

# Wheaton Park District 2017 Summer Camp Annual Report



WHEATON PARK DISTRICT  
SUPPORTS

**CHARACTER**  
RESPECT  
responsibility  
CITIZENSHIP CARING  
trustworthiness  
**FAIRNESS  
COUNTS!**

*Jamie Martinson, Preschool & Camp Manager*



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## Introduction

The Wheaton Park District summer camp programs are a staple in the Wheaton community. We have generations of families who have participated in Wheaton Park District camp programs, and we are proud to provide such memorable experiences to our camp families! We offer a variety of camps including five American Camp Association Accredited Camps. Camp locations and time frames vary- we have camps held at the Community Center, Toohey Park, Rathje Park, Northside Park and the Central Athletic Complex. We offer full day camps and part day camps. We strive to assure our camp programs are fun, safe, affordable and flexible!





## 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.

**3,373**  
Campers

**5 Camps**  
American Camp  
Association  
Accredited

**5,768**  
Before/After  
Camp Care Passes

**\$391,575**  
in registration  
revenue

**1**  
week flexible  
sessions

**\$21,865**  
Before/After  
Camp Care  
Revenue

## Camp Types

	Camp No Name	Camp I Don't Know	Camp Illini	Mean Camp Green	Camp Blackhawk	Super Tots	Awesome August
<b>Ages</b>	6-11.5 Years Old	11-15 Years Old	6-10 Years Old	9-12 Years Old	6-10 Years Old	2-5 Years Old	6-12 Years Old
<b>Location</b>	Community Center	Community Center	Northside Park-Warming Shelter	Northside Park- Girl Scout Cabin	Toohey Park	Community Center & Rathje Park House	Northside Park Warming Shelter
<b>Hours</b>	9am-4:30pm with Before Care (7:30-9am) & After Care (4:30-6pm)	9am-4:30pm with Before Care (7:30-9am) & After Care (4:30-6pm)	9:30am-3:30pm with Before Care (7:30-9:30am) & After Care (3:30-5:30pm)	9:30am-3:30pm with Before Care (7:30-9:30am) & After Care (3:30-5:30pm)	9:30am-3pm (part day options offered as well)	9:15-11:45am & 12:45-3:15pm	9:30am-4:30pm with Before Care (7:30-9:30am) & After Care (4:30-6pm)
<b>Cost per Week &amp; per Hour (Resident)</b>	\$128 Per Week \$3.41 Per Hour	\$140 Per Week \$3.73 Per Hour	\$109 Per Week \$3.63 Per Hour	\$109 Per Week \$3.63 Per Hour	\$99 Per Week \$3.60 Per Hour	\$106 per Six Weeks \$3.53 Per Hour	\$128 Per Week \$3.65 Per Hour
<b>Typical &amp; Special Activities</b>	-Rotating Activities -Swimming at Rice Pool 3x per Week -Weekly Field Trips	-Rotating Activities -Swimming at Rice Pool 3x per Week -Multiple field trips each week	-Outdoor games & activities -Weekly archery & canoeing instruction -Swimming at Northside Pool 2x per week	-Outdoor games & activities -Weekly archery & canoeing instruction -Swimming at Northside Pool 2x per week	-Rotating activities & games indoors & outdoors. -Weekly archery instruction -Local walking field trips	- Arts & Crafts, songs, stories & games -Daily visits to the playground	-Outdoor games & activities -Weekly archery instruction -Swimming at Northside Pool 4x per week
<b>Additional Info</b>	-Weekly optional swimming lessons -Special visits from Cosley Zoo & Lincoln Marsh	-Counselor-In-Training opportunities -Fundraising car wash hosted to benefit St. Jude's Children's Hospital	-Special visitors from VFW, Police & Fire -Weekly themes and dress-up challenges -Optional swimming lessons	-Special visitors from VFW, Police & Fire -Weekly themes and dress-up challenges -Optional swimming lessons	-Different themes each week with mini special events -Multiple opportunities for parents to participate in special event game days	-Super Tot Olympics for campers and their families -Water Days -Super Tot Superhero special events	-Local walking field trip to Cosley Zoo -Canoeing and outdoor games

