

WHEATON PARK DISTRICT 2015 SUMMER CAMP ANNUAL REPORT



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Introduction

The Wheaton Park District's summer day camps offer a wide variety of options for campers looking for ways to enjoy their summer. We can definitely say we have it all; with opportunities to take field trips to great locations, canoeing at the Northside Lagoon, enjoying swimming at one of our two pools, and forming new friendships that will last a lifetime. Our camps most important purpose is building character in our youth. Many campers return later on in their early adult years to mentor and be counselors to a new generation of campers.



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 | 16,635 | 1,435 | 3,282 | 53,952 | 21,352 | 32,600 |
| 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 |
| 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 Goodtimes 2013 | 115 | 4,535 | 395 | 0 | 11,179 | 4,930 | 6,249 |
| Camp Goodtimes 2014 | 96 | 3,269 | 279 | 0 | 9,984 | 3,548 | 6,436 |
| Camp Goodtimes 2015 (combined with Camp Blackhawk in 2015) | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 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 |
| 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 |
| 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 |

| 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 |
| 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 |
| Holiday Day Camps 2013 | 80 | 2,308 | 494 | 0 | 8,067 | 2,802 | 5,265 |
| Holiday Day Camps 2014 | 90 | 4,142 | 772 | 525 | 11,627 | 4,735 | 6,242 |
| Holiday Day Camps 2015 (***Thanksgiving and winter break camps have not run yet) | 50 | 3,166 | 155 | 0 | 6,752 | 3,321 | 3,431 |
| Last Chance Camp 2013 (formerly Creative Express) | 27 | 3,574 | 463 | 0 | 6,769 | 4,037 | 2,732 |
| 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 |
| Difference 2014/2015 | 7 | \$5,708 | (\$2,977) | \$1,253 | \$17,941 | \$6,728 | \$11,213 |

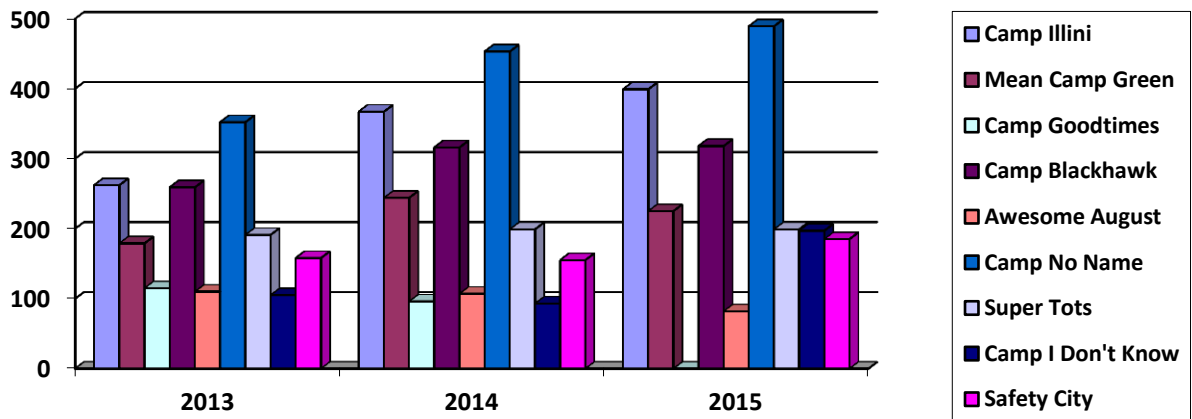
- Revenue increased in Camp No Name \$15,856 due to an increase of 36 campers and the use of before and after care services.

- Camp No Name wages increased \$11,801 due to increase of campers and the increase of support staff necessary to maintain the integrity and safety of the camp.
- Camp I Don't Know increase in revenue of \$7,965 is due to the restructuring of camp weeks available for registration resulting in an additional 104 campers.
- Camp Goodtimes merged into Camp Blackhawk at Toohey Park due to safety concerns about the Seven Gables Park location.
 - The safety concerns for the Seven Gables Park location are as follows; lack of adequate indoor space in the event of inclement weather, limited parking, and overuse of space by outside patrons/care centers.

