971.00	\$1,704.49	\$1,266.51
Miscellaneous Teens 12 (Includes Zone Parties)	22	\$486.00	\$541.02	\$0.00	\$2,468.80	\$1,027.02	\$1,441.78
Music 11	63	\$6,373.00	\$0.00	\$542.50	\$10,554.00	\$6,915.50	\$3,638.50
Music 12	56	\$8,034.00	\$0.00	\$0.00	\$10,377.78	\$8,034.00	\$2,343.78
Science 11	12	\$0.00	\$0.00	\$0.00	\$594.00	\$0.00	\$594.00
Science 12	6	\$0.00	\$0.00	\$144.00	\$338.00	\$144.00	\$194.00
Camp I Don't Know 11	122	\$25,946.08	\$4,810.89	\$13,936.62	\$68,002.33	\$44,693.59	\$23,308.74
Camp I Don't Know 12	119	\$22,198.33	\$3,595.66	\$13,444.42	\$63,151.25	\$39,238.41	\$23,912.84
Full-time Salary/Benefit 11	=	\$44,245.64					
Full-time Salary/Benefit 12	=	\$52,450.32					
Total 11	1663	\$113,190.38	\$14,617.77	\$40,684.14	\$214,088.41	\$168,492.29	\$45,596.12
Total 12	1920	\$118,563.87	\$19,274.53	\$44,930.10	\$222,877.98	\$182,768.50	\$40,109.48

BUDGET EXPLANATIONS

Missoula Children's Theatre 2011-2012 Comparison Report

<u>2011 Pinocchio</u>	<u>2012 Rumpelstiltskin</u>
34 audition participants	75 audition participants
32 cast in production	60 cast in production
\$170 audition revenue	\$385 audition revenue
\$1,995 casting revenue	\$4,044 casting revenue
TOTAL REVENUE = \$3,307	TOTAL REVENUE = \$6,671
Ticket Revenue (216) = \$1,142	Ticket Revenue (471) = \$2,242
\$3,550 Missoula cost	\$3,550 Missoula cost
\$250 Accompanist	\$200 Accompanist
\$165 t-shirts	
TOTAL EXPENSES = \$3,965	TOTAL EXPENSES = \$3,750
NET REVENUE = -\$658.00	NET REVENUE = \$2,921



Young Rembrandts experienced better success with summer camp programs than with their seasonal programming.

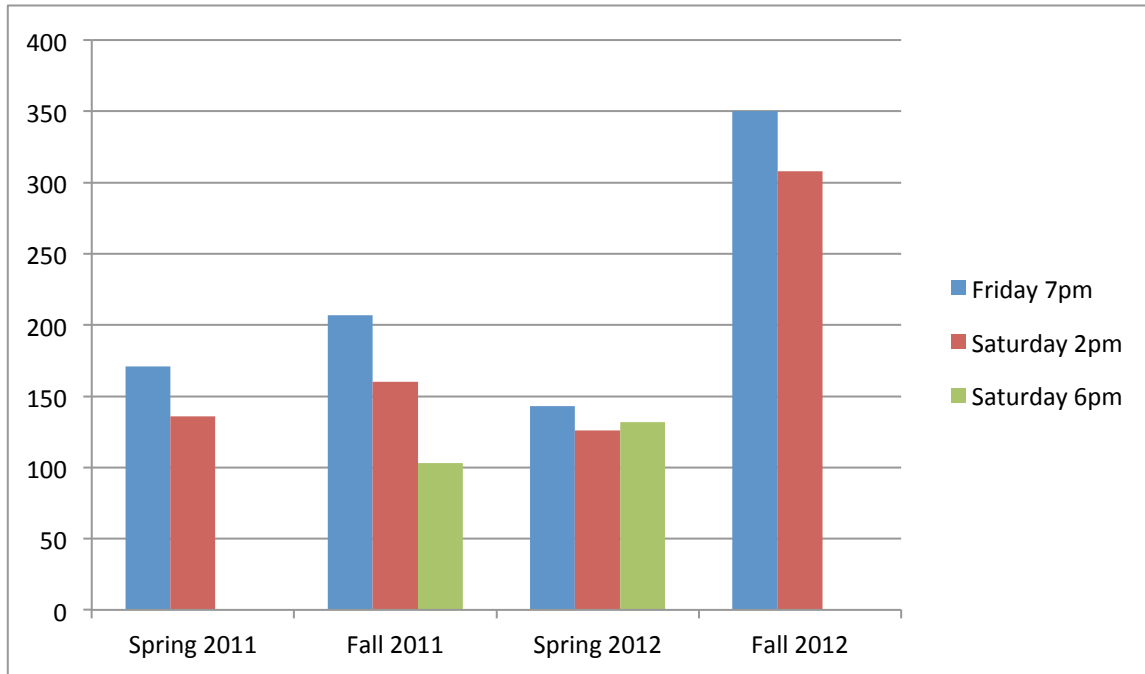
Image Builders began to gain momentum in late 2012. The instructor is working on other marketing approaches to offer new classes in 2013.