## Data Summary

Program Group	Campers	Salaries (5000)	Supplies (7000)	Contractual (8000)	Revenues (4000)	Total Expenses	Net Revenue
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
<b>Camp Illini 2017</b>	<b>582</b>	<b>17,944</b>	<b>2,346</b>	<b>3,356</b>	<b>61,093</b>	<b>23,647</b>	<b>37,446</b>
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
<b>Mean Camp Green 2017</b>	<b>419</b>	<b>17,639</b>	<b>1,945</b>	<b>1,456</b>	<b>44,197</b>	<b>21,041</b>	<b>23,155</b>
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
<b>Camp Blackhawk 2017</b>	<b>235</b>	<b>12,546</b>	<b>2,714</b>	<b>1,247</b>	<b>23,307</b>	<b>16,507</b>	<b>6,799</b>
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
<b>Awesome August 2017</b>	<b>111</b>	<b>5,808</b>	<b>117</b>	<b>1,935</b>	<b>14,432</b>	<b>7,861</b>	<b>6,570</b>
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
<b>Camp No Name 2017</b>	<b>1,226</b>	<b>66,379</b>	<b>5,805</b>	<b>17,245</b>	<b>161,089</b>	<b>89,429</b>	<b>71,659</b>
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
<b>Super Tots 2017</b>	<b>207</b>	<b>15,702</b>	<b>1,197</b>	<b>0</b>	<b>20,175</b>	<b>16,899</b>	<b>3,275</b>

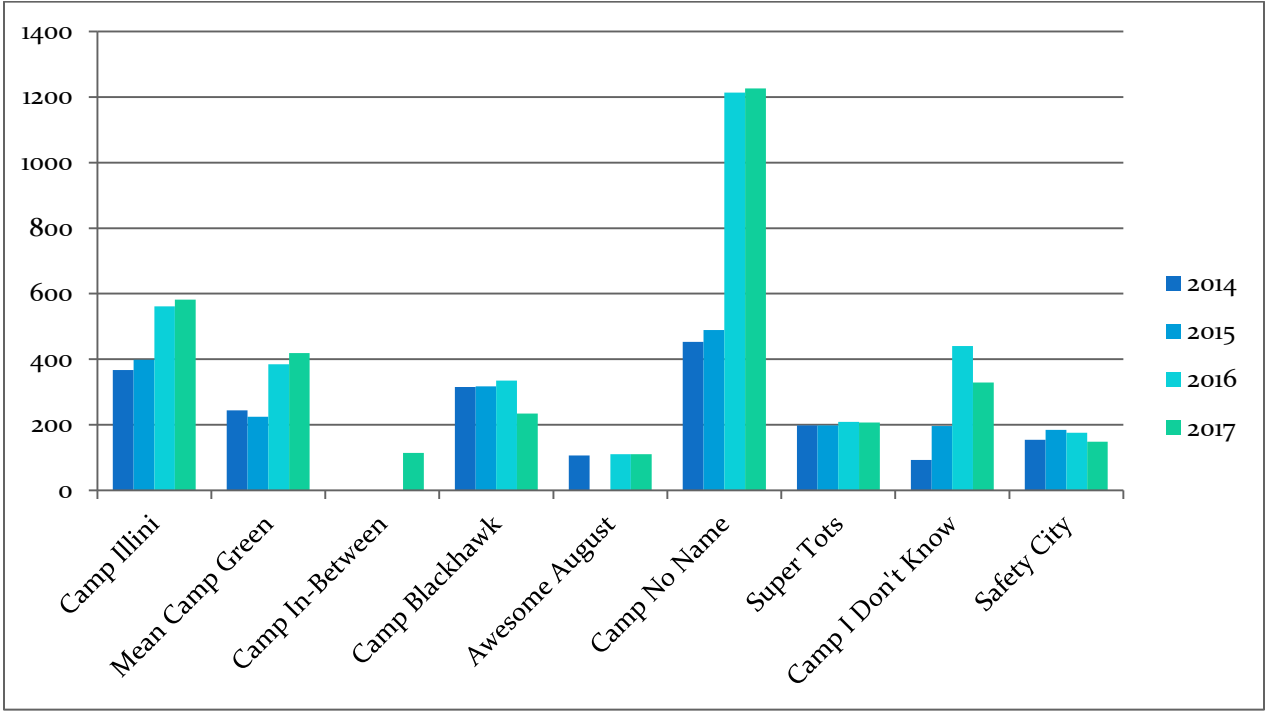
Program Group	Campers	Salaries (5000)	Supplies (7000)	Contractual (8000)	Revenues (4000)	Total Expenses	Net Revenue
Camp I Don't Know 2014	93	25,798	2,576	10,528	51,568	38,902	12,666
Camp I Don't Know 2015	197	24,174	1,720	11,133	59,533	37,027	22,506
Camp I Don't Know 2016	440	27,692	2,148	11,450	65,515	41,290	24,245
<b>Camp I Don't Know 2017</b>	<b>329</b>	<b>25,781</b>	<b>1,611</b>	<b>9,586</b>	<b>48,016</b>	<b>36,978</b>	<b>11,037</b>
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
<b>Safety City Camp 2017</b>	<b>149</b>	<b>13,977</b>	<b>664</b>	<b>0</b>	<b>25,707</b>	<b>14,641</b>	<b>11,065</b>
<b>Camp In-Between 2017</b>	<b>115</b>	<b>6,679</b>	<b>200</b>	<b>690</b>	<b>15,296</b>	<b>7,569</b>	<b>7,726</b>
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
<b>Total 2017</b>	<b>3,373</b>	<b>\$182,455</b>	<b>\$16,599</b>	<b>\$35,515</b>	<b>\$413,312</b>	<b>\$234,572</b>	<b>\$178,732</b>

