

Wheaton Park District Varied Interest Programs



2013 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 2013 babysitting classes in the *Babysitters' Series* were re-introduced as a package option in Fall 2013, and these seemed to appeal to many participants. We've continued to experience strong enrollment and post-class feedback since bringing them in-house in 2010. The most popular class is the CPR/First Aid class.
- Babysitter's Showcase filled for the 2nd consecutive year in 2013 with 12 participants.
- 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 in 2012 with 4 participants. Enrollment has increased by 71% and is now at 14 participants. They have performed at the Fourth of July/Labor Day Parade, Missoula Children's Theatre, Children's Playhouse, Halloween Happening, Taste of Wheaton, Week of the Young Child, and Brighton Gardens.
- The Wheaton Park District secured complimentary housing for the Missoula Children's Theatre staff during their stay for a third consecutive year. 2014 housing has also been secured, courtesy of Hampton Inn – Naperville. The value of the donation is estimated at \$1,600.
- The 2013 Dance Recital was extremely successful with 246 dancers participating, and accommodating over 750 spectators.
- Teen Service Series was created in conjunction with the Glen Ellyn Park District. Winter 2013 trips included; SCARCE and The Meadows.
- New Zone Birthday Party packages were created at the end of 2012. A tri-fold marketing piece was launched in early 2013 and parties took off. There were 25 Zone Birthday Parties in 2013 vs. 7 parties held in 2012. The 25 parties brought in over 270 participants to enjoy games and activities.
- Post Proms hosted 1,200 students in 2013. Over 300 volunteers assisted at the Safe Celebrations.
- Guitar lessons made the jump from group lessons to private lessons, and classes went from being cancelled to filling in Fall 2013. Private lessons will continue to be offered, and an additional day has been added to accommodate the increased demand.
- Family Zoo Lights trip was added in December of 2013. 9 families boarded a bus and enjoyed hot chocolate and cookies on the way to Lincoln Park Zoo.

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
- Social networking websites (teens, U Rock)

2012-2013 ACTUALS

| Program Group | Parts | Wages | Supplies | Contractual | Revenues | Total Expenses | Net Revenue |
|---------------------|--------|-------------|-------------|-------------|-------------|----------------|-------------|
| Pottery Parties 13 | 16 | \$949.36 | \$0.00 | \$0.00 | \$3,885.00 | \$949.36 | \$2,935.64 |
| Pottery Parties 12 | 10 | \$1,193.96 | \$30.06 | \$0.00 | \$1,867.00 | \$1,224.02 | \$642.98 |
| Pottery Classes 13 | 297 | \$8,362.26 | \$2,407.37 | \$0.00 | \$18,016.00 | \$10,769.63 | \$7,246.37 |
| Pottery Classes 12 | 370 | \$9,888.84 | \$2,107.14 | \$0.00 | \$17,215.00 | \$11,995.98 | \$5,219.02 |
| Young Rembrandts 13 | 131 | \$0.00 | \$0.00 | \$4,110.00 | \$6,582.00 | \$4,110.00 | \$2,472.00 |
| Young Rembrandts 12 | 108 | \$0.00 | \$0.00 | \$3,475.56 | \$6,032.00 | \$3,475.56 | \$2,556.44 |
| Youth Dance 13 | 622 | \$25,049.28 | \$9,072.98 | \$0.00 | \$53,351.69 | \$34,122.26 | \$19,229.43 |
| Youth Dance 12 | 596 | \$27,209.51 | \$10,924.95 | \$0.00 | \$56,865.00 | \$38,134.46 | \$18,730.54 |
| Irish Dance 13 | 80 | \$0.00 | \$0.00 | \$5,824.00 | \$9,287.00 | \$5,824.00 | \$3,463.00 |
| Irish Dance 12 | 77 | \$0.00 | \$0.00 | \$5,456.00 | \$9,295.00 | \$5,456.00 | \$3,839.00 |
| Actors Club 13 | 75 | \$0.00 | \$0.00 | \$4,664.00 | \$7,224.00 | \$4,664.00 | \$2,560.00 |
| Actors Club 12 | 63 | \$0.00 | \$0.00 | \$5,376.00 | \$7,633.00 | \$5,376.00 | \$2,257.00 |
| Missoula 13 | 43/36* | \$0.00 | \$0.00 | \$3,750.00 | \$4,129.00 | \$3,750.00 | \$379.00 |
| Missoula 12 | 75/60* | \$0.00 | \$0.00 | \$3,750.00 | \$6,671.00 | \$3,750.00 | \$2,921.00 |

