

Wheaton Park District 2016 Summer Camp Annual Report



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Introduction

The Wheaton Park District is proud to offer a variety of camps including five American Camp Association Accredited Camps. Camp locations and time frames vary; some camps are held for a few days, while others continue throughout the summer. Camps are offered for ages 3-15 years. Many of our campers' favorite programs have been running for over 40 years!





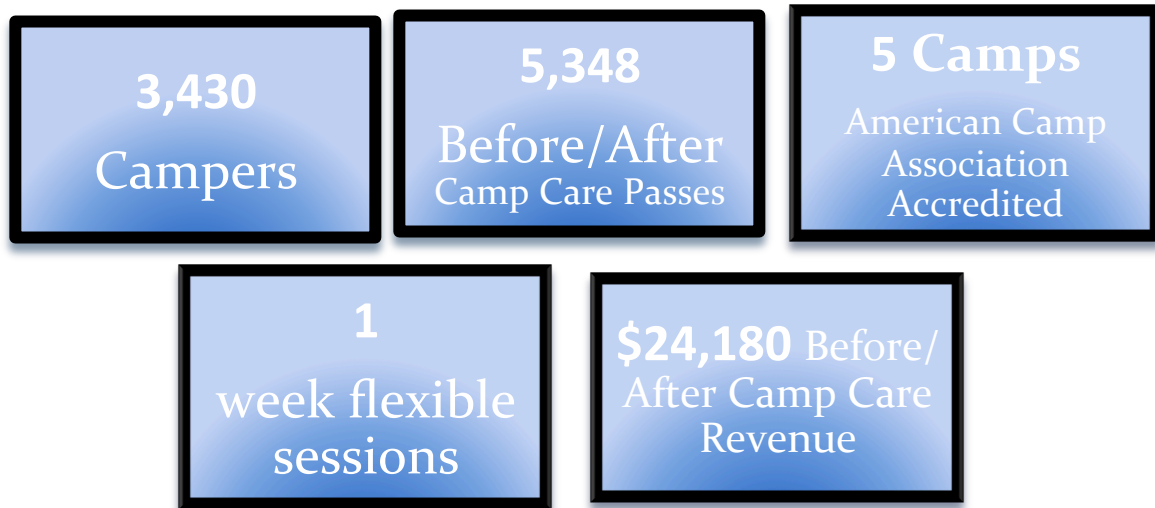
Our Mission, Vision & Highlights

WHEATON PARK DISTRICT SUMMER CAMP MISSION STATEMENT

To provide a fun and safe environment for camper's ages 3-15 years old to acquire new skills and build friendships through activities designed to develop creativity, confidence, and character.

WHEATON PARK DISTRICT SUMMER CAMP VISION STATEMENT

Through camps, we believe we can provide an opportunity for personal growth, increased self-esteem, and friendships that will last a lifetime.



Data Summary

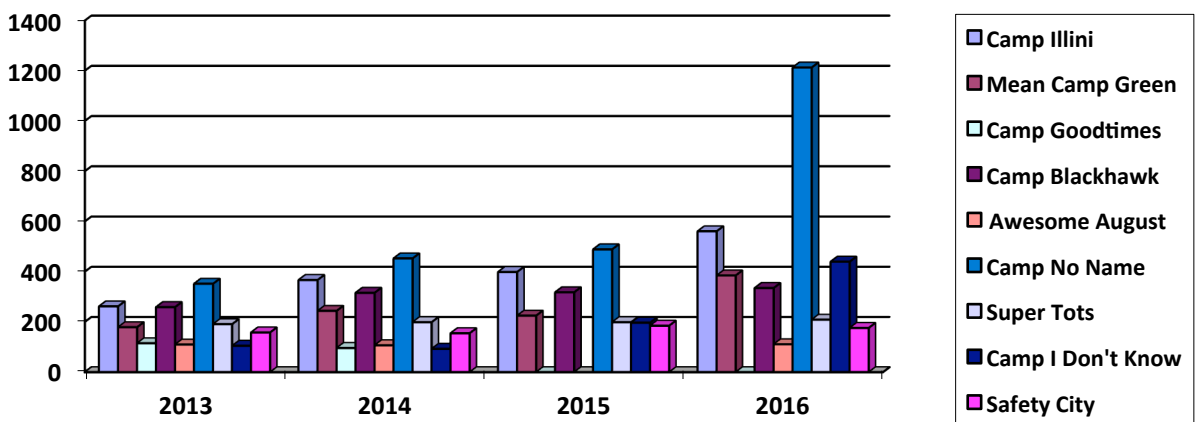
Program Group	Campers	Salaries (5000)	Supplies (7000)	Contractual (8000)	Revenues (4000)	Total Expenses	Net Revenue
Camp Illini 2013	262	13,672	1,224	2,925	38,035	17,821	20,214
Camp Illini 2014	367	15,726	2,225	4,419	48,095	22,370	25,725
Camp Illini 2015	399	16,073	1,435	3,282	53,952	20,790	33,162
Camp Illini 2016	561	16,554	1,400	2,944	55,990	20,898	35,092
Mean Green 2013	179	11,913	1,091	1,800	22,117	14,804	7,313
Mean Camp Green 2014	261	12,639	1,535	2,610	28,927	16,784	12,143
Mean Camp Green 2015	225	9,790	1,200	2,258	27,693	13,248	14,445
Mean Camp Green 2016	385	12,888	1,220	1,816	39,410	15,924	23,486
Camp Blackhawk 2013	259	10,539	2,835	1,932	36,741	15,306	21,435
Camp Blackhawk 2014	316	14,044	2,899	3,222	37,028	20,165	16,863