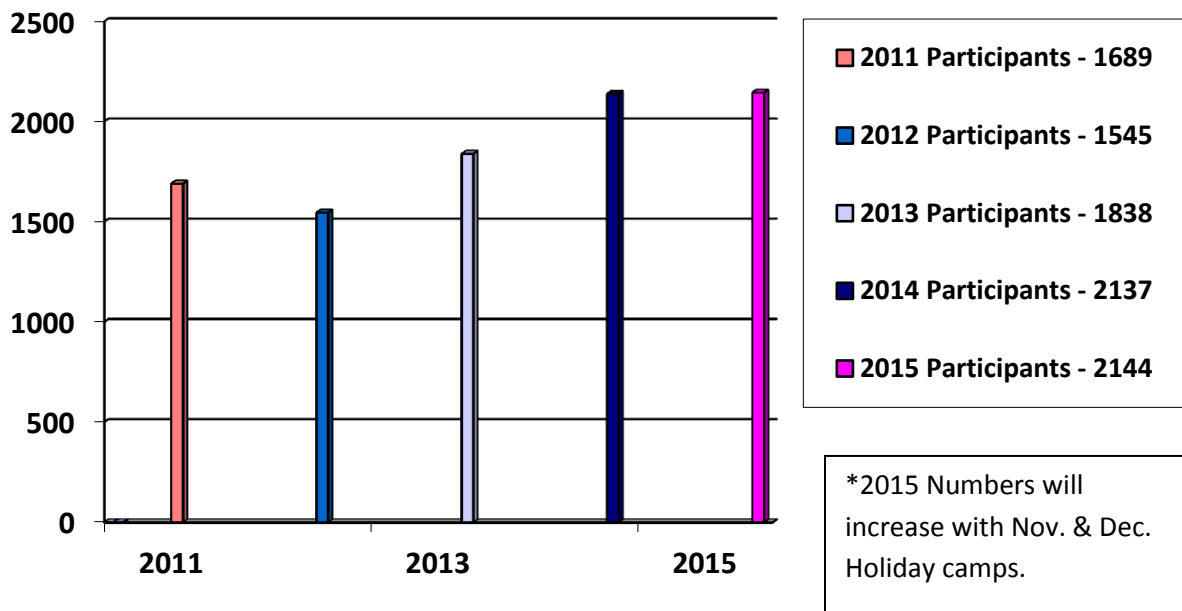


Camp Attendance

Wheaton Park District - Summer Camp Attendance Individual Camp Attendance



Wheaton Park District – Total Camp Attendance



Summary of Camp

The Wheaton Park District strives to provide memorable experiences for each and every camper enrolled in one or all of our camp sessions. It is our goal to make sure that each child returns home every night bubbling with excitement, eager to tell mom, dad, brothers and sisters what exciting activities they were a part of at camp. Years later, these amazing experiences continue to inspire past participants to return as counselors and directors.

A typical day at camp consists of various activities such as: arts and crafts, sports games (kickball, baseball, tag, etc.), camp songs, capture the flag, canoe trips, archery, trips to the pool and much more summer fun.

