

Varied Interest Annual Report 2016



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Missoula Children's Theatre Cast: The Jungle Book

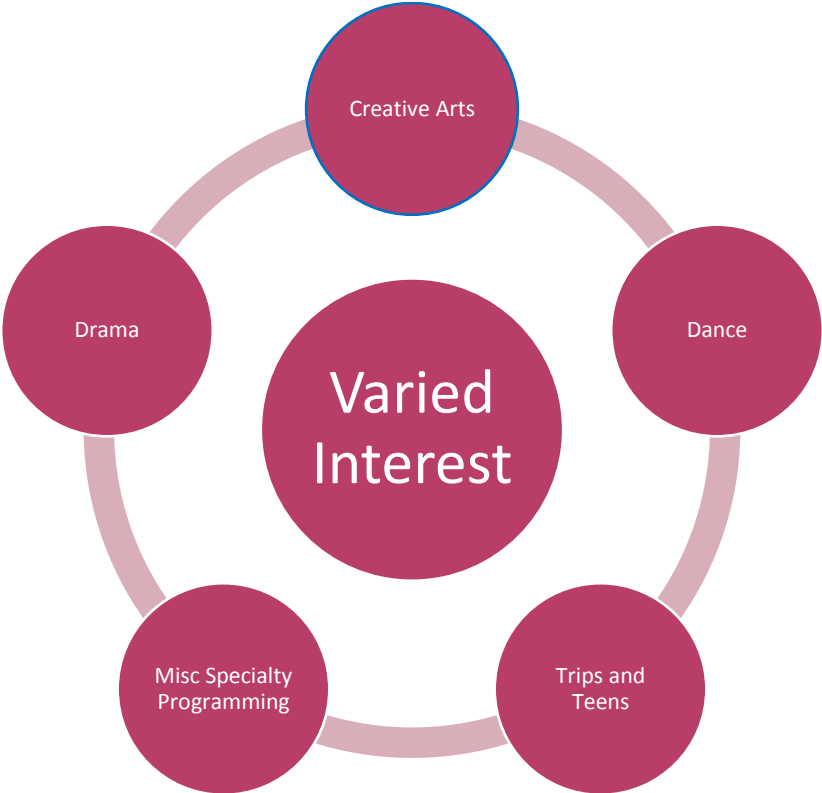
Introduction

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, music/instrument lessons, vocal groups, youth drama, youth dance, Irish dance, computer classes, horsemanship, volunteerism, babysitting, magic, technology, science, photography, ceramics/pottery, trips, teens, foreign language, fencing, crafts, and more.

Classes are held at the Community Center, Mary Lubko Center, Central Athletic Complex, Monroe Middle School, Memorial Park Band Shell, and Cooperative Park District Partnership facilities.

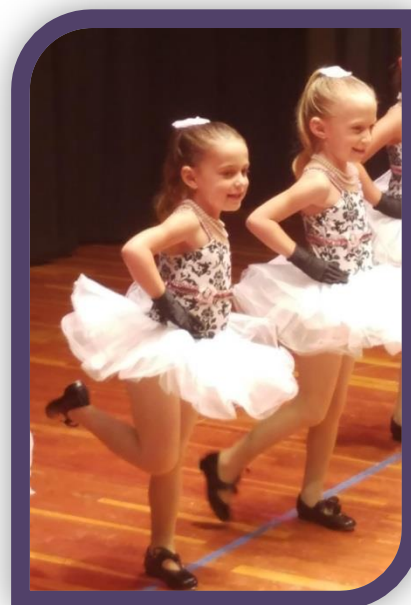
Many households consider Varied Interest programs as additional expenses. In difficult economic times, fewer families have money set aside for “additional expenses”. It is our goal to continue to provide fun and education programs at an affordable price.

Varied Interest worked with one local high school in 2016 to provide a safe and fun environment for the Safe Celebration Event. St. Francis High School students enjoyed an evening of games, food, and entertainment at the Wheaton Park District Community Center in celebration of their Junior and Senior Prom.



