

Wheaton Park District Varied Interest Programs



2014 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 Babysitter's Series: CPR/First Aid class continues to be our most popular class in the series.
- Babysitter's Showcase filled for the 3rd consecutive year in 2014.
- 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 finished the 2014 year with 14 participants in the Summer session. They have performed at the Fourth of July/Labor Day Parades, 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 fourth consecutive year, courtesy of Hampton Inn – Naperville. This donation is valued at approximately \$1,700.00.
- The 2014 Dance Recital was extremely successful with 237 dancers participating, and over 700 spectators.
- Teen Service Series was created in conjunction with the Glen Ellyn Park District. 2014 trips included; Ronald McDonald House and Feed My Starving Children.
- IPRA Teen Ski Trip ran with 14 teens.
- 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. In 2014, 64 Zone parties were held bringing in over 2,500 guests.
- Post Proms hosted 1,200 students in 2014. Over 300 volunteers assisted at the Safe Celebrations.
- Family Zoo Lights trip was held in December of 2014. There were 14 participants for the trip this year that boarded a bus with us and enjoyed hot chocolate and cookies on the way to Lincoln Park Zoo. Holiday Trivia was also enjoyed on the bus.

MARKETING RECAP

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

2013-2014 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 14	12	\$701.76	\$300.00	\$0.00	\$2,368.00	\$1,001.76	\$1,366.24
Pottery Classes 13	297	\$8,362.26	\$2,407.37	\$0.00	\$18,016.00	\$10,769.63	\$7,246.37
Pottery Classes 14	286	\$11,693.54	\$1,930.70	\$0.00	\$17,630.18	\$13,624.24	\$4,005.94
Young Rembrandts 13	68	\$0.00	\$0.00	\$4,110.00	\$6,582.00	\$4,110.00	\$2,472.00
Young Rembrandts 14	52	\$0.00	\$0.00	\$2,280.00	\$3,878.00	\$2,280.00	\$1,598.00
Youth Dance 13	622	\$25,049.28	\$9,072.98	\$0.00	\$53,351.69	\$25,957.26	\$19,229.43
Youth Dance 14	641	\$25,788.80	\$9,028.44	\$200.00	\$55,992.11	\$32,106.56	\$19,893.44
Irish Dance 13	80	\$0.00	\$0.00	\$5,824.00	\$9,287.00	\$5,824.00	\$3,463.00
Irish Dance 14	49	\$0.00	\$0.00	\$3,936.00	\$6,191.00	\$3,936.00	\$3,887.00
Actors Club 13	75	\$0.00	\$0.00	\$4,664.00	\$7,224.00	\$4,664.00	\$2,560.00
Actors Club 14	58	\$0.00	\$0.00	\$4,120.00	\$6,629.43	\$4,120.00	\$2,509.43
Missoula 13	43/36*	\$0.00	\$0.00	\$3,750.00	\$4,129.00	\$3,750.00	\$379.00
Missoula 14	55/47*	\$0.00	\$0.00	\$3,750.00	\$5,050.00	\$3,750.00	\$1,300.00