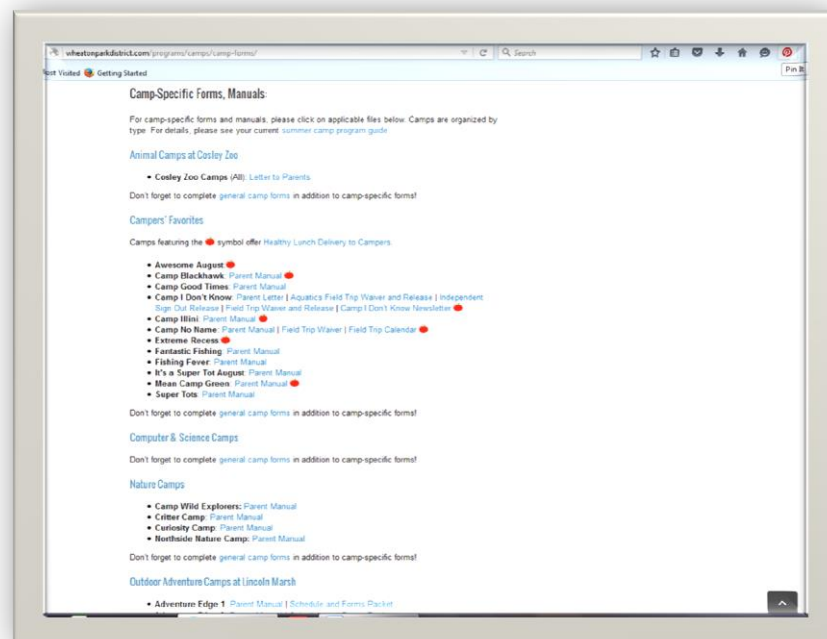
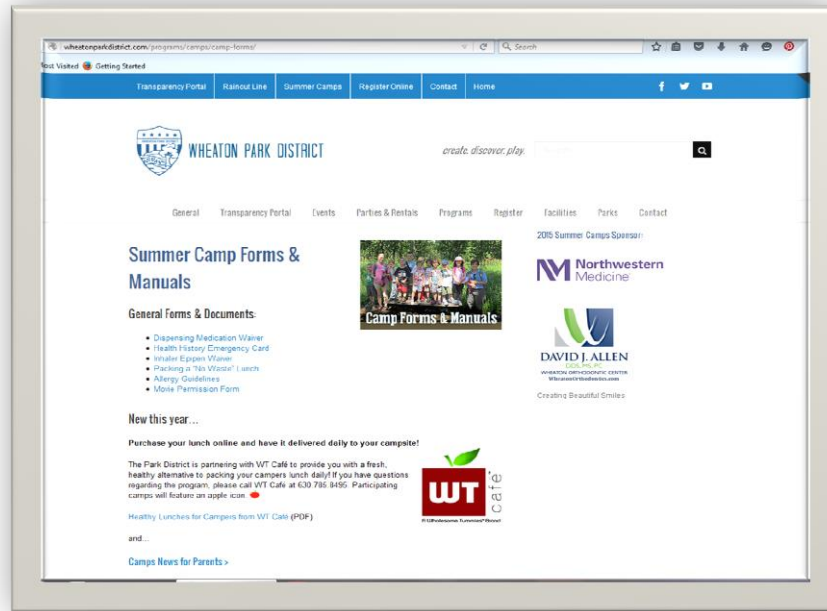
Each summer, camp staff is encouraged to bring, what we like to call, their “bag of tricks.” This “bag of tricks” includes ideas about arts and crafts, sports and songs with which they can develop daily camp activities. In order for camp to be successful, the counselors and directors must be able to take ownership in the activities that they present to participants.

2015 Summer Camp Highlights

- Summer camps employed 50 staff; 65% of them being Wheaton residents.
- Eleven campers received Leisureship Program assistance totaling \$1,456, which is 3.5% of the annual \$41,000 Leisureship Program.
- Staff trained and certified 50 counselors in CPR and First Aid.
- Camp Blackhawk held parent’s night at the end of each of their two week sessions where it was campers and staff against parents in a lively game of “Capture the Flag”.
- All staff were required to attend an “All Camp” mandatory staff training in-service in June.
- Camp Goodtimes was moved to the Camp Blackhawk location at Toohey Park, merging the two camps together.
- 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. There were 105 families registered for the program; 502 entrees were sold between June 9 and August 15 which was an

- average of 50 lunches per week. The park district received at \$0.25 commission per meal which totaled \$125.50 for 2015.
- The CARE program for before and after camp counted 263 passes sold; \$10,495.20 in revenue. Camps offering CARE are Camp No Name, Camp I Don't Know, Mean Camp Green, Camp Illini and Camp Blackhawk.
 - Parents can access their FLEX Childcare statements from their household account on the park district website at any time.
 - Camp No Name had 93 campers take advantage of the opportunity to attend swim lessons during camp, which is 85% of camp enrollment.
 - The optional weeks of Camp No Name allowed an additional 377 campers to enjoy the Camp No Name experience.
 - Camp No Name took field trips to the Phillips Park Zoo, LEGOLAND, Main Event, Turtle Splash Water Park, Kane County Cougars, Archery, Rocket Ice Arena and Fox Bowl.
 - The Camp No Name Parent Night took place on July 16 with over 300 parents, siblings, and grandparents in attendance. There were skits, songs and a great slide presentation put together by camp staff. Afterwards there was cupcakes and juice for all and the CNN art gallery was open in Briar Patch room to showcase the camper's art talents.
 - Camp No Name will be adding a new Volunteer/Service class to the curriculum in 2016.
 - The Super Tot Olympics took place at the Community Center on July 20 & 21. About 128 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 No Name, Blackhawk, Mean Camp Green, Camp Illini and Awesome August.
 - In 2015, CIDK added "specialty classes" which included: Create Your Own Comic Book, Pottery, Dance/Fitness, Geocaching and Science.
 - Seven out of ten of the CIDK field trips were new in 2015. Campers traveled to Brookfield Zoo, 4 waterparks, Main Event, Wilderness Falls, and Xtreme Trampoline.
 - Every year, CIDK does a car wash to raise money to donate to a local organization. This year, \$123 was raised for the West Suburban Humane Society.