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

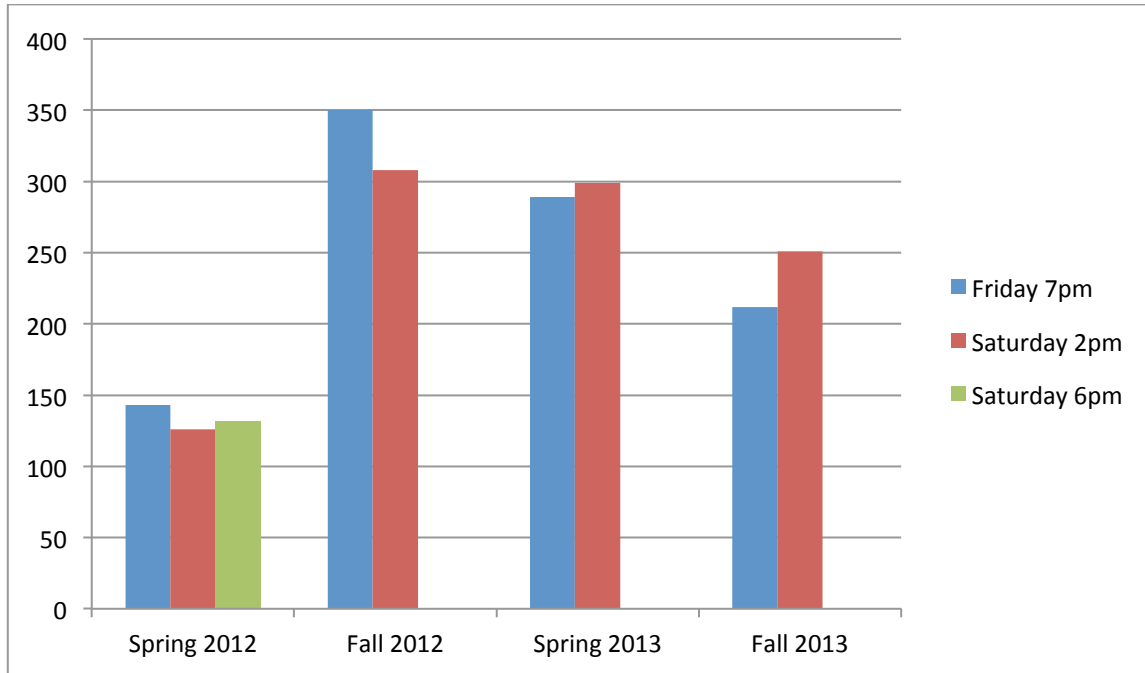
| Program Group | Parts | Wages | Supplies | Contractual | Revenues | Total Expenses | Net Revenue |
|---|--------------|---------------------|--------------------|--------------------|---------------------|-----------------------|--------------------|
| Voice Lessons 13 | 17 | \$1,584.96 | \$0.00 | \$0.00 | \$2,400.00 | \$1,584.96 | \$815.04 |
| Voice Lessons 12 | 17 | \$1,283.42 | \$0.00 | \$0.00 | \$2,290.00 | \$1,283.42 | \$1,636.58 |
| Children's Playhouse 13 | 102 | \$3,686.70 | \$1,832.09 | \$74.50 | \$13,364.00 | \$5,593.29 | \$7,770.71 |
| Children's Playhouse 12 | 84 | \$2,834.39 | \$1,978.43 | \$227.62 | \$11,545.00 | \$5,040.44 | \$6,504.54 |
| Magic 13 | 47 | \$0.00 | \$0.00 | \$626.50 | \$1,205.00 | \$626.50 | \$578.50 |
| Magic 12 | 71 | \$0.00 | \$0.00 | \$1,400.80 | \$2,005.00 | \$1,400.80 | \$604.20 |
| Babysitter Training 13 | 50 | \$0.00 | \$97.62 | \$0.00 | \$2,333.00 | \$97.62 | \$2,235.38 |
| Babysitter Training 12 | 40 | \$0.00 | \$97.27 | \$0.00 | \$1,838.00 | \$97.27 | \$1,740.73 |
| Computer Explorers 13 | 67 | \$0.00 | \$0.00 | \$5,838.00 | \$9,566.50 | \$5,838.00 | \$3,728.50 |
| Computer Explorers 12 | 49 | \$0.00 | \$0.00 | \$5,435.00 | \$8,512.50 | \$3,750.78 | \$3,077.50 |
| Fencing 13 | 88 | \$0.00 | \$0.00 | \$1,960.04 | \$3,489.68 | \$1,960.04 | \$1,529.64 |
| Fencing 12 | 86 | \$0.00 | \$0.00 | \$3,567.64 | \$4,458.65 | \$3,567.64 | \$891.01 |
| Dog Obedience 13 | 46 | \$3,102.00 | \$0.00 | \$1,898.00 | \$7,150.00 | \$5,000.00 | \$2,150.00 |