Highlights of 2016

- Dance instructors have established a reliable following for their classes and have been actively brainstorming new ways to reduce cancelled class sections.
- The Wheaton Park District secured complimentary housing for the Missoula Children's Theatre staff for a fifth consecutive year, courtesy of Hampton Inn-Naperville. This donation is valued at approximately \$1,700.
- The 2016 Spring Dance Recital was successful with over 200 dancers participating, and over 600 spectators.
- Teen Service Series continues to co-op with the Glen Ellyn Park District offering trips such as: Ronald McDonald House, Feed My Starving Children, West Suburban Humane Society, and participation in both district's Halloween events.
- Post Proms chose an alternative location, with the exception of St. Francis High School in 2016. On April 16, 2016, WPD hosted over 200 students at the Community Center. Over 100 volunteers assist at the Safe Celebration event. Wheaton North and Wheaton/Warrenville South High Schools did request the option to return in 2017.
- Youth Tech Inc computer classes were added to the Summer Enrichment offerings.
- There are 6-8 new class offerings with Lisa Lombardi Coaching Inc. Classes include topics like: building self-esteem, science based programs, and other educational opportunities
- Lincoln Park Zoo Lights family trip ran for the fourth consecutive year with 21 participants, which is up from 2015.
- The Varied Interest area added Glitzy Girls programs in fall 2016.
- The Varied Interest area added paleontology programs with T-Rexplorers in fall 2016, starting with a Winter Break Camp that ran with 6 participants.
- The Dance team created the Dance Mentorship program to help encourage young dancers to pursue leadership, motivation, and dedication. This program gives them the responsibility in assisting our dance instructors with a class of younger dancers throughout the Winter season and at the Spring Dance Recital.