*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 14	16	\$2,790.00	\$0.00	\$0.00	\$3,440.00	\$1,283.42	\$650.00
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 14	92	\$4,045.25	\$1,504.24	\$468.00	\$11,928.00	\$6,017.49	\$5,910.51
Magic 13	47	\$0.00	\$0.00	\$626.50	\$1,205.00	\$626.50	\$578.50
Magic 14	31	\$0.00	\$0.00	\$557.60	\$1,073.00	\$557.60	\$515.40
Babysitter Training 13	50	\$0.00	\$97.62	\$0.00	\$2,333.00	\$97.62	\$2,235.38
Babysitter Training 14	19	\$0.00	\$0.00	\$0.00	\$465.00	\$0.00	\$465.00
Computer Explorers 13	67	\$0.00	\$0.00	\$5,838.00	\$9,566.50	\$5,838.00	\$3,728.50
Computer Explorers 14	23	\$0.00	\$0.00	\$5,166.00	\$7,675.00	\$5,166.00	\$2,509.00
Fencing 13	88	\$0.00	\$0.00	\$1,960.04	\$3,489.68	\$1,960.04	\$1,529.64
Fencing 14	105	\$0.00	\$0.00	\$2,869.56	\$4,956.00	\$2,869.56	\$2,086.44
Dog Obedience 13	46	\$3,102.00	\$0.00	\$1,898.00	\$7,150.00	\$5,000.00	\$2150.00
Dog Obedience 14	82	\$0.00	\$0.00	\$5,889.84	\$9,360.00	\$5,889.84	\$3,470.16
Summer Enrichment 13	96	\$2,205.00	\$373.93	\$0.00	\$5,544.00	\$2,578.93	\$2,965.07
Summer Enrichment 14	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Horsemanship 13	14	\$0.00	\$0.00	\$3,290.00	\$6,485.00	\$3,290.00	\$3,195.00
Horsemanship 14	16	\$0.00	\$0.00	\$3,472.00	\$5,182.00	\$3,472.00	\$1,710.00
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 14 (Includes Zone Parties)	2,511	\$4,789.88	\$1,329.77	\$2,264.86	\$15,018.77	\$8,384.51	\$6,634.26
Music 13	50	\$7,750.56	\$0.00	\$0.00	\$9,422.00	\$7,750.56	\$1,671.44
Music 14	59	\$11,143.28	\$0.00	\$0.00	\$13,950.00	\$11,143.28	\$2,806.72
Science 13	9	\$0.00	\$0.00	\$156.00	\$253.00	\$156.00	\$97.00
Science 14	47	\$0.00	\$0.00	\$720.00	\$1,480.00	\$720.00	\$760.00
Ice Skating 13	140	\$0.00	\$0.00	\$12,215.94	\$18,480.00	\$12,215.94	\$6,264.06
Ice Skating 14	111	\$0.00	\$0.00	\$5,999.40	\$9,090.00	\$5,999.40	\$3,090.60
Camp I Don't Know 13	105	\$21,301.83	\$3,111.25	\$11,524.71	\$60,586.00	\$35,937.79	\$24,633.21
Camp I Don't Know 14	93	\$25,798.13	\$2,609.19	\$10,527.75	\$51,568.00	\$38,947.58	\$12,620.42
Full-time Salary/Benefit 13	=	\$42,250.19					
Full-time Salary/Benefit 14	=	\$41,484.39					
Total 13	2,317	\$118,703.77	\$18,552.27	\$55,931.69	\$248,498.12	\$142,772.54	\$97,545.58
Total 14	4,358	\$128,235.03	\$16,702.34	\$52,221.01	\$232,927.49	\$151,269.24	\$77,788.56

BUDGET EXPLANATIONS

Camp I Don't Know Net Revenue was down approximately \$12,000. 2013 and 2014 program evaluations lead staff to believe it may be because of the repetitiveness of the program. The second session of camp is historically less popular. Please see "Recommendations for 2015" for insight into the 2015 Action Plan to generate more interest and enrollment for this camp.

Summer Enrichment classes went from a \$2,965 revenue to \$0 due to no enrollment in the Summer of 2014.

Please see "Recommendations for 2015" to see how staff plans to resolve this.

Ice Skating Net Revenue dropped \$3,173. Center Ice of Dupage reduced the number of class offerings and more participants are registering directly on-site instead of through the park districts.

Young Rembrandts experienced better success with summer camp programs than with their seasonal programming. Their seasonal programming revenue took a hit in 2014 with only 1-2 classes running per season.

Pottery wages were up significantly because pottery classes were offered to Camp No Name for the entire summer. These wage increases covered class time, planning and firing hours over a span of 10 weeks with roughly 60 – 70 participating weekly.

Only the CPR/First Aid Babysitter's Series classes ran in 2014 (2 classes) along with the Babysitter's Showcase in the Summer. This greatly reduced the revenue in that area.