- In an effort to improve communication, a camp landing page was developed complete with specific buttons housing forms, calendars, newsletters and parent manuals.



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 accreditation process is a thorough (up to 300 standards) review of the camps operation – from staff qualifications and training to emergency management. Staff was ranked on written policies/procedures and then a on-site visit was conducted by ACA visitors in July to demonstrate that those practices were being used in the everyday camp environment.

The park district camps that were accredited this year and received an excellent “A” rating is as follows:

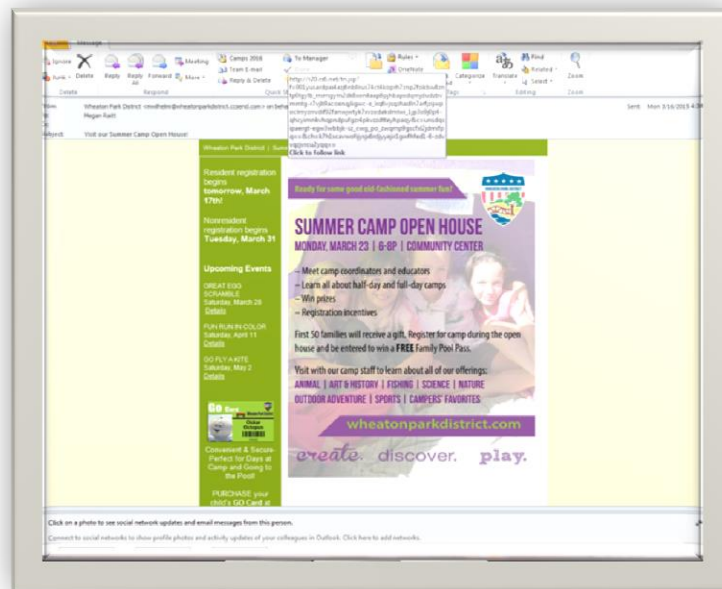
- Camp No Name – Community Center
- Camp Blackhawk – Toohey Park
- Mean Camp Green – Northside Park
- Camp Illini – Northside Park
- Awesome August – Northside Park

Camp Open House

New this year in partnership with the Lincoln Marsh, staff hosted a “Camp Open House” on Monday, March 23 at the Community Center. The purpose of this event was to educate parents on the many different camp options available at the park district. It also gave them the opportunity to meet with camp coordinators/educators and ask specific questions related to the camp of their choice. There were a total of 42 families (136 people) in attendance and fifteen of those families registered for a camp program that evening.

Marketing Efforts

Summer camp marketing has grown dramatically this year with the support of the marketing department. The marketing plan for camps has generally been through the summer camp and aquatics brochure or by word-of-mouth. As the market in Wheaton has become saturated with camp options from competing churches and neighboring park districts we have had to become stealthier in how we attract business. We have done so by sending out E-blasts to over 7,000 households in Wheaton alone multiple times throughout the year beginning in March and until the end of the season. Staff has also utilized Facebook posts to remind parents of the great opportunities we have to offer.



Waitlists

In 2015 staff accommodated all 4 participants off of various camp wait lists. Camp schedules and maximum sizes are carefully adjusted prior to registration to anticipate the needs of the community.

Recommendations for 2016

Looking forward to the summer of 2016 staff has done summary analysis of the parent evaluations that were sent out via Survey Monkey at the end of the season and we have developed an action plan to better serve the needs of the community.

