

# **WHEATON PARK DISTRICT**

## **Lincoln Marsh Natural Area Programs**



### **2014 Annual Report**

**Adventure Education**

**Environmental Education**

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## Summary

Lincoln Marsh Natural Area is 150 acres comprised of woodlands, marsh and prairie and is highly valued for recreation, education and environmental reasons. The Lincoln Marsh Natural Area provides thousands of visitors annually with many outdoor activities including bird-watching, picnics, adventure programs, environmental education, nature interpretation programs, and a teams and ropes course. The two miles of trails connect with the Illinois Prairie Path and make it an ideal place to hike or cross-country ski.



*Lincoln Marsh Natural Area* through Adventure Education and Environmental Education & Nature Interpretation hosts over 12,000 people annually including individuals, families, community groups and schools. In addition to the programs offered through the Lincoln Marsh Natural area two special events are hosted each year. The Annual Fish-O-Rama held in cooperation with Kiwanis Club of Wheaton, which turned 24 in 2014, draws approximately 200 people the Saturday before Father's Day. Kids 15 and under are invited to participate in the open fishing contest which awards 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> place prizes for largest and most fish caught. This event historically was held at Elliot Lake, in 2012 the event moved to Northside Park in an effort to grow participation and highlight the park. The Lincoln Marsh Open House is hosted in May to invite people to participate in a variety of activities highlighting some of the options available to our community.

*The Adventure Education division* of Lincoln Marsh provides outdoor adventure programs and the Teams and Ropes Course. These programs incorporate outdoor and adventure skills through experiential based learning. *Lincoln Marsh Challenge Course* programs provide opportunities for group, partner and personal development. Participants experience the dynamics of team work, problem solving, leadership, trust and support through a series of experiential activities. Trained facilitators tailor the activities to the objectives and capacities of each group. The experience has a broad range of applications for education, organizational development, and recreation. Programs are offered for participants in 4<sup>th</sup> grade through adult. Program options include Cooperative Games, Teams Courses, Ropes Courses, Power Pole, Climbing Tower, Combo Courses, Travel Teams Courses, and Custom Teams Courses. *Outdoor Adventure Programs* include programs such as canoeing, geocaching, orienteering, snowshoeing, and summer camps. Programs are offered to scouts, students, families, and adults. Adventure programs are usually 1.5 hours in length and summer camps range from 3-5 hours in length.

*The Environmental Education* division of Lincoln Marsh provides environmental education and nature interpretation programs. These programs incorporate hands-on activities to promote interaction with and appreciation of the natural world through discovery and exploration. Whether participants are searching for life in the dirt or marveling at magnificent fliers in the sky, they are sure to pique their curiosity about all things wild and crave more. The types of interpretive and environmental education programs offered are as follows: park district brochure programs for individuals and families, educational programs that support Illinois State Learning Standards for children ages Preschool through 5<sup>th</sup> grade done in the field or in the classroom, badge programs for Girl and Cub Scouts that fulfill many of the badge requirements and nature day camps for children ages 3- entering 6<sup>th</sup> grade.

The following report presents you with an opportunity to review the summary of accomplishments in both program divisions of the Lincoln Marsh for 2014.



# Lincoln Marsh Natural Area Adventure Education Fiscal Year 2014 Report



Total Programs						
	# Prog.	# Part.	# Part. Hours	# Prog. Hours	# Can.	Total \$
FY 2013	574	8,049	24,603.00	1,780.25	59	\$123,014.01
FY 2014	526	7,223	22,999.00	1,682.00	39	\$127,680.12
% Change	-8%	-10%	-7%	-6%	-34%	4%

## Financial Summary - Total Programs

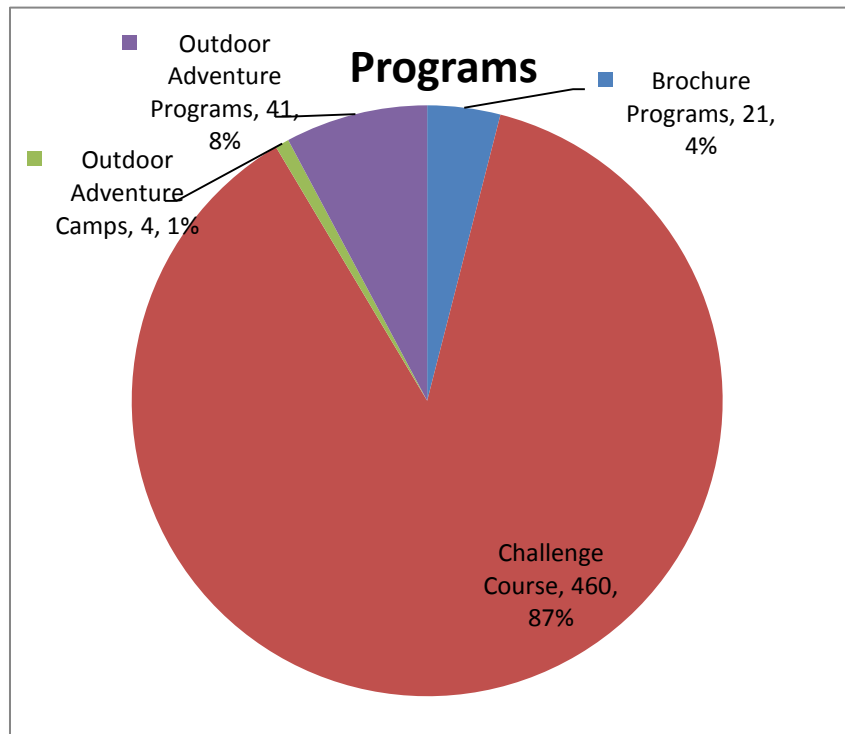
		Budgeted	Actual
FY 2013	Net Revenue	\$48,365.68	\$63,278.82
	% Profit	48%	51%
FY 2014	Revenue	\$110,637.00	\$127,680.12
	Wages	\$47,669.97	\$53,681.30
	Contractual	\$5,800.00	\$5,953.71
	Supplies	\$7,137.50	\$6,787.30
	Net Revenue	\$50,029.53	\$61,257.81
	% Profit	45%	48%

Percent Change in Net Revenue: -3%

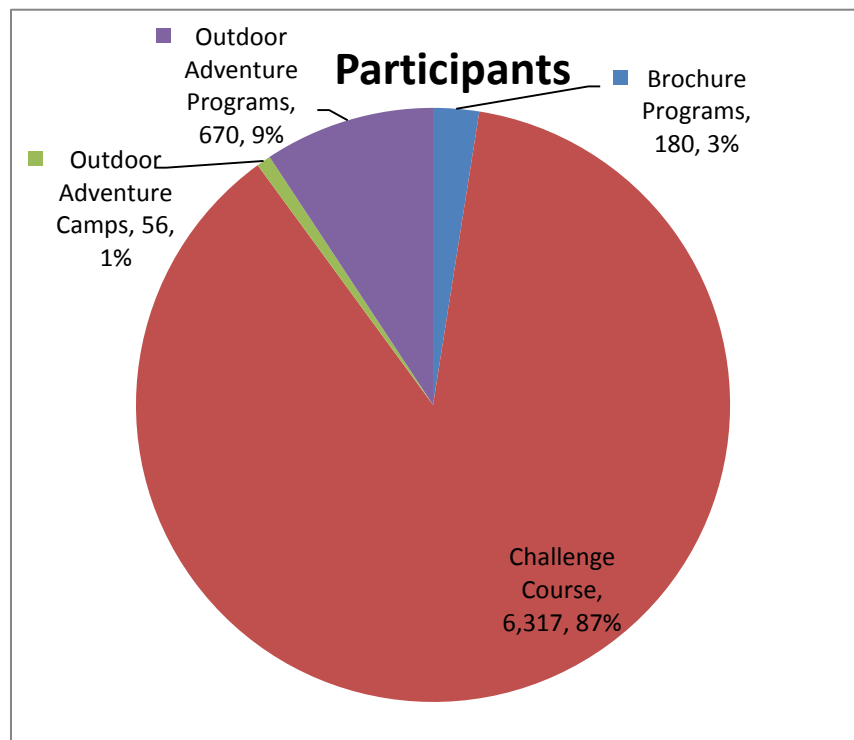
**Green Text** = exceeded revenue/did not exceed expense  
**Red Text** = did not exceed revenue/exceeded expense

**Budget Summary:** Adventure Education programs net revenue exceeded what was budgeted by \$11,228.28, a 22% increase.

*Please note there is a discrepancy in revenue from what is reported here and what is reported in Springbrook of \$95. Springbrook is reporting \$127,585.12. The reason for this difference is that there were refunds of \$45 (from 6618) and \$50 (from 6605) which had to come out of the 2014 budget but were for programs that occurred in 2013. The values on this report reflect what was truly earned during 2014.*