Financial Overview

2015-2016 Actuals

Program Group	Parts	Wages	Supplies	Contractual	Revenues	Total Expenses	Net Revenue
Pottery Parties 15	110	\$656.48	\$0.00	\$0.00	\$2,015.00	\$656.48	\$1,358.52
Pottery Parties 16	119	\$0.00*	\$0.00*	\$0.00	\$0.00*	\$0.00*	\$0.00*
Pottery Classes 15	309	\$11,514.15	\$1,985.04	\$0.00	\$19,699.00	\$13,499.19	\$6,199.81
Pottery Classes 16	561	\$14,161.03	\$3,284.67	\$0.00	\$29,905.13	\$17,445.70	\$12,459.43
Young Rembrandts 15	123	\$0.00	\$0.00	\$3,960.00	\$6,321.00	\$3,960.00	\$2,361.00
Young Rembrandts 16	133	\$0.00	\$0.00	\$4,725.00	\$7,390.00	\$4,725.00	\$2,662.00
Youth Dance 15	600	\$21,158.49	\$7,185.31	\$200.00	\$51,993.04	\$28,543.80	\$23,449.24
Youth Dance 16	551	\$22,928.46	\$7,172.49	\$200.00	\$51,039.30	\$30,300.95	\$20,738.35
Irish Dance 15	57	\$0.00	\$0.00	\$4,936.40	\$7,839.00	\$4,936.40	\$2,902.60
Irish Dance 16	45	\$0.00	\$0.00	\$4,246.00	\$6,581.00	\$4,246.00	\$2,335.00
Actors Club 15	89	\$0.00	\$0.00	\$4,976.00	\$7,841.44	\$4,976.00	\$2,865.44
Actors Club 16	76	\$0.00	\$0.00	\$4,536.00	\$6,597.00	\$4,536.00	\$2,061.00
Missoula 15	51/45**	\$0.00	\$0.00	\$3,750.00	\$5,064.00	\$3,750.00	\$1,314.00
Missoula 16	58/51**	\$0.00	\$0.00	\$3,900.00	\$5,641.00	\$3,900.00	\$1,741.00
Children's Playhouse 15	119/109**	\$3,871.06	\$1,107.77	\$719.00	\$14,137.00	\$5,697.83	\$8,439.17
Children's Playhouse 16	86/77**	\$2,208.10	\$1,380.49	\$1,103.80	\$10,809.00	\$4,692.39	\$6,116.61
Magic 15	54	\$0.00	\$0.00	\$822.80	\$1,368.00	\$822.80	\$545.20
Magic 16	49	\$0.00	\$0.00	\$755.04	\$1,166.00	\$755.04	\$410.96
Babysitter Training 15	13	\$0.00	\$93.77	\$0.00	\$490.00	\$93.77	\$396.23
Babysitter Training 16	18	\$0.00	\$0.00	\$0.00	\$462.00	\$0.00	\$462.00
Computer Explorers 15	42	\$0.00	\$0.00	\$4,993.50	\$7,702.00	\$4,993.50	\$2,708.50
Computer Explorers 16	39	\$0.00	\$0.00	\$5,933.00	\$8,411.00	\$5,933.00	\$2,478.00
Fencing 15	107	\$0.00	\$0.00	\$4,086.72	\$6,108.00	\$4,086.72	\$2,021.28
Fencing 16	136	\$0.00	\$0.00	\$4,219.41	\$6,605.00	\$4,219.41	\$2,385.59
Summer Enrichment 15	5	\$0.00	\$0.00	\$389.40	\$590.00	\$389.40	\$200.60
Summer Enrichment 16	51	\$0.00	\$0.00	\$4,942.58	\$7,789.75	\$4,942.58	\$2,847.17
Horsemanship 15	14	\$0.00	\$0.00	\$3,820.00	\$4,955.00	\$3,820.00	\$1,135.00
Horsemanship 16	23	\$0.00	\$0.00	\$3,292.50	\$5,090.00	\$3,292.50	\$1,797.50
Miscellaneous Teens 15 (Includes Zone Parties)	772	\$5,322.48	\$1,225.33	\$2,804.42	\$14,135.26	\$9,352.23	\$4,783.03
Miscellaneous Teens 16 (Includes Zone Parties)	576	\$3,165.60	\$972.25	\$2,712.10	\$10,378.99	\$6,849.95	\$3,529.04

Program Group	Parts	Wages	Supplies	Contractual	Revenues	Total Expenses	Net Revenue
Music 15	109	\$16,615.60	\$0.00	\$0.00	\$22,070.50	\$16,615.60	\$5,454.90
Music 16	112	\$16,265.93	\$0.00	\$0.00	\$25,966.80	\$16,265.93	\$9,700.87
Science 15	63	\$0.00	\$0.00	\$1,080.00	\$1,827.00	\$1,080.00	\$747.00
Science 16	55	\$0.00	\$0.00	\$1,164.00	\$1,694.00	\$1,164.00	\$530.00
Ice Skating 15	122	\$0.00	\$0.00	\$10,559.34	\$16,242.00	\$10,559.34	\$5,682.66
Ice Skating 16	149	\$0.00	\$0.00	\$13,127.40	\$20,433.00	\$13,127.40	\$7,305.60
Camp I Don't Know 15	197***	\$24,174.03	\$1,852.18	\$11,132.62	\$59,533.05	\$37,158.83	\$22,374.22
Camp I Don't Know 16	440***	\$27,692.23	\$2,160.58	\$13,278.60	\$66,575.61	\$43,131.41	\$23,444.20
Full-time Salary 15	=	\$40,595.18					
Full-time Salary 16	=	\$43,538.86					
Total 15	2,876	\$126,483.47	\$13,449.40	\$58,230.20	\$253,210.29	\$157,567.89	\$95,642.40
Total 16	3,299	\$129,960.21	\$14,970.48	\$68,135.43	\$272,534.58	\$169,527.26	\$103,007.32

* In 2016, Pottery Party financials were combined with Pottery Classes revenue.