Babysitters Training revenues have continued to increase per class due to the transition from contractual to in-house instruction. With the Recreation Supervisor teaching the classes, the only expenses incurred are supplies to run the class. Summer Showcase will be re-introduced in 2013 with new curriculum.

Novelty Classes include an increase in fencing participation numbers. Total participation went from 25 in 2010, to 79 in 2011, and hit 86 in 2012.

Children’s Playhouse ticket sales soared for the 2012 fall and spring productions. “The Pirate Queen” sold 401 tickets, and “Sleeping Beauty” sold 658 tickets totaling 1,059 tickets. This was a 69% increase from the total ticket sales in 2011.

Tickets sold:



Children’s Playhouse tickets were sold at \$3 for Child/Senior and \$5 Adult in 2011. Ticket prices were raised to \$4 Child/Senior and \$6 Adult in 2012.

Ticket Revenue:

<u>Play Season</u>	<u>Adult Ticket/Revenue</u>	<u>Child/Senior Ticket/Revenue</u>	<u>Total Ticket Revenue</u>
Spring 2011 – Toys in Pieces	163 = \$815.00	144 = \$432.00	307 = \$1,247.00
Fall 2011 – Hook : How it All Began	231 = \$1,155.00	239 = \$717.00	470 = \$1,872.00
Spring 2012 – The Pirate Queen	207 = \$1,242.00	194 = \$776.00	401 = \$2,018.00
Fall 2012 – Sleeping Beauty	333 = \$1,998.00	325 = \$1,300.00	658 = \$3,298.00

There was an increase in Pottery wages in 2012 due to extreme cleaning of the pottery studio which led to repainting by maintenance staff, creation of ceramic pen holders to be used around the district as marketing tools, and involvement of pottery staff in the Taste of Wheaton Art on Hale Street.

PROGRAMS OFFERED

SOCIAL ACTIVITIES FOR TEENS

Raging Waves
Fox Bowl & Rice Pool
Chicago Sky Woman's Basketball
Medieval Times
Funway
Downtown Naperville/Centennial Beach
Magic Waters
Babysitter's Showcase
Feed My Starving Children
West Suburban Humane Society
Ronald McDonald House
Teen Haunts Tour

ARTS PROGRAMS

Young Rembrandts Beginning Techniques
Young Rembrandts Drawing Workshop
Young Rembrandts Cartooning
Creative Writing and Bookbinding
Creating Word Images and Artful Mini Books
Play Date Pottery
Play with Clay
Jr. Pottery
Youth Pottery
Clay Explorations for Teens
Youth Pottery Wheel
Youth Independent Pottery Studio
Surfaces: Exciting Techniques
Family Pottery
Holiday Pottery Party
Advanced Pottery Studio
Adult Pottery Wheel
Ugly Doll Pillows
Guitar
Private Piano Lessons
Voice Lessons
Story Theater
Little Actors Club
Improv Blast
Summer Spotlight
Young Actors Club
Toy Shop
Fairyland