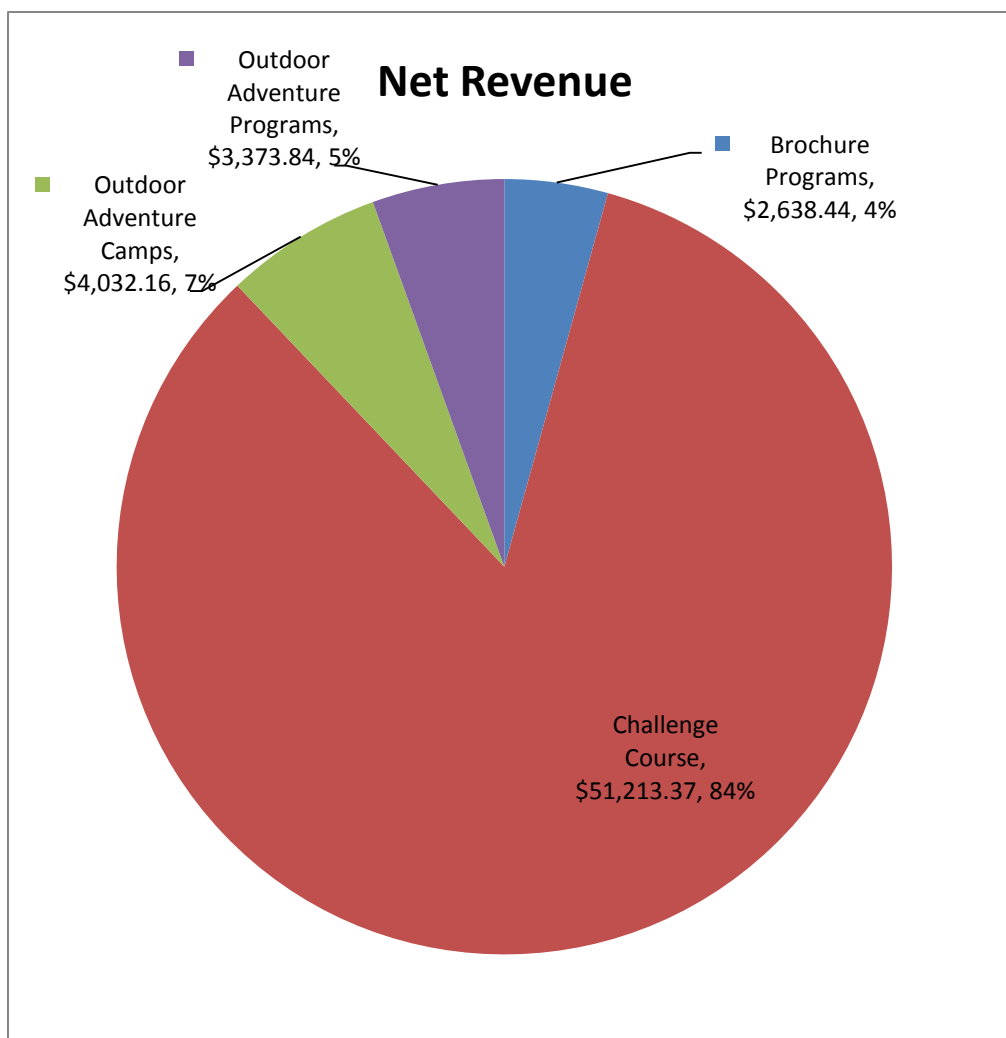


*Lincoln Marsh Natural Area Adventure Education Staff presented 526 programs in 2014. This chart illustrates the total percentage of programs presented by program type.*



*Lincoln Marsh Natural Area Adventure Education Staff presented programs to 7,223 participants in 2014. This chart illustrates the percentage of participants by program type.*





*Lincoln Marsh Natural Area Adventure Education programs generated \$61,257.81 in net revenue for Fiscal Year 2014. This chart illustrates net revenue by program type.*

### Monthly Breakdown

The following pages provide further participation and program details *by month* and financial details by year for the above mentioned program categories.

Brochure Programs						
	# Prog.	# Part.	# Part. Hours	# Prog. Hours	# Can.	Total \$
FY 2013						
Jan	0	0	0.00	0.00	4	\$0.00
Feb	0	0	0.00	0.00	2	\$0.00
Mar	0	0	0.00	0.00	0	\$0.00
Apr	0	0	0.00	0.00	2	\$0.00
May	2	17	34.50	4.50	3	\$260.00
Jun	3	46	163.50	9.50	2	\$1,167.40
Jul	1	19	95.00	5.00	1	\$675.00
Aug	2	10	29.00	6.50	2	\$1,112.40
Sep	4	41	136.50	14.50	1	\$1,156.20
Oct	1	23	34.50	1.50	1	\$733.00
Nov	1	11	55.00	5.00	0	\$429.00
Dec	0	0	0.00	0.00	3	\$286.00
<b>Total</b>	<b>14</b>	<b>167</b>	<b>548.00</b>	<b>46.50</b>	<b>21</b>	<b>\$5,819.00</b>
FY 2014						
Jan	3	38	144.50	11.50	1	\$1,161.00
Feb	0	0	0.00	0.00	2	\$680.00
Mar	2	15	75.00	10.00	0	\$1,020.00
Apr	2	11	55.00	10.00	1	\$528.00
May	1	8	12.00	1.50	4	\$438.00
Jun	4	26	102.00	16.00	2	\$962.00
Jul	1	14	28.00	2.00	3	\$563.60
Aug	2	12	21.00	3.50	3	\$158.80
Sep	4	23	72.00	13.50	3	\$486.00
Oct	2	33	52.00	3.50	0	\$854.60
Nov	0	0	0.00	0.00	0	\$0.00
Dec	0	0	0.00	0.00	2	\$0.00
<b>Total</b>	<b>21</b>	<b>180</b>	<b>561.50</b>	<b>71.50</b>	<b>21</b>	<b>\$6,852.00</b>
% Change	50%	8%	2%	54%	0%	18%

### Financial Summary – Brochure Programs

		Budgeted	Actual
FY 2013	Net Revenue	\$721.00	\$2,421.64
	% Profit	32%	42%
FY 2014	Revenue	\$4,716.00	\$6,852.00
	Wages	\$877.38	\$755.56
	Contractual	\$2,169.00	\$3,408.00
	Supplies	\$50.00	\$50.00
	Net Revenue	\$1,619.62	\$2,638.44
	% Profit	34%	39%

Percent Change in Net Revenue: 9%

**Budget Summary:** Adventure Education brochure programs net revenue exceeded what was budgeted by \$1,018.82, a 63% increase.

*Please note there is a discrepancy in revenue from what is reported here and what is reported in Springbrook of \$50. Springbrook is reporting \$6,802.00. The reason for this difference is that there was a refund of \$50 which had to come out of the 2014 budget but was for a program that occurred in 2013. The values on this report reflect what was truly earned during 2014. Contractual was over due to archery exceeding the number of participants projected for 2014. This program is contractual and fees are charged per participant.*

Brochure Programs						
	# Prog.	# Part.	# Part. Hours	# Prog. Hours	# Can.	Total \$
Snowshoeing	0	0	0.00	0.00	1	\$0.00
Night Snowshoeing	0	0	0.00	0.00	3	\$0.00
Geocaching	1	8	12.00	1.50	2	\$71.00
Snowshoe Geocaching	1	13	19.50	1.50	1	\$141.00
Holiday Geocaching	1	28	42.00	1.50	1	\$287.60
Canoeing	1	6	9.00	1.50	0	\$82.00
Nighttime Canoeing	1	8	12.00	1.50	2	\$86.00
Canoe Fishing	0	0	0.00	0.00	1	\$0.00
Archery	10	73	365.00	50.00	2	\$5,400.00
Climbing	0	0	0.00	0.00	4	\$0.00
Open Climb	4	30	60.00	8.00	2	\$410.40
Vertical Challenge	2	14	42.00	6.00	2	\$374.00
Adventure Trips	0	0	0.00	0.00	0	\$0.00
Other	0	0	0.00	0.00	0	\$0.00
<b>Total</b>	<b>21</b>	<b>180</b>	<b>561.50</b>	<b>71.50</b>	<b>21</b>	<b>\$6,852.00</b>

**Program Summary:** Brochure Programs are offered through the quarterly Wheaton Park District program brochures which include: Snowshoeing, Night Snowshoeing, Geocaching, Snowshoe Geocaching, Holiday Geocaching, Canoeing, Nighttime Canoeing, Canoe Fishing, Archery, Climbing, Open Climb, Vertical Challenge and Adventure Trips.