| Dog Obedience 12 | 63 | \$4,088.40 | \$37.50 | \$0.00 | \$6,813.00 | \$4,125.90 | \$2,687.10 |
| Image Builders 13 | 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 13 | 14 | \$0.00 | \$0.00 | \$3,290.00 | \$6,485.00 | \$3,290.00 | \$3,195.00 |
| Horsemanship 12 | 12 | \$0.00 | \$0.00 | \$4,130.00 | \$5,282.00 | \$4,130.00 | \$1,152.00 |
| Miscellaneous Teens 13 (Includes Zone Parties) | 285 | \$2,461.63 | \$1,657.03 | \$0.00 | \$5,745.25 | \$4,118.66 | \$1,626.59 |
| Miscellaneous Teens 12 (Includes Zone Parties) | 22 | \$486.00 | \$541.02 | \$0.00 | \$2,468.80 | \$1,027.02 | \$1,441.78 |
| Music 13 | 50 | \$7,750.56 | \$0.00 | \$0.00 | \$9,422.00 | \$7,750.56 | \$1,671.44 |
| Music 12 | 56 | \$8,034.00 | \$0.00 | \$0.00 | \$10,377.78 | \$8,034.00 | \$2,343.78 |
| Science 13 | 9 | \$0.00 | \$0.00 | \$156.00 | \$253.00 | \$156.00 | \$97.00 |
| Science 12 | 6 | \$0.00 | \$0.00 | \$244.00 | \$338.00 | \$244.00 | \$94.00 |
| Camp I Don't Know 13 | 105 | \$21,301.83 | \$3,111.25 | \$11,524.71 | \$60,586.00 | \$35,937.79 | \$24,648.21 |
| 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 13 | = | \$52,290.79 | | | | | |
| Full-time Salary/Benefit 12 | = | \$52,450.32 | | | | | |
| Total 13 | 2,065 | \$126,539.37 | \$18,178.34 | \$43,715.75 | \$224,474.12 | \$188,433.46 | \$36,040.66 |
| Total 12 | 1,920 | \$118,563.87 | \$19,274.53 | \$44,930.10 | \$222,877.98 | \$182,768.50 | \$40,109.48 |

BUDGET EXPLANATIONS

Children’s Playhouse 2012-2013 Comparison Report

“Snow White” sold 588 tickets, and “Beauty and the Beast” sold 463 tickets totaling 1,051 tickets.