Miscellaneous Teens revenue has increased significantly due to the tremendous increase in Zone Birthday Parties. There were 24 parties held in 2013, and 64 parties held in 2014 totaling approximately 2,511 participants and guests.

Miscellaneous Teen revenue was also up due to a few School Day Out and Teen Service Series programs that ran with approximately 8-12 participants in each. Expenses were kept down for these trips by having the Recreation Supervisor attend as the leader/chaperone.

Missoula Children's Theatre started climbing back up in 2014. The title of the play, Rapunzel, was more popular, and marketing efforts were made by participants to get the word out.

Wages in Youth Dance increased due to additional time the instructors spent building Wheaton Dance Crew and their added performances. We hit a high of 14 participants in Summer 2014 and the Crew performed at a number of events.

Music added an additional night of Private Piano lessons, as well as more sessions for guitar lessons.

Science revenue increased due to cooperatively offering programs with the Glen Ellyn Park District.

PROGRAMS OFFERED

SOCIAL ACTIVITIES/TRIPS FOR TEENS

Raging Waves

Fox Bowl & Rice Pool

Chicago Sky Woman's Basketball

Medieval Times

Funway

Downtown Naperville/Centennial Beach

Kane County Cougars Game

Teen Camp Olympics

Enchanted Castle

Gameworks

CoCo Keys

Main Event, Warrenville

Babysitter's Showcase

Humane Society

Feed My Starving Children

Ronald McDonald House

IPRA Teen Ski Trip

Teen Late Night Lock-In

ARTS PROGRAMS

Young Rembrandts Beginning Techniques

Young Rembrandts Drawing Workshop

Jr. Pottery

Youth Pottery

Youth Pottery Wheel

Youth Independent Pottery Studio

Family Pottery

Holiday Pottery

Advanced Pottery Studio

Adult Pottery Wheel

Private Guitar Lessons

Private Piano Lessons

Private Voice Lessons
Improv 101
Little Actors Club
Fairyland
Shining Star Improv
Young Actors Club
Acting Combo
Improv Theatre
Improv Mini Camp
Actor's Workshop
Director's Workshop
Toy Shop
Missoula: Rapunzel
Children's Playhouse: Cinderella
Children's Playhouse: Alice in Wonderland
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' Twos
Tappin' Threes
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
Tap
Lyrical I
Ballet I
Lyrical II
Hip Hop Jazz II

Ballet III
Advance Ballet/Pointe
Theatre Dance Forms
Ballet Master Class
Tap Master Class
Jazz Master Class
BeTWEEN the Lines
Kountry Kids

EDUCATIONAL PROGRAMS

Babysitter's Training
Babysitters Series CPR/1st Aid
Babysitters Series: Kids Behaving Badly
Babysitters Series: Keep 'Em Busy
Cool Science: Dolphins and Whales Workshop
Cool Science: Let's Learn About Worms
Cool Science: Let's Learn About Plants
Cool Science: All About Worms
Cool Science: All About the Secret World of Plants
Cool Science: Let's Learn About Owls
Cool Science: Let's Learn about Your Five Senses
Cool Science: Halloween Gooey Concoctions
Cool Science: Let's Learn About Candy
Cool Science: All About Your Five Senses
Cool Science: Candy Science
Cool Science: Potions, Elixirs and Other Magical Mixtures
Cool Science: All About Owls
Moviemaking 101: Harry Potter
Robotic House Adventures
Moviemaking 101: Indiana Jones
Claymation Cinema
Fun-gineering with Simple Machines
Jurassic Cinema
Video Game Animation
Summer Enrichment: Contemporary Broadcast Media
Summer Enrichment: Science
Summer Enrichment: Spanish
Summer Enrichment: Cooking
Summer Enrichment: Sewing
Summer Enrichment: Creative Writing

NOVELTY CLASSES

Parent & Child Candy Making
Gingerbread Houses - Kids
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

Ice Hockey Tot I

Ice Skating Tot I

Ice Skating Teen/Adult Basics

Ice Hockey Alpha I

Ice Skating Pre-Alpha

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

Family Navy Pier Trip

CAMPS

Last Chance Camp

Camp I Don't Know

Young Rembrandts Beginning Techniques Camp

Young Rembrandts Anime Cartooning

Young Rembrandts Rock Out!