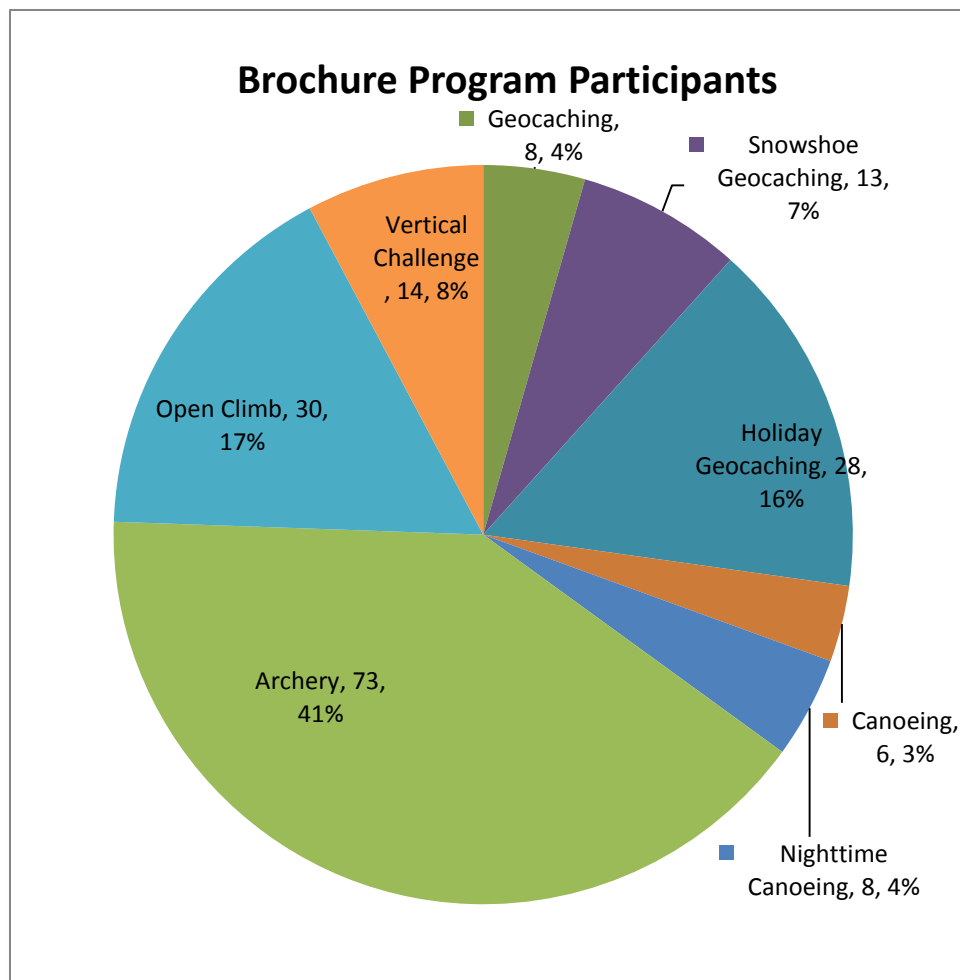
**Analysis:** There was a 50 % increase in the number of programs from 2013 to 2014. This increase is attributed to 4 open climb programs which weren't offered in 2013 and also to a 67% increase in archery programs from 2013. There were 6 archery programs in 2013 and 10 programs in 2014.

**Highlights:**

- In 2014 there was a 50% increase in all brochure programs. There were 14 programs in 2013 and 21 programs in 2014.
- Archery had ten programs run with a total of 73 participants.
- There were several brochure programs that ran which included Snowshoe Geocache, Father's Day Vertical Challenge, Family Geocache, Twilight Voyage, Open Climb and Family Geocache.
- Twenty-eight participants attended the Halloween Spooky Geocache Hunt.
- Marketing efforts were improved by partnering with the Carol Stream Park District to promote and offer Lincoln Marsh programs through their program brochure. This has enabled climbing, geocaching and canoeing programs to meet the minimum number of participants to run.

**Looking Forward:**

- Include Easter Egg Geocache program in the Spring Brochure.
- Offer twilight and moonlight canoe classes again.
- Offer a Father's Day Vertical Challenge and a general vertical challenge again.
- Update snowshoe information and submit PR request for snowshoeing button.
- Coordinate with the Environmental Education Supervisor to make sure similar programs are not offered for the same ages at the same time.
- Change the Night Snowshoeing title to "Snowshoeing Under the Stars" and highlight stargazing in the description.
- Take pictures of program participants.
- Continue to offer programs in the Carol Stream Park District brochure.
- Offer open climb twice a month (for a total of 6 programs) and open canoeing once a month (for a total of 3 programs) in the summer.
- Have a program marketing table set up at any brochure programs.
- Post summer brochure flyers in early May in Kiosks and downtown Wheaton.
- Offer a family rate for Parent and Child fishing trip.
- Offer Spooky Geocache Hunt at 5:30 again. Have lanterns on the picnic tables so participants can see what they are decorating.



*Lincoln Marsh Natural Area Adventure Education Staff presented 21 Brochure Programs to 180 participants in 2014. This chart illustrates the number of participants by program type.*



Challenge Course						
	# Prog.	# Part.	# Part. Hours	# Prog. Hours	# Can.	Total \$
FY 2013						
Jan	5	69	194.00	14.00	0	\$995.00
Feb	4	46	202.00	18.00	0	\$1,116.00
Mar	11	160	597.00	40.50	0	\$4,219.00
Apr	27	394	1,026.00	71.00	3	\$4,235.00
May	59	777	2,698.50	204.50	11	\$13,033.00
Jun	54	749	2,151.00	159.50	1	\$11,025.00
Jul	22	307	1,160.00	84.00	2	\$5,382.00
Aug	30	412	1,389.00	100.50	2	\$6,970.00
Sep	136	1,919	5,445.00	395.75	1	\$27,634.67
Oct	129	1,895	5,831.50	397.50	5	\$24,595.25
Nov	19	283	942.50	63.50	9	\$3,396.09
Dec	1	15	60.00	4.00	0	\$328.00
<b>Total</b>	<b>497</b>	<b>7,026</b>	<b>21,696.50</b>	<b>1,552.75</b>	<b>34</b>	<b>\$102,929.01</b>
FY 2014						
Jan	4	56	172.00	12.00	0	\$872.00
Feb	2	30	120.00	8.00	0	\$656.00
Mar	7	92	361.00	27.00	0	\$1,925.00
Apr	19	231	857.00	67.50	4	\$4,916.00
May	50	693	2,692.00	190.00	0	\$15,241.62
Jun	59	854	2,475.50	171.00	3	\$12,046.25
Jul	24	315	1,048.00	78.00	1	\$5,498.00
Aug	48	642	2,104.00	157.00	3	\$10,202.00
Sep	110	1,503	4,752.00	344.00	0	\$24,284.00
Oct	107	1,476	4,680.00	338.50	6	\$27,494.50
Nov	27	385	901.00	63.00	0	\$3,933.75
Dec	3	40	175.00	13.00	0	\$600.00
<b>Total</b>	<b>460</b>	<b>6,317</b>	<b>20,337.50</b>	<b>1,469.00</b>	<b>17</b>	<b>\$107,669.12</b>
% Change	-7%	-10%	-6%	-5%	-50%	5%



### Financial Summary – Challenge Course

		Budgeted	Actual
FY 2013	Net Revenue	\$43,174.80	\$53,281.89
	% Profit	50%	52%
FY 2014	Revenue	\$94,341.00	\$107,669.12
	Wages	\$41,830.90	\$48,779.37
	Contractual	\$2,200	\$1,470.31
	Supplies	\$6,500.00	\$6,206.07
	Net Revenue	\$43,810.10	\$51,213.37
	% Profit	46%	48%

Percent Change in Net Revenue: -4%

**Budget Summary:** The Challenge Course net revenue exceeded what was budgeted by \$7,403.27, a 17% increase. The wages exceeding what was budgeted for is partially attributed to a 200% increase in the number of corporate groups (15) than what was budgeted (10) and a 30% increase in the number of Adult-Non-Profit groups (13) and what was budgeted (10) for 2014. The corporate and Adult-Non-Profit challenge course hourly facilitator rate per hour are higher than the youth/college hourly facilitator challenge course rate and as a result, this has had an impact on exceeding what was budgeted for in wages. Also the increase in wages is due to overall revenue exceeding what was budgeted. Finally, we changed the parking policy for staff in 2014 and they had to park at the office which added up to an extra ½ hour of staff time per program to walk to and from the challenge course. There was also additional training hours for crate climbing/power pole and climbing tower training.