** Missoula and Playhouse – first number is audition participation, second number is casting participation

***Camp I Don't Know layout was changed, participants could register for individual weeks at a lower price instead of a 6 week session at an elevated price. This affected overall participation numbers, but not financial numbers.

Budget Explanations

Misc. Teens	Pottery	Other
<ul style="list-style-type: none"> •Zone Parties <ul style="list-style-type: none"> •fewer participants and parties resulting in -\$1,000 •Varied Interest program additions included: <ul style="list-style-type: none"> •Glitzzy Girls classes •Lisa Lombardi Coaching Inc classes •Teen trips/School Day Out trips •Less Teen Trips ran in 2016 resulting in -\$1,000 	<ul style="list-style-type: none"> •Pottery Parties were combined with the Pottery Class GL code for convenience •There were 11 Pottery Parties, resulting in 119 participants and \$1,790 in revenue •Supply and wages costs were up due to the increase in enrollment and to cover cost of summer camps adding the pottery program to their curriculum 	<ul style="list-style-type: none"> •Contractual program, Youth Tech Inc was hugely successful resulting in over \$2,000 net revenue for Summer Enrichment •Music increased time offerings on each day of Private Guitar lessons by 2 lessons •Children's Playhouse enrollment dropped due to a lesser known play in Winter 2016 resulting in - \$2,000 revenue

Budget Explanations (cont)

Pottery class revenue increased due more pottery enrollment and party revenue being combined with class revenue.

Youth Dance increased wages due to the addition of staff meetings and trainings to prepare for upcoming changes to the program.

Lesser known title in winter 2016 resulted in a net revenue loss of \$2,322.56 for Children’s Playhouse. Winter 2016 play title was “A Night at the Wax Museum: The Musical”.

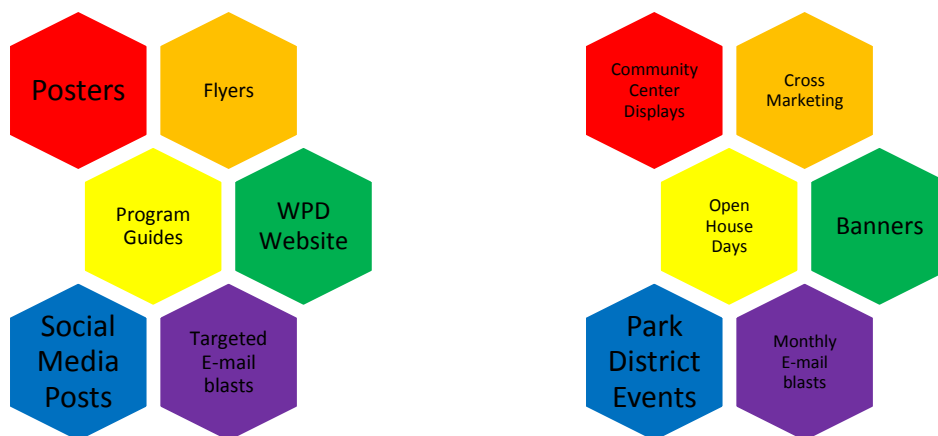
Music net revenue increase of \$4,245.97 due to increase in lesson options and longer running sessions.

Miscellaneous Teens net revenue dropped approximately \$1,000 due to less Zone Parties being booked in 2016. There were 28 parties in 2016 as opposed to 47 parties in 2015.

Ice skating participation increased resulting in a \$1,622.94 net revenue increase from 2015-2016.