### Decreased Revenue Justifications:

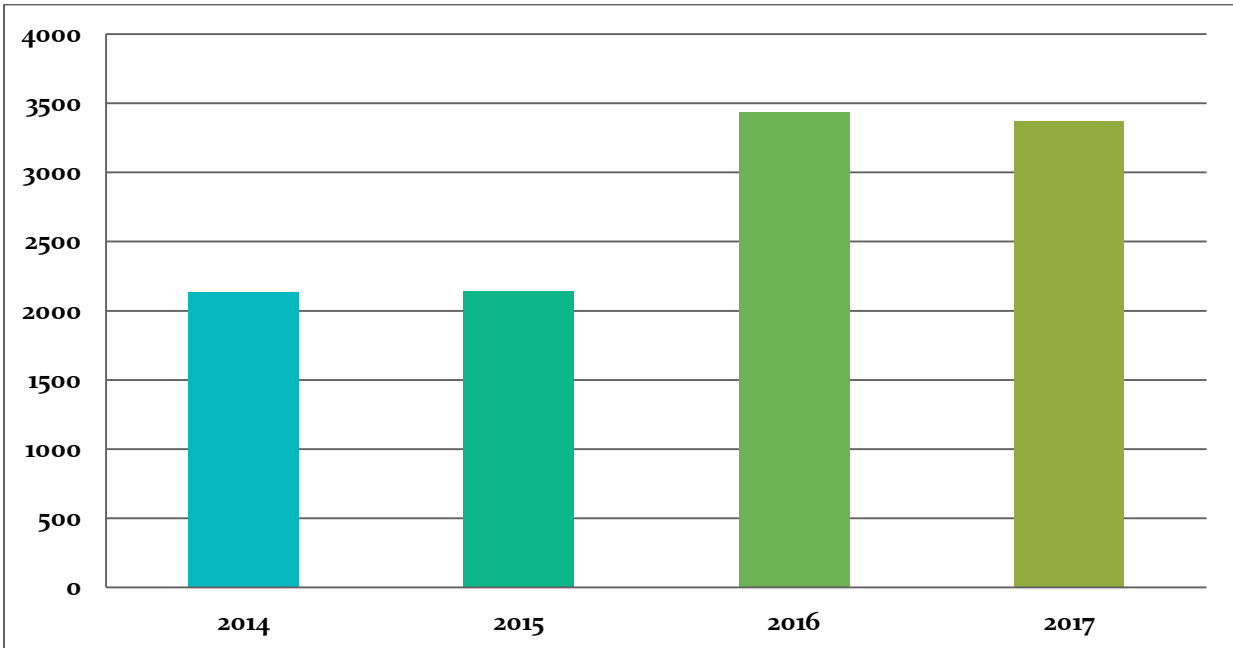
- Camp I Don't Know brought in \$13,000 less than 2016 due to decreased enrollment. We believe this is due to children aging out of that specific camp age group.
- Increased per hour staffing costs for all camps and need to increase staff to camper ratio in certain camps due to participant needs.
- Need to purchase new equipment/supplies to replace damaged/worn supplies from previous years.
- Increased field trip fees and bus service fees.