*Please note there is a discrepancy in revenue from what is reported here and what is reported in Springbrook of \$45. Springbrook is reporting \$107,624.12. The reason for this difference is that there was a refund of \$45 which had to come out of the 2014 budget but was for a program that occurred in 2013. The values on this report reflect what was truly earned during 2014.*



### Challenge Course

#### Student/Family

	# Prog.	# Part.	# Part. Hours	# Prog. Hours	# Can.	Total \$
Teams Course	310	4,261	12,417.50	896.50	12	\$52,976.75
Ropes Course	28	394	1,336.50	93.50	2	\$7,922.00
Power Pole	2	30	90.00	6.00	0	\$510.00
Climbing Tower	9	110	213.00	17.50	0	\$1,470.50
Crate Climbing	6	84	162.00	11.50	0	\$960.50
Combo Program	40	574	3,288.50	228.50	1	\$18,101.12
Travel Course	41	618	1,960.00	131.50	0	\$9,285.25
Other	0	0	0.00	0.00	0	\$0.00
<b>Total</b>	<b>436</b>	<b>6,071</b>	<b>19,467.50</b>	<b>1,385.00</b>	<b>15</b>	<b>\$91,226.12</b>

#### Adult Nonprofit

	# Prog.	# Part.	# Part. Hours	# Prog. Hours	# Can.	Total \$
Teams Course	10	115	441.00	39.00	2	\$6,720.00
Ropes Course	2	19	57.00	6.00	0	\$985.00
Power Pole	0	0	0.00	0.00	0	\$0.00
Climbing Tower	0	0	0.00	0.00	0	\$0.00
Crate Climbing	0	0	0.00	0.00	0	\$0.00
Combo Program	1	8	48.00	6.00	0	\$723.00
Travel Course	0	0	0.00	0.00	0	\$0.00
Other	0	0	0.00	0.00	0	\$0.00
<b>Total</b>	<b>13</b>	<b>142</b>	<b>546.00</b>	<b>51.00</b>	<b>2</b>	<b>\$8,428.00</b>

#### Corporate

	# Prog.	# Part.	# Part. Hours	# Prog. Hours	# Can.	Total \$
Teams Course	3	31	86.00	8.00	0	\$2,150.00
Ropes Course	4	36	108.00	12.00	0	\$3,090.00
Power Pole	2	12	30.00	5.00	0	\$975.00
Climbing Tower	0	0	0.00	0.00	0	\$0.00
Crate Climbing	0	0	0.00	0.00	0	\$0.00
Combo Program	2	25	100.00	8.00	0	\$1,800.00
Travel Course	0	0	0.00	0.00	0	\$0.00
Other	0	0	0.00	0.00	0	\$0.00
<b>Total</b>	<b>11</b>	<b>104</b>	<b>324.00</b>	<b>33.00</b>	<b>0</b>	<b>\$8,015.00</b>
<b>T &amp; R Total</b>	<b>460</b>	<b>6,317</b>	<b>20,337.50</b>	<b>1,469.00</b>	<b>17</b>	<b>\$107,669.12</b>



**Program Summary:** The Lincoln Marsh Challenge Course offers programs to ages 1<sup>st</sup> grade through adult. Groups have a choice between Teams, Ropes, Power Pole, Climbing Tower, Crate Climbing, Combo, and Travel Teams Courses. Combo courses utilize up to three of the above program options. These programs are all for group, partner and personal development. Each course includes a series of challenging activities that enable participants to work together to accomplish a task.

**Analysis:** There was an overall decrease in the amount of challenge course programs from 2013 but a 5% increase in revenue. Teams Course programs had an 11% decrease in number of programs from 2013 (361 programs) to 2014 (323 programs) but High Ropes Course programs had a dramatic increase of 113% from 2013 (16 programs) to 2014 (34 programs). The large increase may be attributed to the high ropes renovation in August 2013 which generated more interest as well as several new clients from referrals from previous high ropes groups. Also the climbing tower and crate climbing showed great promise offered in their first full year in 2014 with the climbing tower having 9 programs and crate climbing having 4 programs.

**Highlights:**

- Completed all seasonal performance evaluations of facilitators.
- Continued observations and provided coaching to staff to ensure physical and emotional safety of participants.
- A very high percentage of program evaluations were extremely positive.
- Adventure Education Supervisor updated teams, power pole and ropes course handbooks and created climbing tower and crate climbing handbook.
- Experiential Systems Incorporated (ESI) conducted an Association for Challenge Course Technology (ACCT) Level II certification for 3 staff.
- Adventure Education Supervisor hired, trained and certified two new Challenge Course Facilitators
- There were several new corporate and adult-non-profit groups that participated in challenge courses which included Thomasnet Corp, Sage Tree, Allstate, Pawsitive Corporation, Presence Medical, Loyola University, AIPEC and Teen Parent Connection.
- Ability to recruit new groups from word of mouth and a high return of clients from 2013.
- Created better organization of challenge course areas with the installation of a climbing tower shed and power pole knock box as well as including all of the necessary equipment, forms and handbooks to make each of these areas self-sufficient.

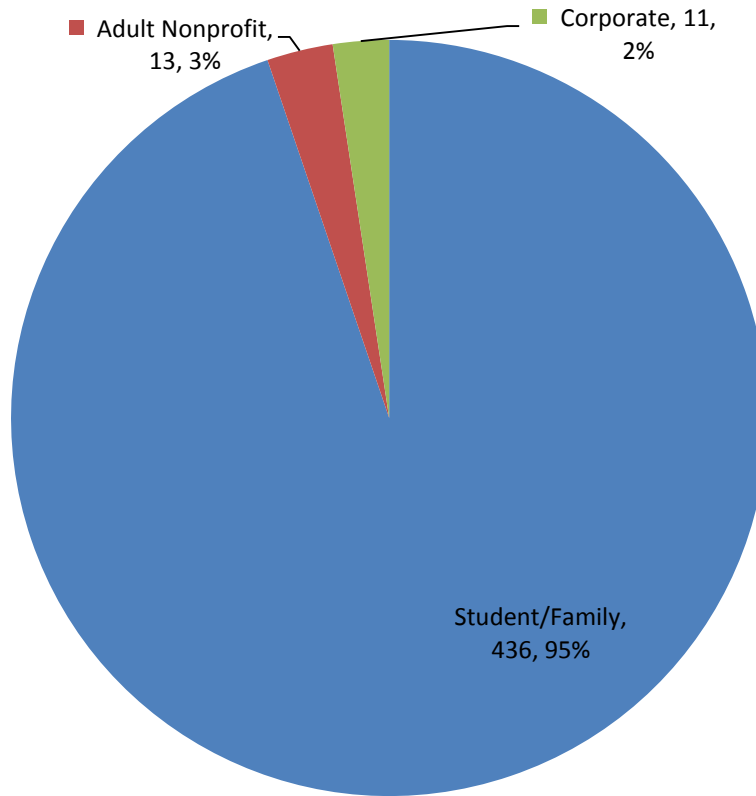


- Developed and lead new trainings and certifications for crate climbing and climbing tower.

#### **Looking forward:**

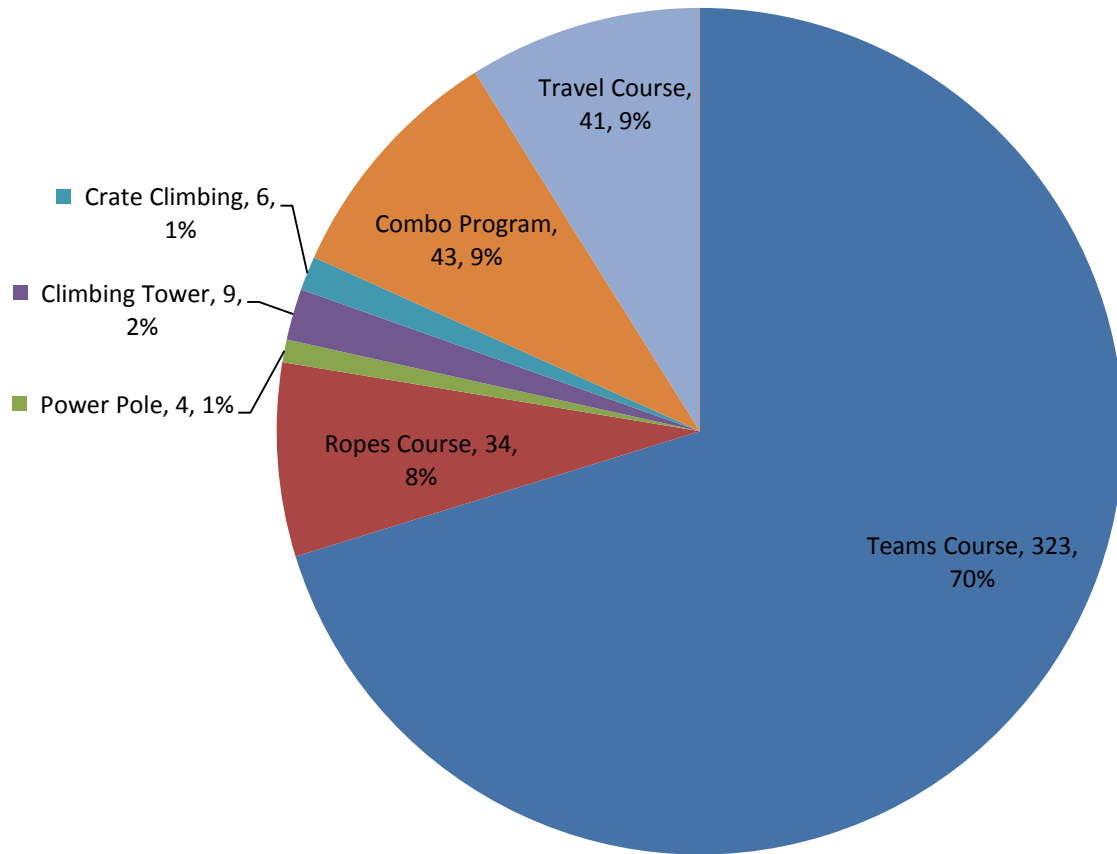
- Update manuals and prepare waiver and challenge course binder totes prior to start of season.
- Make follow-up phone calls to past clients.
- Do a mailing to all organizations and corporations from the Carol Stream Chamber of Commerce Business Expo attended in March of 2013.
- Add a video of power pole and crate climbing to the Lincoln Marsh website
- Continue to cross market Adventure Education programs at Fish-O-Rama, Go Fly a Kite, Fourth of July Parade and Taste of Wheaton events.
- Update Adventure Program brochure with new pictures and testimonials as well as create a Birthday rental brochure.
- Hire staff at the end of February and have training complete by April and hire staff in mid-July and have training complete by September so staff are trained before the start of the fall season.
- Create an observation checklist for new staff as a follow up after certification.
- Send out training dates to staff for the upcoming year.
- Block out a day in August for Experiential Systems, Inc. to do the annual inspection.
- Change the climbing holds on the climbing tower to create new routes.