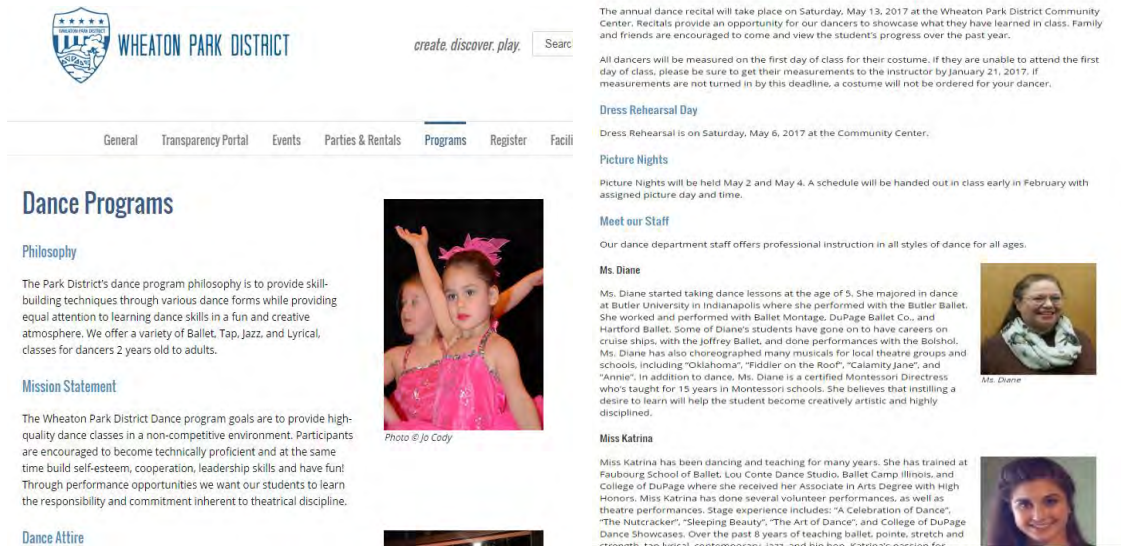
Marketing

Program cancelation can be a common occurrence in park district programing. The marketing strategy used to help keep programs running is referred to as “Generational Marketing”. Marketing initiatives are geared specifically for certain generation segment; one size, no longer fits everyone.



Marketing (cont)

Landing Pages on the Wheaton Park District website are being created to better serve the public with finding important information quickly. The Dance Landing Page was created in 2016, and is being utilized again in 2017 to assist parents with finding dance recital information, locations to purchase dance attire, and instructor biographies.



Future landing pages will include; theatre, teens, and varied interest. This will help notify patrons of play audition and performance dates, upcoming teen trips, and many of our varied interest options that are available to them. Theatre will be first, as we enter 2017.

E-Blasts are done to promote programs and events, and to encourage attendance and enrollment. Two of our biggest success stories in Varied Interest were with Children’s Playhouse: Willy Wonka Jr. and Summer Enrichment classes. After the e-blasts went out, Children’s Playhouse ticket sales increased by 525 tickets and Summer Enrichment enrollment went up by 51 participants!



“You Spoke, We Listened”

Putting the Program Surveys to use!

Each season, program surveys are emailed out via Survey Monkey to gain participant feedback. Staff will go over these surveys and look for ways to improve the program experience. In 2016, there were a few adjustments made.



❖ Camp I Don't Know

- New innovative activity options were offered utilizing park district employees/contractors and to expand knowledge of Park District facilities
 - Pottery Club
 - Geocaching Club
 - WPD Travelers Club
 - Leadership Club
- New field trips planned to better suit the 11-15 age group
- Improvement in parent-camp director communication by utilizing the camp e-mail address