Actor's Workshop
Director's Workshop
Missoula: Rumpelstiltskin
Missoula Workshop: Intro to Mime
Missoula Workshop: Improv is FUN
Missoula Workshop: Let's Make-Up
Children's Playhouse: The Pirate Queen
Children's Playhouse: Sleeping Beauty
Irish Dance
Creative Movement
Bitty Ballerina
Mini Ballet
Ballet/Tap
Hip Hop Mini
Ballet/Jazz
Jr. Triple
Intermediate Ballet
P/T Creative Movement
Tappin' Tots
Totally Tap
Little Lyrical
Hip Hop Jazz Jr
Hip Hop Jazz
Wheaton Dance Crew
Intro to Dance
Teen Intro to Dance
PreBallet
PreDance
KinderBallet
KinderDance
Bend 'n' Ballet
Tap
Lyrical I
Ballet I
Ballet 2
Lyrical 2
Hip Hop Jazz 2
Advance Ballet/Pointe
Lyrical Jazz
Home School Dance Class
Back to School Dance Workshop
Winter Wonderland Dance Workshop

EDUCATIONAL PROGRAMS

Animal Adventures

Manners, Please
Mealtime Manners
Babysitter's Training
Babysitters Series CPR/1st Aid
Babysitters Series: Kids Behaving Badly
Babysitters Series: Keep 'Em Busy
Home Alone
Cool Science: Coral Reefs
Cool Science: Space Beyond the Solar System
Cool Science: Candy Science
Cool Science: Gross Anatomy, Your Five Senses
Cool Science: All About Sharks
Cool Science: Potions, Elixirs, and Other Magical Fun
Cool Science: Chocolate Chemistry
Forensic Investigation
Fun-gineering with Simple Machines
Alien Invasion Robotics
Lights, Camera, Action: Superhero Digital Movie Making
Bricks, Beams, and Simple Machines
Video Game Animation
Amusement Park Robotics
Basics to Building
Exciting Electricity
Moviemaking 101

NOVELTY CLASSES

Let Me Cook You Dinner!
Mandarin Chinese - Beginner Magic
Parent & Child Candy Making
Halloween Candy Science
St. Patrick's Day Little Chefs
Gingerbread Houses - Kids
Dog Agility
Dog Training Beginner
Dog Training Advanced with CGC
Beyond Sit and Stay
Horsemanship
Fencing – Beginner
Fencing – Advanced

SPECIAL EVENTS

Youth Dance Recital
U Rock: Teen Battle of Bands
Skateboard Competition
Halloween Happening
WWSHS Post Prom

WNHS Post Prom

St. Francis Senior Celebration

CAMPS

Drama Rama Camp

Creative Express

Camp I Don't Know

Young Rembrandts Beginning Techniques Camp

Young Rembrandts Superhero Camp

Young Rembrandts Teddy Bear Camp

Young Rembrandts Drawing on the Go Camp

Young Rembrandts Zoo Animals Camp

Young Rembrandts Medieval Castle Camp

Young Rembrandts Drawing Australia Camp

Young Rembrandts Down on the Farm Camp

Young Rembrandts Ancient Egypt Camp

Young Rembrandts African Safari Camp

Lights, Camera, Action Camp...Spiderman Movie

Alternative Energy Camp

Amusement Park Robotics Camp

Robotic Adventure Camp

Rock & Roll Robotics Camp

Jr. Fun-gineering Camp

Horsemanship Camp

Bitty Ballerina Camp

Tiny Tappers Camp

Just Jazz Camp

Creative Art Camp

Youth Pottery Camp

Youth Pottery Wheel Camp

Dance Into Spring – Spring Break Camp



FUTURE CHALLENGES

- Many households consider Varied Interest programs as additional expenses. In difficult economic times, fewer families have money set aside for “additional expenses”.
- The culture of most teen groups does not allow for pre-planned activities. Because of a preference to have an open schedule until peers have agreed to commit, last minute and unreliable registration happens regularly for teen programs.
- School activities, athletics and other interests interfere with Varied Interest programs. Even if schedules do not conflict, people can be overwhelmed by the number and variety of commitments.
- With the desire to increase the theatre and dance programs, many families see this as a “filler” area to do when Winter/Spring/Fall weather is bad. Families also like to participate in these areas to be involved in performances, recitals, and productions. Finding a way to bring in the participation on “off” seasons will be challenging.
- Many households will go to specialty locations such as dance studios or music companies for lessons. Trying to keep up with the quality of these instructors yet offering classes at an affordable price proves to be challenging.