## Challenge Courses by Group Type

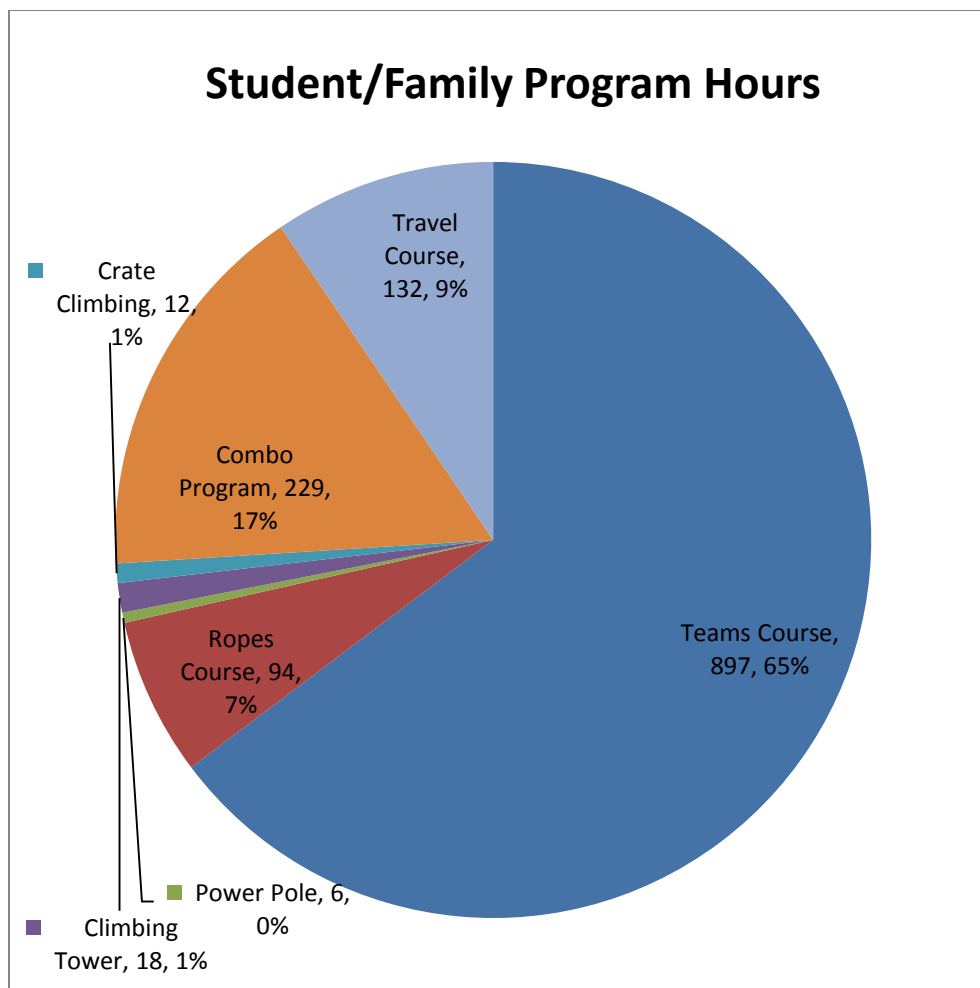


*Lincoln Marsh Natural Area Adventure Education Staff presented 460 Challenge Course programs to 6,317 participants in 2014. This chart illustrates the number of programs by type of clientele.*

## Challenge Courses by Course Type

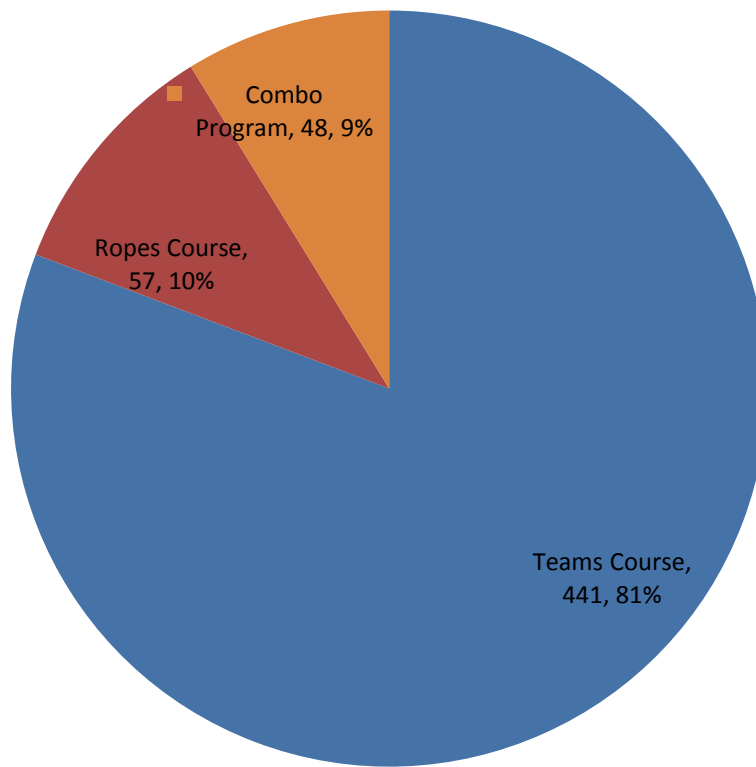


*Lincoln Marsh Natural Area Adventure Education Staff presented 460 different types of challenge course programs in 2014. This chart illustrates the number of programs by course type.*



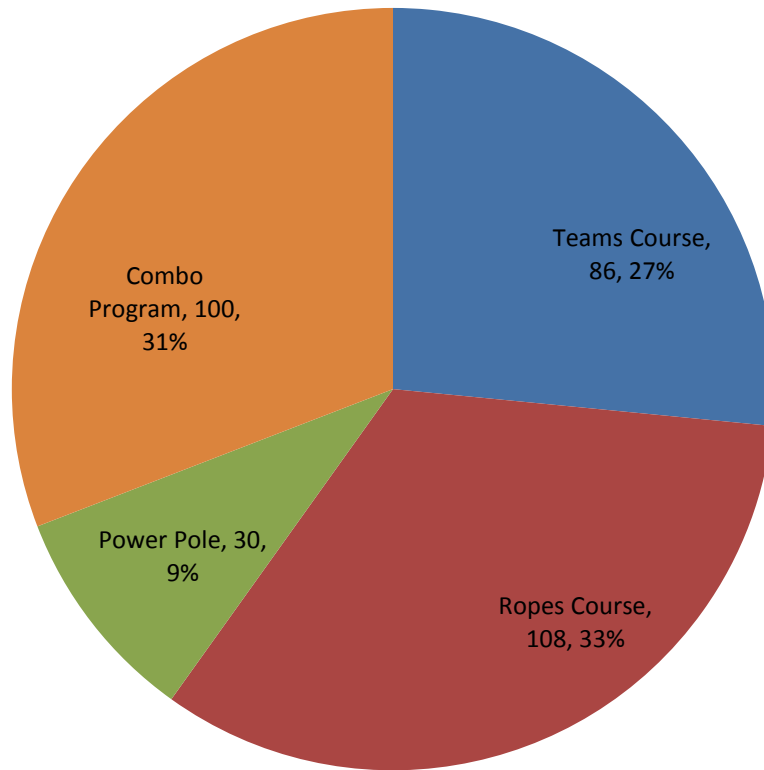
*Lincoln Marsh Natural Area Adventure Education Staff presented 436 programs to 6,071 student/family participants in 2014. This chart illustrates the number of programs by program type for student/family clientele.*