Camp Blackhawk 2015	318	18,802	2,781	2,853	40,277	24,436	15,841
Camp Blackhawk 2016	335	16,193	1,986	1,098	30,089	19,277	10,812
Awesome August 2013	110	2,169	171	3,428	14,922	5,768	9,154
Awesome August 2014	107	5,004	192	2,233	13,981	7,429	6,552
Awesome August 2015	82	3,520	385	2,552	10,642	6,457	4,185
Awesome August 2016	111	2,587	69	2,348	14,493	5,004	9,489
Camp No Name 2013	352	47,439	4,494	11,894	118,047	63,827	54,220
Camp No Name 2014	453	49,194	4,882	15,852	129,257	69,928	59,327
Camp No Name 2015	489	60,995	4,986	18,564	145,113	84,545	60,568
Camp No Name 2016	1,213	63,346	3,509	14,293	161,414	81,148	80,266
Super Tots 2013	191	8,088	852	0	16,940	8,940	8,000
Super Tots 2014	199	11,004	1,150	0	17,750	12,154	5,596
Super Tots 2015	199	12,036	958	0	18,461	12,994	5,467
Super Tots 2016	209	11,511	1,220	0	20,020	12,731	7,289
Program Group	Campers	Salaries (5000)	Supplies (7000)	Contractual (8000)	Revenues (4000)	Total Expenses	Net Revenue
Camp I Don't Know 2013	105	21,302	3,037	8,952	60,586	33,291	26,665
Camp I Don't Know 2014	93	25,798	2,576	10,528	51,568	38,902	12,666
Camp I Don't Know 2015	197	24,174	1,720	11,133	59,533	37,027	22,506
Camp I Don't Know 2016	440	27,692	2,148	11,450	65,515	41,290	24,245
Safety City Camp 2013	158	9,300	500	0	24,100	9,800	14,300

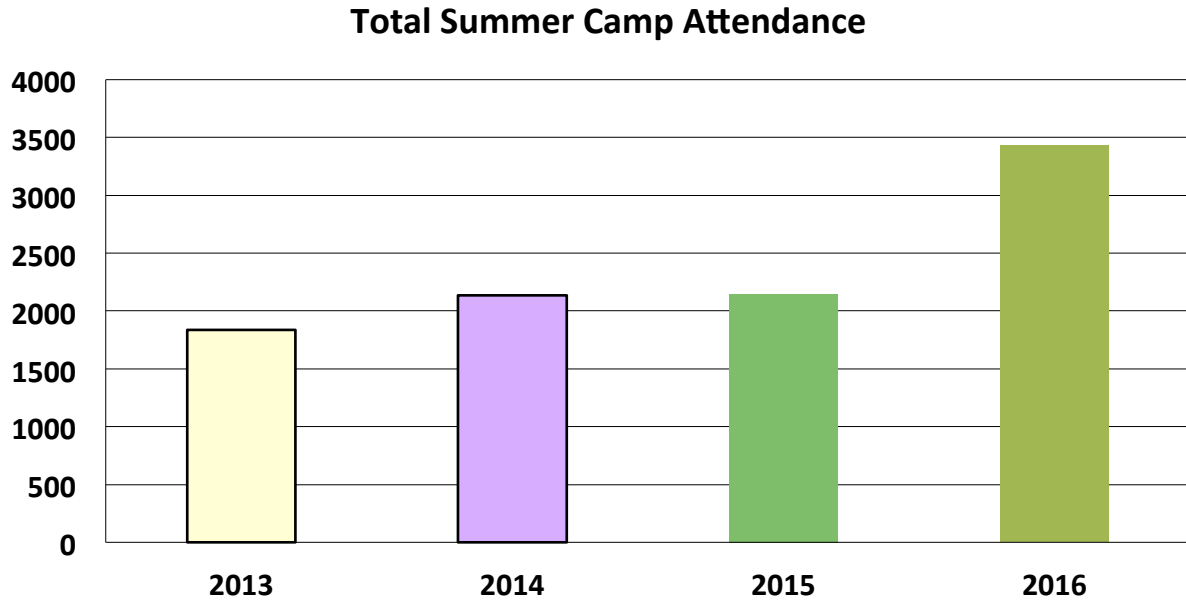
Safety City Camp 2014	155	9,600	574	0	24,200	10,174	14,026
Safety City Camp 2015	185	9,754	487	0	27,935	10,241	17,694
Safety City Camp 2016	176	9,863	685	0	28,347	10,548	17,792
Total 2013	1,838	\$134,839	\$15,556	\$31,456	\$357,503	\$181,851	\$175,652
Total 2014	2,137	\$150,420	\$17,084	\$39,389	\$372,417	\$206,893	\$165,524
Total 2015	2,144	\$158,872	\$14,107	\$40,642	\$390,358	\$213,621	\$176,737
Total 2016	3,430	\$160,634	\$12,237	\$33,949	\$415,278	\$206,820	\$208,458
Difference 2015/2016	1,285	\$1,762	(\$1,870)	(\$6,693)	\$24,290	(\$6,801)	\$31,721