Tickets sold:



Ticket Revenue:

| Play Season | Total Ticket Revenue |
|--|-----------------------------|
| Spring 2012 – The Pirate Queen | 401 = \$2,018.00 |
| Fall 2012 – Sleeping Beauty | 658 = \$3,295.00 |
| Spring 2013 – Snow White | 589 = \$2,870.00 |
| Fall 2013 – Beauty and the Beast | 464 = \$2,365.00 |

BUDGET EXPLANATIONS

Young Rembrandts experienced almost 50% of their success with summer camp programs. Overall enrollment was 131, with 63 being from Summer Camp enrollments.

Image Builders chose not to offer 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 was re-introduced in 2013 with new curriculum.

Missoula Children's Theatre took a hit in participation. It is assumed to be the lack of popularity of the name of the show.

Wages in Dance increased due to additional time the instructors spent building Wheaton Dance Crew and their added performances.

Bulk supplies were bought to help jump start the new Zone Birthday Party packages.



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
Winter Travel Camp
Xtreme Trampoline
Museum of Science and Industry
Coco Keys Rockford
The Meadows
SCARCE
WDSRA Costume Ball
Northern IL Food Bank
Ronald McDonald House
Gameworks
Vertical Horizons
Teen Haunts Tour

ARTS PROGRAMS

Young Rembrandts Beginning Techniques
Young Rembrandts Drawing Workshop
Young Rembrandts Cartooning
Play Date Pottery
Play with Clay
Jr. Pottery
Youth Pottery
Clay Explorations for Teens
Youth Pottery Wheel
Youth Independent Pottery Studio
Family Pottery
Holiday Pottery Party
Advanced Pottery Studio
Adult Pottery Wheel
Group Guitar Lessons
Private Guitar Lessons
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
Elfin Magic
Missoula: The Secret Garden
Missoula Workshop: Basics of Acting
Missoula Workshop: Improv is FUN
Missoula Workshop: Let's Make-Up
Children's Playhouse: Snow White
Children's Playhouse: Beauty and the Beast
Irish Dance
Creative Movement
Mommy and Me Mini Ballet
Mini Ballet
Mini Dance
Ballet/Tap
Hip Hop Mini
Ballet/Jazz
Jr. Triple
Ballet II
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
Lyrical II

Hip Hop Jazz II
Advance Ballet/Pointe
Theatre Dance Forms
Back to School Dance Workshop
Winter Wonderland Dance Workshop

EDUCATIONAL PROGRAMS

Babysitter's Training
Babysitters Series CPR/1st Aid
Babysitters Series: Kids Behaving Badly
Babysitters Series: Keep 'Em Busy
Cool Science: All About Dolphins and Whales
Cool Science: All About Candy: Valentine's Treats
Cool Science: All About Dinosaurs
Cool Science: Halloween Goopy Concoctions
Cool Science: Let's Learn About Bats
Cool Science: Let's Learn About Candy
Cool Science: Candy Science
Cool Science: Strange and Wonderful Bats
Cool Science: Halloween Potions and Other Magical Fun
Cool Science: Let's Learn About the Earth
Cool Science: Solids, Liquids, and Gases
Cool Science: Potions Elixirs and Other Magical Fun
Cool Science: Violent Earth!
Video Game Animation
Moviemaking 101: Indiana Jones
3D Video Worlds
Robotics Adventures
Amusement Park Robotics
Lights, Camera, Action: Spiderman Movie
Table Manners
Manners Please
Teen Nutrition

NOVELTY CLASSES

Gingerbread Houses
Dog Agility
Dog Training Beginner
Dog Training Advanced with CGC
Beyond Sit and Stay
Horsemanship
Fencing – Beginner