## Adult Nonprofit Participant Hours



*Lincoln Marsh Natural Area Adventure Education Staff presented 13 challenge course programs to 142 Adult Non-Profit participants in 2014. This chart illustrates the number of participants by program type for Adult Non-Profit clientele.*

## Corporate Participant Hours



*Lincoln Marsh Natural Area Adventure Education Staff presented 11 challenge course programs to 104 corporate participants in 2014. This chart illustrates the number of participants by program type for corporate clientele.*



Outdoor Adventure Programs						
	# Prog.	# Part.	# Part. Hours	# Prog. Hours	# Can.	Total \$
FY 2013						
Jan	0	0	0.00	0.00	0	\$0.00
Feb	0	10	10.00	0.00	1	\$50.00
Mar	2	25	36.50	3.00	0	\$240.00
Apr	16	240	480.00	32.00	0	\$1,840.00
May	9	81	121.50	13.50	1	\$825.00
Jun	6	73	137.00	11.00	0	\$662.00
Jul	0	3	6.00	0.00	0	\$15.00
Aug	1	8	12.00	1.50	0	\$72.00
Sep	6	96	169.50	9.50	0	\$566.00
Oct	18	263	514.50	35.00	0	\$2,150.00
Nov	1	9	13.50	1.50	0	\$90.00
Dec	0	1	1.00	0.00	0	\$5.00
<b>Total</b>	<b>59</b>	<b>809</b>	<b>1,501.50</b>	<b>107.00</b>	<b>2</b>	<b>\$6,515.00</b>
FY 2014						
Jan	0	5	5.00	0.00	0	\$10.00
Feb	0	22	26.00	0.00	0	\$125.00
Mar	0	8	8.00	0.00	0	\$35.00
Apr	3	45	67.50	4.50	0	\$360.00
May	1	16	24.00	1.50	0	\$160.00
Jun	2	39	68.50	3.50	0	\$490.00
Jul	5	59	148.50	13.50	0	\$566.00
Aug	1	6	9.00	1.50	0	\$0.00
Sep	8	139	208.50	12.00	0	\$1,139.00
Oct	5	71	129.00	9.00	0	\$675.00
Nov	16	260	520.00	32.00	0	\$2,080.00
Dec	0	0	0.00	0.00	0	\$0.00
<b>Total</b>	<b>41</b>	<b>670</b>	<b>1,214.00</b>	<b>77.50</b>	<b>0</b>	<b>\$5,640.00</b>
% Change	-31%	-17%	-19%	-28%	-100%	-13%



### Financial Summary – Outdoor Education Programs

		Budgeted	Actual
FY 2013	Net Revenue	\$988.12	\$3,972.04
	% Profit	37%	61%
FY 2014	Revenue	\$3,255.00	\$5,640.00
	Wages	\$1,659.89	\$1,861.84
	Contractual	\$0	\$0
	Supplies	\$450.00	\$404.32
	Net Revenue	\$1,145.11	\$3,373.84
	% Profit	35%	60%

Percent Change in Net Revenue: -15%

**Budget Summary:** The Outdoor Education programs net revenue exceeded what was budgeted by \$2,228.73, a 195% increase. This is attributed to a 70% increase in canoe participation compared to what was budgeted (85 participants) and the number of 2014 participants (121) as well as a 127% increase in large group participation compared to what was budgeted (200) and the number of 2014 participants (454).

Outdoor Adventure Programs						
	# Prog.	# Part.	# Part. Hours	# Prog. Hours	# Can.	Total \$
Canoeing	7	121	191.50	11.00	0	\$1,202.00
Orienteering	0	0	0.00	0.00	0	\$0.00
Geocaching	4	60	90.00	6.00	0	\$540.00
Snowshoeing	0	0	0.00	0.00	0	\$0.00
Large Group	30	454	893.50	60.50	0	\$3,728.00
Other	0	0	0.00	0.00	0	\$0.00
<b>Total</b>	<b>41</b>	<b>635</b>	<b>1,175.00</b>	<b>77.50</b>	<b>0</b>	<b>\$5,470.00</b>
<b>Rentals</b>	<b># Dates</b>	<b># Part.</b>	<b># Part. Hours</b>	NA		<b>Total \$</b>
Snowshoe Rental	11	35	39.00			170.00
Canoe Rental	0	0	0.00			0.00
<b>Total</b>	<b>11</b>	<b>35</b>	<b>39.00</b>			<b>\$170.00</b>
<b>Total</b>	<b># Prog.</b>	<b># Part.</b>	<b># Part. Hours</b>	<b># Prog. Hours</b>	<b># Can.</b>	<b>Total \$</b>
	<b>41</b>	<b>670</b>	<b>1,214</b>	<b>78</b>	<b>0</b>	<b>\$5,640.00</b>

*Please Note: The total number of programs, program hours and cancellations figures do not include rentals. The number of participants and participant hours as well as total money earned does.*

**Program Summary:** The Lincoln Marsh Natural Area offers Outdoor Education programs to ages 1<sup>st</sup> grade through adult which include geocaching, orienteering, canoeing and snowshoeing as well as canoe and snowshoe rentals. Large group rates are available for groups over 25 participants.

**Analysis:** There was a decrease of 43% in geocaching programs from 2013 (7 programs) to 2014 (4 programs) and a decrease of 17% in large group programs from 2013 (36 programs) to 2014 (30 programs). These decreases are due to BY Ryall Summer Camp not returning in 2014 after participating in 4 geocache programs in 2013 and also Wilkins Junior high only participated in 20 programs after participating in 32 large group programs in 2013.

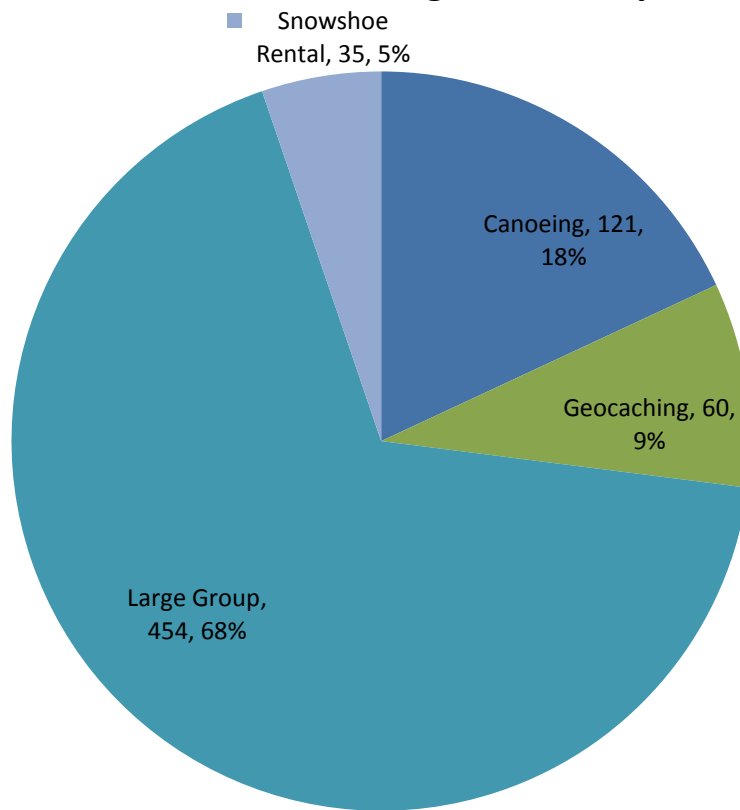
### **Highlights**

- Handbooks were created for all Outdoor Education programs. Geocaching courses were organized into bins to allow for easier setup for instructors and less staff time.
- There were several snowshoe rentals due to a very snowy winter. There was a 169% increase in rentals from 2013; (13) to 2014; (35).

### **Looking forward:**

- Take pictures of groups doing geocaching, orienteering, snowshoeing and canoeing to update the brochure for the following year.
- Make sure all geocaching/orienteering equipment and the canoe shed are ready for the season.
- Look into replacing the GPS units in 2016 and adding it to next year's budget since they are at least seven years old and some of them are inoperable and becoming outdated.
- Offer combos of canoeing and geocaching at Northside Park.
- Offer open canoeing in the WPD brochure.