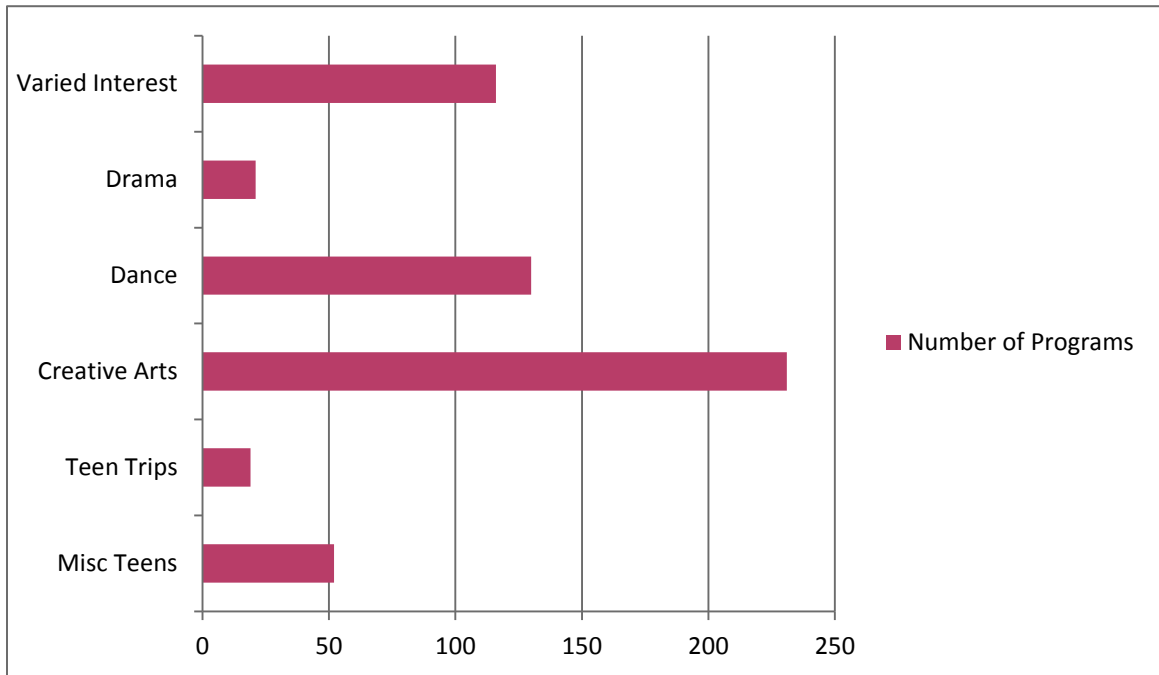
❖ Music Lessons

- Additional day of private guitar lessons were added
- Additional timeslots during current days were added
- Pre-registration option for returning students were offered

❖ Varied Interest Programming

- Increased variety of programming offered
 - ✓ Wheaton Youth Chess Club
 - ✓ Glitzy Girls
 - ✓ T-Explorers
 - ✓ Lisa Lombardi Coaching Inc
 - ✓ Youth Tech Inc