Fencing – Advanced
Youth Bowling
Learn to Bowl
Adv. Learn to Bowl
Magic

Balloon Animals and More

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
Family Zoo Lights Trip

CAMPS

Drama Rama Camp
Last Chance Camp
Camp I Don't Know
Young Rembrandts Beginning Techniques Camp
Young Rembrandts Junior Transportation
Young Rembrandts Junior Princess
Young Rembrandts Jr. Zoo Animals
Young Rembrandts Jr. Under the Sea
Young Rembrandts Eric Carle Workshop
Young Rembrandts Ancient Egyptian
Young Rembrandts Vehicle Drawing
Young Rembrandts Animal Cartooning
Young Rembrandts Outer Space
Young Rembrandts Superhero
Young Rembrandts Fashion Runway
3D Animator Studio: Look Who's Talking
Claymation Cinema
Video Game Robotics
Rock and Roll Robotics
Video Game Animation
Lights, Camera, Action: Star Wars Movie
Horsemanship Camp
Bitty Ballerina Camp
Tiny Tappers Camp
Just Jazz Camp
Youth Pottery 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 2014

- 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 in 2012-2013. Continuing to market at this rate will maintain high enrollment again in 2014.
- Continue new Zone Birthday Party packages that were created to increase interest and offer more options for themes and activities. Retired themes include: “Good Ol’ Fashion” Birthday Party, and Friends Forever Party. New themes to be introduced will be Alien Invasion, “You’re the Star” movie theme, Fun in the Sun, and Snowmageddon themes.
- Develop a marketing plan and fundraising efforts for the Wheaton Dance Crew.
- Offer Dance Crew to Glen Ellyn Park District to co-op to build the program.
- Actively recruit instructors to expand the music program to include violin, drum, and other concert band instruments.
- Continue to offer teen trips in conjunction with Glen Ellyn Park District. New locations will bring in exciting opportunities.
- Recruit staff to 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. Market to the schools and other programs.
- Create an informal recital for music students to showcase their talent.

PARTICIPANT EVALUATIONS/TESTIMONIALS

Dance Program:

Evaluations were distributed at the end of the 2013 Dance season to all participants. Out of 146 distributed, 44 were returned (30%). Most responses came from the Pre-Ballet, Mini Ballet, and Hip Hop Mini classes. (ages 3-6 years old)

Feedback:

“We loved Miss Katrina--I also liked getting to watch the kids practice in class-- it helped me learn what to help my daughter practice”

“This was my first time participating in a class that involved a recital/performance. The kids all looked great and I look forward to enrolling my daughter in additional Dance classes at the WPD.”

“I was very impressed with how the fire drill was handled :)”

Suggestions:

“There could have been a few more program sheets available since my party of 6 had to share one. Or maybe an announcement of the class before each performance in case people don't have a program to reference?”

“They got bored at end of classes always doing same routine - getting ready for the show. Same song played over & over too.... Variety would be nice.”

Varied Interest:

Other program evaluations have been handed out in all summer/fall programs with a very minimal return rate. The Survey Monkey program was used to send out Winter and Spring 2013 evaluations. Two hundred and eighteen evaluations were sent out and only 30 came back.

Computer Explorers:

“Stop-Motion Lego Indiana Jones movie making was a great program that my son, age 9, loved! It taught a skill and computer program all while letting the kids show their creative side.”

“The topic is a good one with lots of appeal and potential”

“The kids enjoyed it and came home with great games to play. The games were things that got them thinking. Good stuff!”

Little Actor's Club:

“The kids had a lot of fun acting and improving their confidence”

Magic:

“My son came home and was excited to show us what he learned.”

Children's Playhouse:

“I liked that both my girls - age 13 and age 8 - LOVED it! They really worked together with the cast. It was definitely a team building experience. Because of their age difference, they have never had the chance to do something together. This was such a hit!”

“My child got to see how a play is put together. She also liked performing on stage.”