### Outdoor Education Program Participants



*Lincoln Marsh Natural Area Adventure Education Staff presented 41 outdoor education programs to 670 participants in 2014. This chart illustrates the number of participants by program type.*

Outdoor Adventure Camps						
	# Prog.	# Part.	# Part. Hours	# Prog. Hours	# Can.	Total \$
FY 2013						
Jan	0	0	0.00	0.00	0	\$0.00
Feb	0	0	0.00	0.00	0	\$0.00
Mar	0	0	0.00	0.00	0	\$0.00
Apr	0	0	0.00	0.00	0	\$0.00
May	0	0	0.00	0.00	0	\$0.00
Jun	0	0	0.00	0.00	2	\$0.00
Jul	4	47	857.00	74.00	0	\$6,975.40
Aug	0	0	0.00	0.00	0	\$775.60
Sep	0	0	0.00	0.00	0	\$0.00
Oct	0	0	0.00	0.00	0	\$0.00
Nov	0	0	0.00	0.00	0	\$0.00
Dec	0	0	0.00	0.00	0	\$0.00
<b>Total</b>	<b>4</b>	<b>47</b>	<b>857.00</b>	<b>74.00</b>	<b>2</b>	<b>\$7,751.00</b>
FY 2014						
Jan	0	0	0.00	0.00	0	\$0.00
Feb	0	0	0.00	0.00	0	\$0.00
Mar	0	0	0.00	0.00	0	\$0.00
Apr	0	0	0.00	0.00	0	\$0.00
May	0	0	0.00	0.00	0	\$0.00
Jun	2	31	381.00	24.00	1	\$2,384.00
Jul	1	12	180.00	15.00	0	\$2,098.00
Aug	1	13	325.00	25.00	0	\$3,037.00
Sep	0	0	0.00	0.00	0	\$0.00
Oct	0	0	0.00	0.00	0	\$0.00
Nov	0	0	0.00	0.00	0	\$0.00
Dec	0	0	0.00	0.00	0	\$0.00
<b>Total</b>	<b>4</b>	<b>56</b>	<b>886.00</b>	<b>64.00</b>	<b>1</b>	<b>\$7,519.00</b>
% Change	0%	19%	3%	-14%	-50%	-3%

### Financial Summary - Outdoor Adventure Camps

		Budgeted	Actual
FY 2013	Net Revenue	\$3,012.15	\$3,603.25
	% Profit	33%	46%
FY 2014	Revenue	\$8,325.00	\$7,519.00
	Wages	\$3,301.80	\$2,284.53
	Contractual	\$1,431.00	\$1,075.40
	Supplies	\$137.50	\$126.91
	Net Revenue	\$3,454.70	\$4,032.16
	% Profit	42%	54%

Percent Change in Net Revenue: 12%

**Budget Summary:** The Outdoor Adventure Camps net revenue exceeded what was budgeted by \$577.46, a 17% increase. There was a decrease in revenue but this was offset by a reduction in wages which increased net revenue.

Outdoor Adventure Camps						
	# Prog.	# Part.	# Part. Hours	# Prog. Hours	# Can.	Total \$
Adventure Edge	2	29	435.00	30.00	0	\$3,540.00
Adventure Edge II	1	13	325.00	25.00	1	\$3,037.00
Short Cut	1	14	126.00	9.00	0	\$942.00
Extreme Sports	0	0	0.00	0.00	0	\$0.00
Other	0	0	0.00	0.00	0	\$0.00
<b>Total</b>	<b>4</b>	<b>56</b>	<b>886.00</b>	<b>64.00</b>	<b>1</b>	<b>\$7,519.00</b>

**Program Summary:** In 2014 a total of 4 themes with 6 sessions were offered for ages 10-14 and 4 of the camps had enough enrollment to run.

The Outdoor Adventure Camp themes offered were:

- ***Adventure Edge*** (ages 10-12). This half day camp offered adventure activities such as team building, geocaching, biking on the Illinois Prairie Path, outdoor skills and climbing. Both sessions ran and had 29 participants.
- ***Adventure Edge II*** (ages 12-14). This camp was from 9am-2pm and offered team building, climbing, horseback riding, creek trekking, rafting, ziplining and ascending up a power pole and traversing across a high ropes course. The first session didn't run but the second session ran with 13 participants.
- ***Short Cut*** (ages 10-12). This half day, Monday-Wednesday camp offered adventure activities such as team building, geocaching and wilderness survival. The only session of this camp ran with 14 participants
- ***Extreme Sports Camp*** (ages 12-14). This camp was from 9am-2pm and offered team building, climbing, canoeing, geocaching, rafting, paintballing, ascending up a power pole, in-line skating or skateboarding and traversing across a high ropes course. This camp was only offered for one session and didn't run due to low enrollment.

**Analysis:** There was a 19% increase in the number of participants from 2013 (47) to 2014 (56). This increase is partially due to adventure edge camp having a 53% increase in the number of participants in 2013 (19) to 2014 (29).



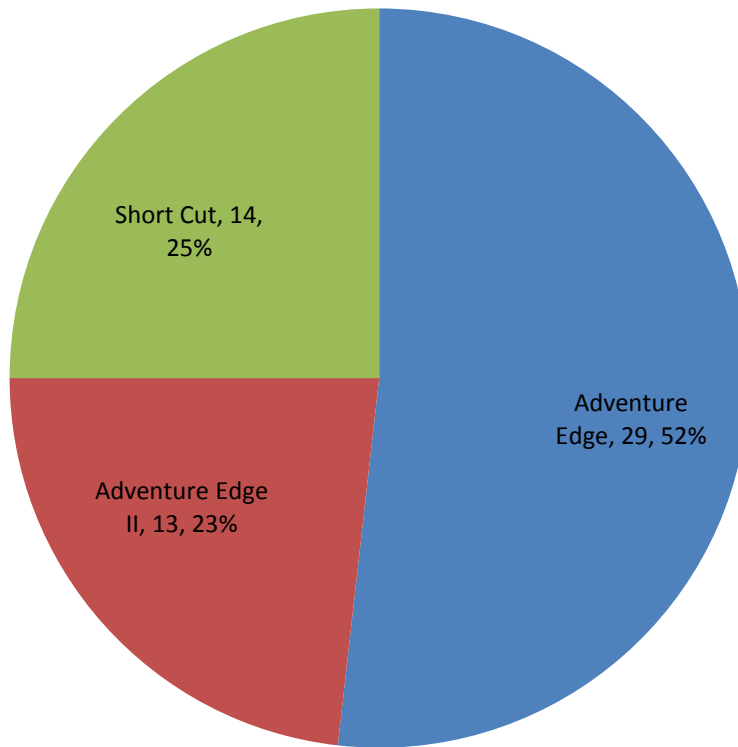
**Highlights:**

- Most of the feedback from campers and parents was very positive.
- Outdoor Adventure Camp staff were trained in canoeing and all of the procedures and risk management in running a camp safely.
- Camp staff did a great job leading the camps. The Adventure Education Supervisor will see if they are available to return in 2015.
- The climbing tower was successfully incorporated into camps.
- A geocaching/orienteering course was developed which now provides an option for campers to do geocaching at Northside Park.
- Camp outlines and parent schedules were updated and rewritten.

**Looking Forward:**

- Continue to include geocaching at Northside Park.
- Extend Adventure Edge II by an hour.
- Include recreational tree climbing at Camp Manitoqua for Adventure Edge II.
- Eliminate the ziplining trip to Outer Edge for Adventure Edge II.
- Offer a Northside Park day for Adventure Edge II camp which includes geocaching, canoeing, archery and swimming.
- Increased fees for Adventure Edge to \$125, Short Cut to \$70 and Adventure Edge II to \$275.
- Eliminate Extreme Sports Camp and offer two sessions of Adventure Edge II.
- Complete final checklist for camp in early August.