RECOMMENDATIONS FOR 2013

- The intense marketing of the Missoula Children’s Theatre program by the Recreation Supervisor led to an increase of nearly twice the participation for the production from the previous year. Continuing to market at this rate will maintain high enrollment.
- Launch new Zone Birthday Party packages that were created to increase interest and offer more options for themes and activities. New themes include: Pirate Party, Hawaiian Luau, Military Party, Dance Explosion Party, “Good Ol’ Fashion” Birthday Party, and Friends Forever Party.
- Continue to expand dance program by offering a wider variety of dance styles as well as breaking down age limits for each class.
- Develop a marketing plan for the Wheaton Dance Crew.
- Actively recruit instructors to expand the music program to include violin, guitar, and other concert band instruments.
- Continue to offer teen trips in conjunction with Glen Ellyn Park District. New locations will bring in exciting opportunities.
- Create specialty theatre workshops to compliment the Children’s Playhouse season; including stage make-up, set work, and assistant directing.
- Offer School Day Out trips for pre-teens and teens on CUSD non-attendance dates. Offer 3-4 trips per year to various locations such as paintball, lazertag, cornmaze, etc.
- Create an informal recital for music students to showcase their talent.

PARTICIPANT EVALUATIONS/TESTIMONIALS

Dance Program:

Evaluations were distributed at the end of the 2012 Dance season to all participants. Out of 165 distributed, 49 were returned (29%). Most responses came from the Pre-Ballet, Mini Ballet, and Hip Hop Mini classes. (ages 3-6 years old)

Feedback:

“We enjoyed class with Ms. Katrina and hope to sign up again soon!”

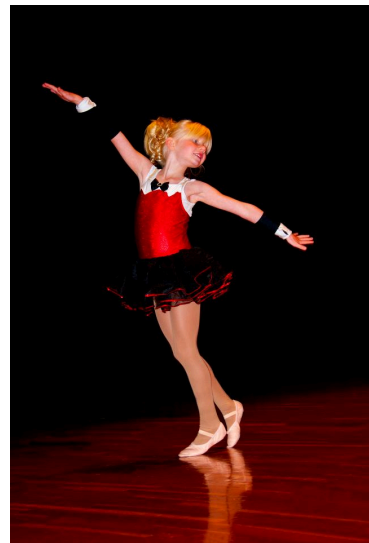
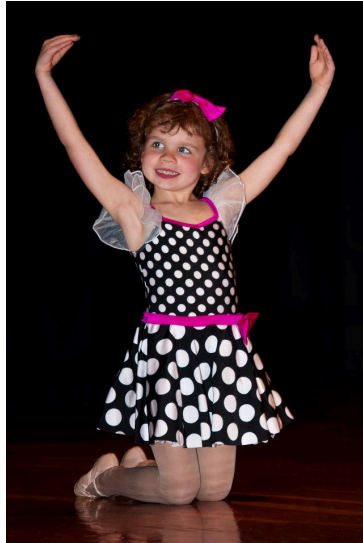
“As a working mom, I am glad that there are Saturday classes. My daughter enjoys the classes. We have taken 2 classes with Ms. Diane, and will be taking another one. Very happy with her.”

“My daughter loved the class and she was able to show many things she learned during it. Very happy!”

Suggestions:

“The time of the program wasn't the best. It would've been better a little later or a little earlier”

“Please offer more options for working parents, example: Saturday mornings.”



Varied Interest:

Other program evaluations have been handed out in all summer/fall programs with a very minimal return rate. Winter 2012 evaluations were handed out in class. The Survey Monkey program was used to send out summer and fall 2012 evaluations. Two hundred and thirty-three evaluations were sent out and only 17 came back. 50% of those evaluations returned were from Children's Playhouse.

Magic Class:

"That both of my older kids could do it together and they both love it!"

Children's Playhouse:

"Great organization and 'order' maintained. The kids did an amazing job, and the instructors were amazing . High quality all around."

"The confidence it gave my son!"

Pottery Classes:

"Kids are given the freedom to create something that they will love."

"We're an out of district family, but that was the best summer class ever – big thank you to the teacher – extremely friendly and organized – thanks a lot!"

Dog Agility:

"It allowed my dog to interact with other animals. Wheaton doesn't have any place that dogs/owners can get together... I would like to see Wheaton become more dog friendly."

"Instructor related well to the dogs. Emphasized relationship between owner and dog. Training the person not just training the dog."

Private Piano Classes:

"Being able to register first to keep my timeslot is a very nice option."