- Camp No Name will no longer be offering a free session of swim lessons. Families may register for as many sessions as they would like for an additional fee.
- Parents will be able to register their children for weekly camp sessions for Camp No Name, Camp Illini, Mean Camp Green and Camp Blackhawk. Parents expressed the desire for more flexibility when registering their campers for multiple sessions.
- Staff will no longer be offering before and after CARE at Camp Blackhawk due to the average usage of 2 campers per CARE session.
- Camp No Name will be working on a “Service Project” for the camp as a whole in 2016. Staff will make the final decision on what that project will be by April 2016.
- Diving lessons will be offered as a class for Camp No Name.
- The park district will be working with WT Café in 2016 again to offer hot and cold lunch options at all of the day long camps.
- Staff will continue to update the camps landing page on the park district website on a twice weekly schedule in order to have better lines of communication with parents.
- Staff will be re-evaluating the addition of hiring a Before and After CARE Coordinator to manage staffing, visit check-in (REC TRAC POS) and logistics for all sites/camps offering the extended CARE this is included within the 2016 budget.
- Staff will be updating the CIDK field trips for 2016 to make them more age appropriate, and bring back some old favorites of the campers.
- CIDK layout will change again, and campers will be able to register weekly for all 10 weeks of the camp season.
- CIDK staff will implement a volunteer “class” in 2016 which will let kids collect donations, volunteer their time, and think of ways to help the community.

Evaluations

Camper evaluations were sent out via Survey Monkey at the end of the camp season. The top responses were tallied and are listed below by camp. Staff will be making changes to individual camps that reflect the information provided from the parent comments as reflected in the 2016 Highlights.

1. Camp Blackhawk

1. Return rate 15% (18 returned/116 sent)
2. What did you like most about the program- emerging themes
 - a. Variety of activities
 - b. Before/After Care option
3. What did you like least about the program- emerging themes
 - a. Switch up the routine- add new activities
4. Did your child participate before at camp, if yes, how can we improve?
 - a. More outdoor games and less science lessons
 - b. Weekly field trips
5. Action Plan Discussion/Other Comments
 - a. Climbing trees
 - b. Field trips
 - c. Drop-off/pick-up system

2. Awesome August

1. Return rate 15% (7 returned/ 47 sent)
2. What did you like most about the program- emerging themes
 - a. Before/After Care option
 - b. Location
3. What did you like least- emerging themes
 - a. Flexibility- required to pay the full week
4. Did your child participate before at camp, if yes, how can we improve?
 - a. Flexibility
5. Action Plan Discussion/Other Comments
 - a. Flexibility
 - b. Lost & Found

3. Super Tots

1. Return rate 17% (21 returned/118 sent)
2. What did you like most about this program- emerging themes
 - a. Teachers
 - b. Interaction with children
3. What did you like least/
 - a. Wished it lasted longer
 - b. Not friendly staff
 - c. Daycare feeling
4. Did your child participate before at camp, if yes, how can we improve?
 - a. More communication
 - b. Friendliness of staff
5. Action Plan Discussion/Other Comments
 - a. Good job working with inclusion participants
 - b. Longer sessions/extra days
 - c. Age cutoff 4 instead of 5?
 - d. More water days/special event/theme days

4. Camp Goodtimes

1. Return rate 8% (4 returned/48 sent)
2. What did you like most
 - a. Counselors
 - b. Archery
3. What did you like least?
 - a. Confusing weekly schedules due to merge with Camp Blackhawk

5. Camp Illini

1. Return rate 13% (20 returned/156 sent)
2. What did you like most?
 - a. Location
 - b. Activities
 - c. Counselors
3. What did you like least?
 - a. Repetitive activities
 - b. Communication
 - c. Inappropriate "stories"

4. Did your child participate before at camp, if yes, how can we improve?
 - a. Communication-emails
 - b. More staff training

6. Mean Camp Green

1. Return rate 15% (13 returned/187 sent)
2. What did you like most- emerging themes?
 - a. Counselors
 - b. Activities
 - c. Location
3. What did you like least?
 - a. Redundant activities
4. Did your child participate before at camp, if yes, how can we improve?
 - a. Field Trip
 - b. Change up activities

7. Camp No Name

1. Return rate 21% (24 returned/112 sent)
2. What did you like most?
 - a. Activities
 - b. Field Trips
 - c. Before/After Care
 - d. Swim Lessons
 - e. Staff
3. What did you like least?
 - a. Communication
 - b. Notification of the swim test/opportunity to re-test
 - c. Have to pay for first 6 weeks as a "block"
4. How can we improve?
 - a. Change field trips
 - b. Communication- email
 - c. Notification of activity selection
 - d. Send out information earlier