# Camp Attendance

## Wheaton Park District - Summer Camp Attendance Individual Camp Attendance



## Wheaton Park District - Total Summer Camp Attendance





## 2017 Summer Camp Highlights

- All summer camp staff and camp counselors were CPR/AED and First Aid certified.
- Camp Illini & Mean Camp Green had a “Superhero’s of America” themed week. We had the police, fire and VFW visit our camps and talk to the campers about how they are every day superheroes. Campers then had a pizza party with them!
- The Wheaton Police Department and Fire Department visited Safety City participants at Toohey Park to talk about bike safety and fire safety.
- The Wheaton Park District entered into a contract with the Wheaton Fire Department to utilize their “Smoke House” to further educate campers on fire safety. The “Smoke House” is a trailer equipped to portray a small house, teaching children how to safely evacuate.
- Camp No Name utilized Rice Pool three days per week; Camp Illini & Mean Camp Green utilized Northside Pool two days per week. Swimming was a favorite activity amongst the campers!
- We had 169 campers take advantage of swimming lessons during the camp day at Rice Pool and Northside Pool.
- Camp No Name took field trips to the Rice Pool & Water Park, Santa’s Village, Centennial Beach, Brookfield Zoo, Main Event, Shedd Aquarium, DuPage County Fair and local parks.
- The Lincoln Marsh and Cosley Zoo came to Camp No Name and Camp Blackhawk as special guests.
- Camp No Name campers participated in weekly “Star Challenges”, which challenged each attendance group to win points based on good behavior. At the end of each week, camp staff would award that attendance group with a pizza party!
- The Super Tot Olympics took place at the Community Center. We had over 200 parents come watch our Super Tot Olympics! The campers participated in various games and were all awarded a prize at the end of the event.
- SportsKids Inc, a contractual archery company, provided archery instruction for Camp Blackhawk, Mean Camp Green, Camp Illini, Awesome August and Camp In-Between.
- Chili’s of Wheaton came to the Community Center to teach Camp No Name and Camp I Don’t Know kids how to make guacamole! It was free of charge to us, and the campers really enjoyed making something new and learning about a new culture!
- Every year, Camp I Don’t Know does a car wash to raise money to donate to a local organization. This year, \$328 was raised for St. Jude’s Children’s Hospital.

- BRAND NEW- Camp In-Between was offered for parents as an additional week of camp. Parents expressed the need for a week of camp August 14-18, so we made it happen! We had 115 campers and had gross revenue of \$15,296 in one week. Camp was held at the Central Athletic Complex and the kids and parents both expressed how wonderful it was.

## 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 five 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

In November 2016, Jamie Martinson completed the Annual Accreditation Report (AAR) to show our continued compliance with ACA standards. We are up for re-accreditation of our camps in 2020.

## Marketing

- Flyers were created to promote all of our different camp offerings. They were sent home with participants of other programs, posted in hallways at various facilities and were available at special events.
- Continued e-blasts were sent out throughout the summer to encourage registration for all of our camp programs.
- The summer camp programs were featured in the Spring guide, encouraging parents to register early!
- Large banners were created and hung at various facilities.



### Discover Safety City Camps

Safety City camp provides early childhood education on basic safety messages. Hands-on instruction includes games, music, stories and role playing.



# Photos from 2017





## Parent Testimonials from 2017

*“I just want to say thank you to you and your staff. I think in all the busyness in our lives, we can take it for granted that our children come home safe and sound every night after a wonderful day with the counselors and their friends. I am sure there is a lot that goes into entertaining and watching over all of our children. You and your staff should be very proud of the work you do.” – Camp No Name Parent*

*“It was my daughters' first time doing this camp and their favorite one out of three Wheaton Park District camps. The counselors were organized, enthusiastic, professional and fun!” –Camp Illini Parent*

*“I absolutely love the Camp No Name program. It provides safe and fun activities for my kids all summer long!” –Camp No Name Parent*

*“I can't say enough great things about this program. The instructors are amazing - caring, excited to see the kids each day, and you know your kids are well taken care of. My son enjoyed each and every day of the camp.” –Safety City Parent*

*“My kids love the counselors at the Wheaton camps. They attended the Northside Camp (Mean Green) most of the summer and then In-between. The quality of counselors and their interaction with the kids is the most important aspect of the camp for my kids. It was nice for my kids to see familiar counselor faces when we showed up for In-between. Thank you for clearly selecting excellent individuals.” – Camp In-Between Parent*

## Recommendations/Ideas for 2018

Based on 2017 participant survey comments, staff will consider the following changes for the summer of 2018:

- Advertise half-day options at Camp Blackhawk in the spring program guide.
- Schedule canoeing at a different timeframe than the “Splish Splash” swim lessons at Northside Pool.
- Provide camp counselor bios to parents at the start of the summer
- Provide a more consistent printed schedule of the breakdown of daily activities per camp.
- Continue to provide more communication electronically for parents.
- Secure new and exciting field trip opportunities for Camp No Name campers.
- Offer Super Tots as one 10-week session rather than two separate sessions.
- Add no-idling signs to Toohey Park during drop-off and pick-up.