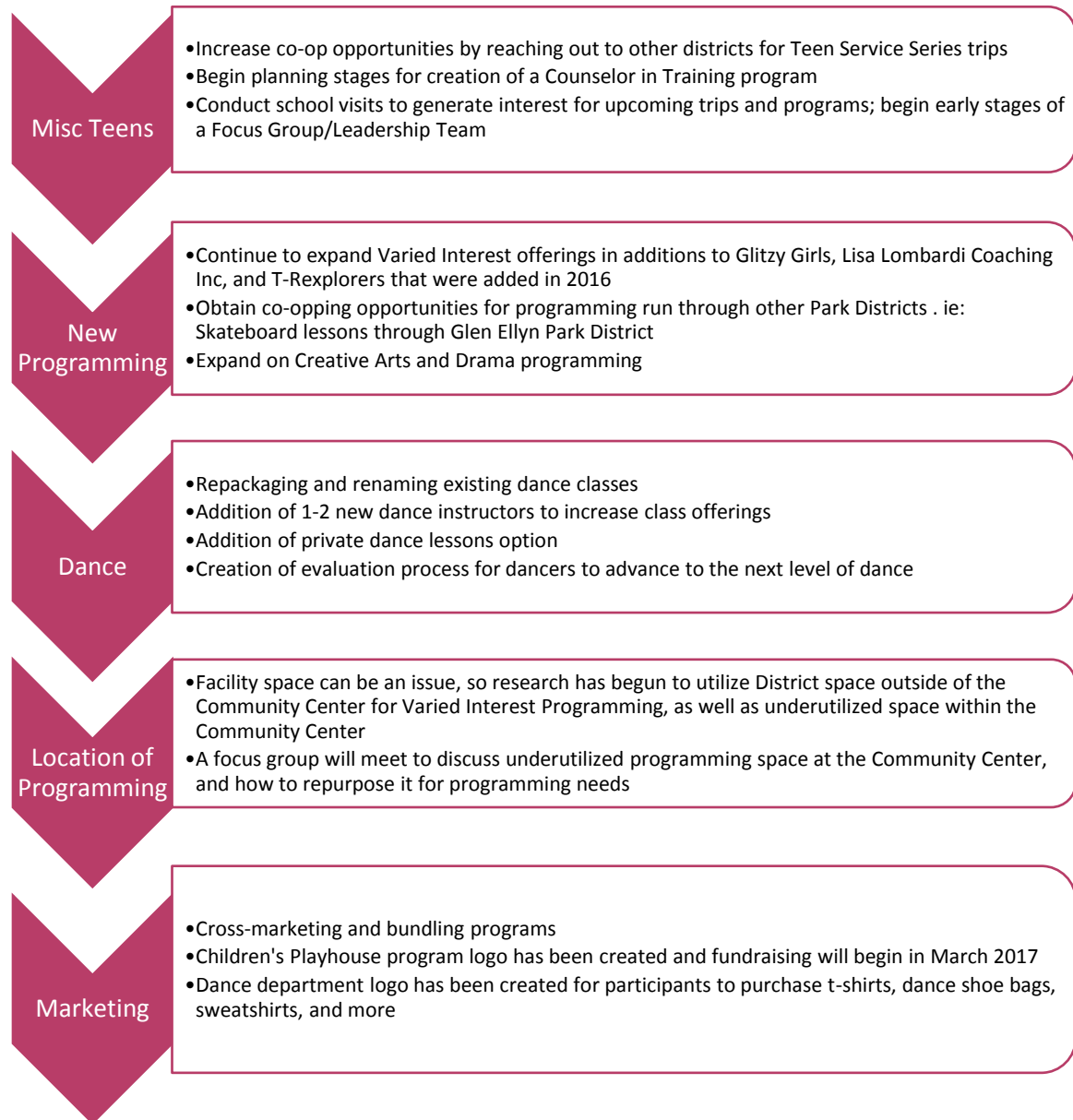
Varied Interest Program Breakdown



2016 Total Program Area Breakdown

Varied Interest	Drama	Dance	Creative Arts	Teen Trips	Misc Teens
<ul style="list-style-type: none"> • Irish Dance • Ice Skating classes • Magic • Horsemanship • Babysit Series • Babysit Showcase • Fencing • Computer Exploreres • Cool Science • Chess Club • Bowling • Glitzy Girls • T-Rexplorers • Lisa Lombardi Coaching Inc • Spanish 	<ul style="list-style-type: none"> • Shining Star • Children's Playhouse • Missoula Children's Theatre 	<ul style="list-style-type: none"> • Irish Dance • Mini Ballet • Creative Movement • PreBallet • KinderBallet • Tiny Triple • PreDance • KinderDance • Tappin Tots • Totally Tap • P/T Classes • Hip Hop Mini • Hip Hop Jazz Jr • Hip Hop Jazz • Lyrical I • Ballet 1, 2, and 3 • Tap I • PrePointe / Pointe • Dance Mentorship • Dance Camps 	<ul style="list-style-type: none"> • Young Rembrandts • Pottery • Piano • Guitar • Voice • Spanish • Misc arts and crafts classes • Create Your Own Comic Book 	<ul style="list-style-type: none"> • Raging Waves • Main Event • iFly • Teen Service Series: Volunteer Trips • IPRA Ski Trip • IPRA Kayak Trip • Funway • Paradise Bay • IPRA Teen Camp Challenge • Centennial Beach • Medieval Times • Museum of Science and Industry • Atcher Island • Raging Waves • Rockin' Jump • Whirlyball • Vertical Endeavors 	<ul style="list-style-type: none"> • Zone Parties • Camp I Don't Know • U Rock: Teen Battle of the Bands • St. Francis Safe Celebration • WN Post Prom • WWS Post Prom • Lincoln Park Zoo Lights Trip • Youth Tech Inc Programs

Looking Ahead to 2017



Meet the Staff!