Camp Attendance

Wheaton Park District - Summer Camp Attendance Individual Camp Attendance



Wheaton Park District – Total Summer Camp Attendance



2016 Summer Camp Highlights

- Five campers received Leisureship Program assistance for summer camps totaling \$888.
- Staff trained and certified 45 counselors in CPR and First Aid.
- All staff was required to attend an “All Camp” mandatory staff training in-service in June.
- The Wheaton Police Department and Fire Department visited Safety City participants at Toohey Park to talk about bike safety and fire safety.
- The park district partnered with WT Café to provide hot and cold lunches for all of the day long summer camps.
- The CARE program for before and after camp counted 5,428 passes sold; \$24,180 in revenue. Camps offering CARE are Camp No Name, Camp I Don’t Know, Mean Camp Green, Camp Illini, and Awesome August.
- Camp No Name had 152 campers take advantage of the opportunity to attend swim lessons at Rice Pool & Water Park during camp.
- Camp Illini and Mean Camp Green had 41 campers take advantage of the opportunity to attend swim lesson at Northside Family Aquatic Center.

- Camp No Name took field trips to the Phillips Zoo, Azoosement Park, Main Event, Turtle Splash Water Park, DuPage County Fair, and Donley's wild West Town.
- The Super Tot Olympics took place at the Community Center on July 19 & 20. About 150 campers took part in the festivities and over 250 parents, siblings and grandparents came to cheer them on.
- SportsKids Inc, a contractual archery company, provided archery instruction to the following camps: Camp Blackhawk, Mean Camp Green, Camp Illini, and Awesome August.
- In 2016, CIDK started the WPD Travelers Club. Campers signed up to travel to different park district locations. Locations featured included: canoeing at Northside Park, Arrowhead Golf Course driving range, DuPage County Historic Museum, Lincoln Marsh, Central Athletic Complex, Cosley Zoo, and Clocktower Commons.
- Camp I Don't Know curriculum featured: crafters club, outdoor adventures, science, pottery, fitness, geocaching, Leadership, and cooking.
- Every year, CIDK does a car wash to raise money to donate to a local organization. This year, \$254 was raised for Feed My Starving Children.
- Based on 2015 survey results, day camps were offered in a flexible one week session format.

American Camp Association Accreditation (ACA)

The American Camp Association (formerly known as the American Camping Association) is a community of camp professionals who, for over 100 years, have joined together to share their knowledge and experience and to ensure the quality of camp programs.

As a leading authority in youth development, ACA works to preserve, promote, and improve the camp experience. ACA is committed to helping our members and all camps provide:

- Camp communities committed to a safe, nurturing environment
- Caring, competent adult role models
- Healthy, developmentally appropriate experiences
- Service to the community and the natural world
- Opportunities for leadership and personal growth
- Discovery, experiential education, and learning opportunities
- Excellence and continuous self-improvement



During the summer of 2015 five park district summer camps went through the ACA accreditation process. The following camps received a three year accreditation in 2015 and earned an excellent “A” rating:

- Camp No Name – Community Center
- Camp Blackhawk – Toohey Park
- Mean Camp Green – Northside Park
- Camp Illini – Northside Park
- Awesome August – Northside Park

Marketing

- 61 families attended the Summer Camp Open House on May 2, 2016
- Go West Young Mom Summer Camp Guide- April 26, 2016
 - Social Media reached over 1,660 people with 15 likes
 - Received 761 page views
- Safety City Camp e-blast sent on April 27, 2016
 - Sent to 6,400 Households
 - Opened by 1,343
 - 148 clicks



- Registration Now Open! Choose Your Own Adventure e-blast sent April 12
 - Sent to 8,500 households
 - Opened by 1,900
 - 171 clicks



- E-blast promoting late summer camp sessions sent 7/6
 - Sent to 9,000 households
 - Opened by 2,000
 - 97 clicks



- Rice Pool & Water Park Banner



Recommendations for 2017

Based on 2016 participant survey comments, staff will consider the following changes for the summer of 2017:

- Change start time of Camp Blackhawk to 9:00am instead of 9:30am
- Extend the aftercare hours at Northside Park to 6:00pm, instead of 5:30pm