Young Rembrandts Eric Carle

Young Rembrandts Jr. Under the Sea

Young Rembrandts African Safari

Young Rembrandts Medieval Castle

Young Rembrandts Vehicle Drawing

Cool Science: Marine Biology Camp

Cool Science: Sweet Science Camp

Cool Science: Animal Habitats Camp

Computer Explorers: Robotic Adventures

Computer Explorers: Rock & Roll Robotics

Computer Explorers: Video Game Animation

Computer Explorers: Lights, Camera, Action: Star Wars

Computer Explorers: Beginning Video Games

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 2015

- The intense marketing of the Missoula Children’s Theatre program by the Recreation Supervisor led to a rise in participation for the production in 2014. Continuing to market at this rate will maintain high enrollment and ticket sales in 2015.
- Based on feedback from the 2014 participant surveys, include two complimentary performance tickets will be included in the Missoula participation fee.
- Continue new Zone Birthday Party packages that were created to increase interest and offer more options for themes and activities. New themes to be introduced will be Alien Invasion, Superhero Party, Dinosaur Party , and pop-culture (on request) themes.
- 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.
- Increase Children’s Playhouse marketing by developing their own logo and promotional items such as t-shirts, coffee mugs, and keychains.
- Offer School Day Out trips for pre-teens and teens on CUSD 200 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.
- Reconstruct Camp I Don’t know to match the dates of Camp No Name to better serve parents with children in both.
- Reorganize Camp I Don’t Know’s daily curriculum to offer more specialized activities for the participants such as: fencing, fitness, pottery, and geocaching.
- As an additional revenue source, sell ad space in the Dance Recital, Missoula Theatre, and Children’s Playhouse performance programs.
- Expand marketing efforts to include targeted eblasts, social media, and connecting with on-line communities.

PARTICIPANT EVALUATIONS/TESTIMONIALS

Dance Program:

Evaluations were distributed at the end of the 2014 Dance season to all participants. Out of 117 distributed, 32 were returned (27%). Most responses came from the Pre-Ballet, Mini Ballet, and Hip Hop Mini classes. (ages 3-6 years old)



Feedback:

“Ms. Katrina provides high quality dance instruction through the park district at an affordable price. She is terrific with the children”

“I feel like my daughters learned about dance and didn’t just go through the motions. I like that Saturday classes and evening classes are offered. I wish there was more of that in the next level for fall.”

“My daughter loved it and couldn’t wait to go back each week.”

Suggestions:

“It was the only offering for parents who work full time. All other options are geared towards stay at home moms. Can there be more Saturday classes?”

“The parents couldn’t sit and watch. They are only 2. Most of the time was spent consoling sad little girls.”

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 Summer and Fall 2014 evaluations. Out of 100 evaluations that were sent out, 20 were returned (20%).

Missoula Children’s Theatre:

“Organized. Good quality.”

“As a parent I love that costumes and make up are provided and it is not as long as fall theatre. The staff are great at auditioning and separating kids and assigning parts. My daughter was thrilled with the entire thing 2 years in a row.”

“Instructors and program was fabulous! So much fun plus professional!”

Magic:

“They leave with tricks!”

“Kids learn new tricks each class and receive a bag of tricks to take home – very nice”

Horsemanship:

“All was great.”

Computer Explorers:

“The instructor’s teaching methods and class content.” (when asked what was liked most about the program)

“The knowledge of the instructors.”

Zone Parties:

“We just wanted to compliment Stephanie and Brenna on giving our daughters, Valerie and Vivian, a fantastic birthday experience. They were great with the kids, very organized, and very professional. At the end of the party we tried to tip them for the outstanding serving they provided and they declined, saying they weren’t allowed to accept tips. No matter how we tried to get it to them, they still wouldn’t accept. That says a lot about their character. We just wanted to let you know that you have two outstanding employees.”