Ms. Eileen Campe, Children's Playhouse Theatre Director

Eileen Campe has taught language arts and drama for many years at the middle and high school level. She studied theater in high school and college, has directed plays at the various schools where she has taught, and loves to attend as many plays as she possibly can. Eileen has been with Children's Playhouse for 2 years and is currently working on her sixth play! She has developed such a great relationship with all of the actors and actresses and is looking forward to building the theatre program, not only with Children's Playhouse, but with so much more!



Spring 2016 Children's Playhouse: A Night at the Wax Museum, the Musical



Fall 2016 Children's Playhouse: Willy Wonka Jr.



Participant Testimonials

Music Classes

“Have two kids both in different classes (piano/guitar). They have both learned so much and seem to enjoy it. Instructors are friendly and welcoming.”

“Ben’s patience with having a “much” older student (late 60’s) and ability to tailor his teaching to my unique needs and interests. Also, his positive reinforcement.”

“Mrs. Kroeze is excellent!”

Dance Program

“Love Miss Katrina! She’s so patient with the little ones!”

“I came to WPD as my Carol Stream ballet class for 6 year olds was cancelled. I was very pleased with the instructor and her passion for the class. Other recital classes meet over January which is extremely hard to do with my work. I was glad to have found a class that ended prior to January.”

“Loved how the small holiday dance performance was set up this session. Liked sitting on the dance floor and really being able to SEE the dance!”

Missoula Children’s Theatre

“This was the third year that my daughter participated and she has loved it every summer. Fantastic crew to work with, and the production is amazing!”

“Impressed with the whole program. Watching the auditions was so fun. The directors were great with the kids and got the job done quickly.”

“Every child had their time in the spotlight.”

“I thought it was good value and instructors were great.”

Young Rembrandts

“My child really learned some great techniques for drawing.”

“The caring nature of the teacher and the content.”

Magic Class

“My son loves going to magic class and learning new tricks. Gary is also good about teaching a different trick to kids who already learned one of the tricks he’s teaching that day.”

Fencing

“We had my son in another program in Mount Prospect, the beginner class was awful. The instructor at Wheaton is hands down better. She works so much better with the younger kids.”

“I like the fact that there are several adult students and several older teens to fence with. Many classes tend to run young.”

Pottery Classes

“With each class, I learn more about pottery and I can be more creative the better I get.”

“I enjoyed the casual nature of the class and small group. The instructor, Mary, is great!”

“Tommy is really a star instructor. He helps the adults as needed, providing suggestions, techniques and critiques (when requested), but is always constructive and never disparaging to anyone’s art work and skills.”

“Forcing myself to not worry about the dishes or laundry and just focusing on quality time with my daughter. Instructor was super!”

Camp I Don’t Know

“Fun Friday field trips”

“I liked that the kids were not permitted to be on their cellphones. I liked that I could pay weekly that is top in my priority. The kids had to go outside and move around.”

“My son loved the activities since they were geared towards his age group. More independent groups and extra outings for daily activities were great.”

“Actual classes, not just field trips and events”

“A camp for middle schoolers is a wonderful program.”

“Swimming, field trips, cooking and other special projects like making silly putty.”



Wheaton Teens in Action!



Teen Service Series Trip: Feed My Starving Children



Camp I Don't Know: Car Wash Fundraiser

\$254.00 raised for Feed My Starving Children

Wheaton Teens in Action!

U Rock Teen Battle of the Bands



Teens Volunteering at Halloween Happening: Trick-or-Treat Trail



Varied Interest in Action!



Spring 2016 Dance Recital



Missoula Children's Theatre: The Jungle Book



iFly Teen Trip



Summer Enrichment: Youth Tech Inc Camp