## Outdoor Adventure Camp Participants



*Lincoln Marsh Natural Area Outdoor Adventure Camp staff presented 4 camps to 56 participants in 2014. This chart illustrates the number of participants by camp type for Outdoor Adventure Camps.*



# Lincoln Marsh Environmental Education Fiscal Year 2014 Report

## Total Programs

Type of Program	FY 2013		FY 2014			
	# of Prog.	# of Part.	# of Prog.	# of Part.	% Change in Prog.	% Change in Part.
Scout Programs	40	522	59	718	48%	38%
Field Trips	83	1,760	87	2,015	5%	14%
Outreach Programs	55	1,279	74	1,648	35%	29%
Brochure Programs	138	1,202	133	1,222	-4%	2%
Summer Camps	21	245	22	192	5%	-22%
<b>Total</b>	<b>337</b>	<b>5,008</b>	<b>375</b>	<b>5,795</b>	<b>11%</b>	<b>16%</b>

## Financial Summary

		Budgeted	Actual
FY 2013	Net Revenue	\$18,007.46	<b>\$28,648.85</b>
	% Profit	41%	60%
FY 2014	Revenue	\$53,896.00	<b>\$48,501.71</b>
	Wages	\$25,528.77	<b>\$17,803.21</b>
	Contractual	\$0	\$0
	Supplies	\$3,455.00	<b>\$2,136.87</b>
	Net Revenue	\$24,912.23	<b>\$28,561.63</b>
	% Profit	46%	59%

*Percent Change in Net Revenue: 0%*

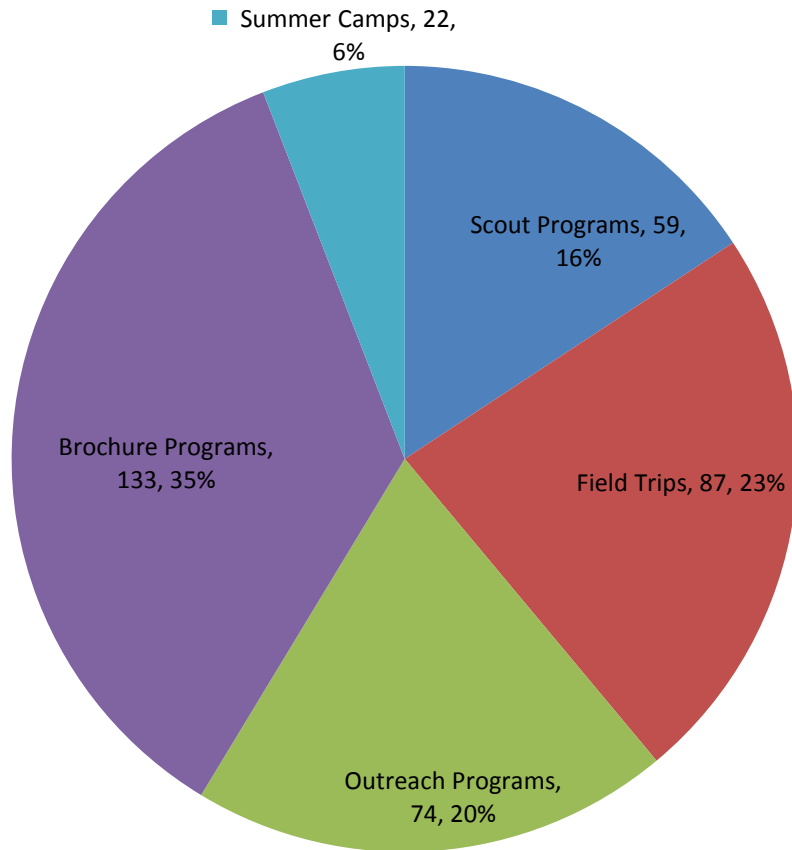
**Green Text** = exceeded revenue/did not exceed expense  
**Red Text** = did not exceed revenue/exceeded expense

**Budget Summary:** Environmental Education programs saw a 59% profit in 2014. Actual Net Revenue exceeded the budget by 15% despite lower than expected revenue. This happened because budgeted revenues were almost met or exceeded in all areas except for summer camps. While overall expenses were lower than expected, Actual Net Revenue remained about the same from 2013 to 2014.

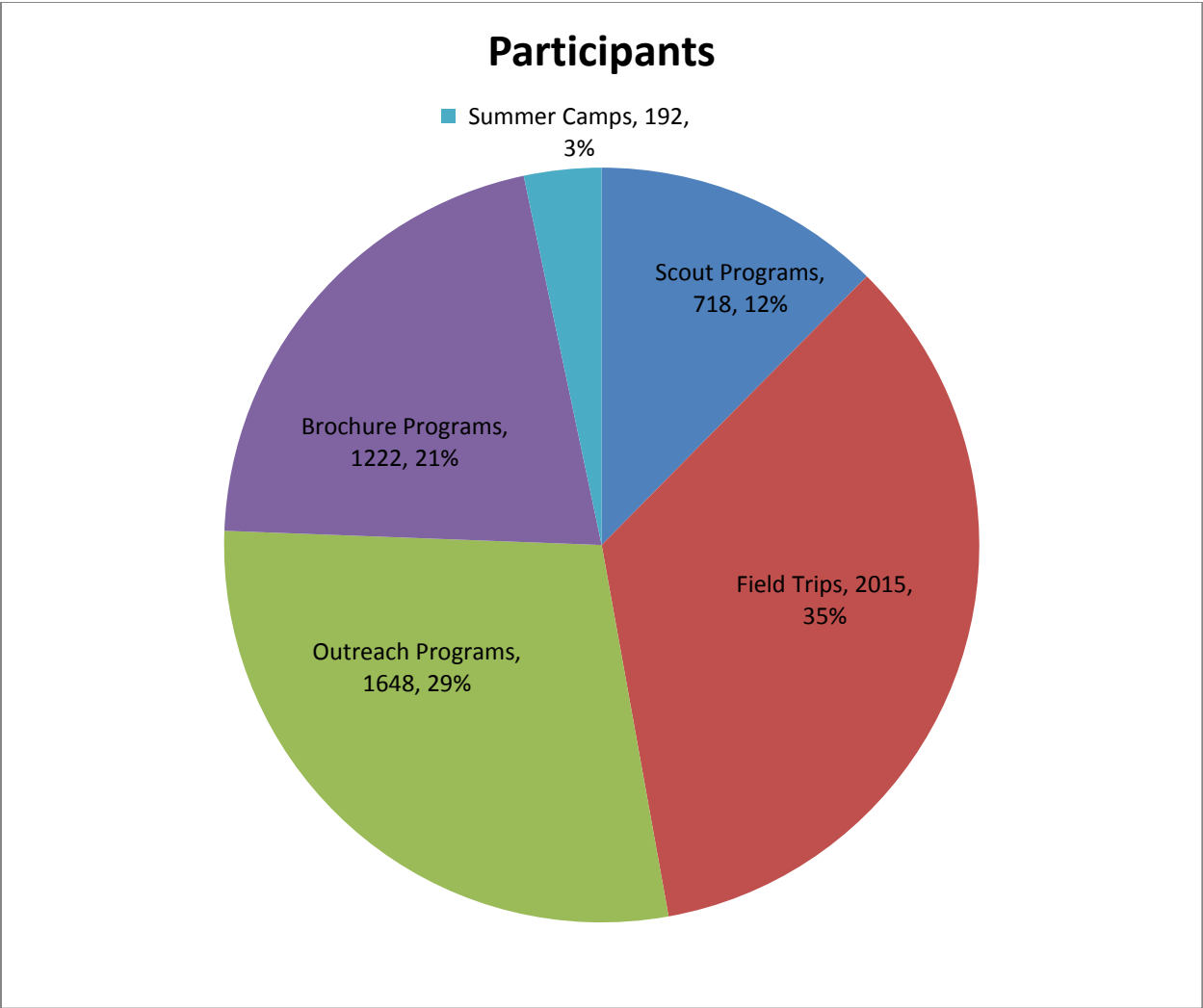
### **Environmental Education Cross-marketing and Training Highlights:**

- Environmental Education Supervisor became a certified instructor for Medic First: First Aid and CPR and taught CPR to Lincoln Marsh Staff during the all staff recertification.
- In March 2014, staff participated in CPR/First Aid training and reviewed Wheaton Park District and Lincoln Marsh policies.
- Environmental Education Staff attended recertification training in March about Lincoln Marsh teaching practices and interpretive teaching techniques.
- Staff attended workshops offered at the Morton Arboretum and became certified in Project Learning Tree's Early Childhood and K-8 curriculums.
- Environmental Education Supervisor attended Girl Scout Service Unit meetings and Boy Scout leader meetings to market scout programs to local troops.
- In June of 2014, Environmental Education staff attended the Taste of Wheaton event with an interactive display about Nature Play to promote programs and summer camps.
- In July of 2014, Lincoln Marsh sponsored Wheaton Park District's: Monday Music in the Park program. A table was set up with marketing materials. Children were allowed to play with dress up materials and make a butterfly craft.
- In September of 2014, Environmental Education staff attended the Wheaton Park District's Day of Play event at the Wheaton Park District Community Center to promote programs. A table was set up with nature games and artifacts.
- In October of 2014, Environmental Education staff attended Bat-tastic at Halloween Happenings at the Wheaton Park District Community Center with an interactive display about bats to promote programs.
- In October of 2014, Environmental Education Staff attended the Spooktacular Event at Cosley Zoo with an interactive display about owls to promote programs.
- In November of 2014, Environmental Education Staff attended the Three Fires Council Boy Scout Fair/Training Academy at East Aurora High School to promote programs.

## Programs Presented



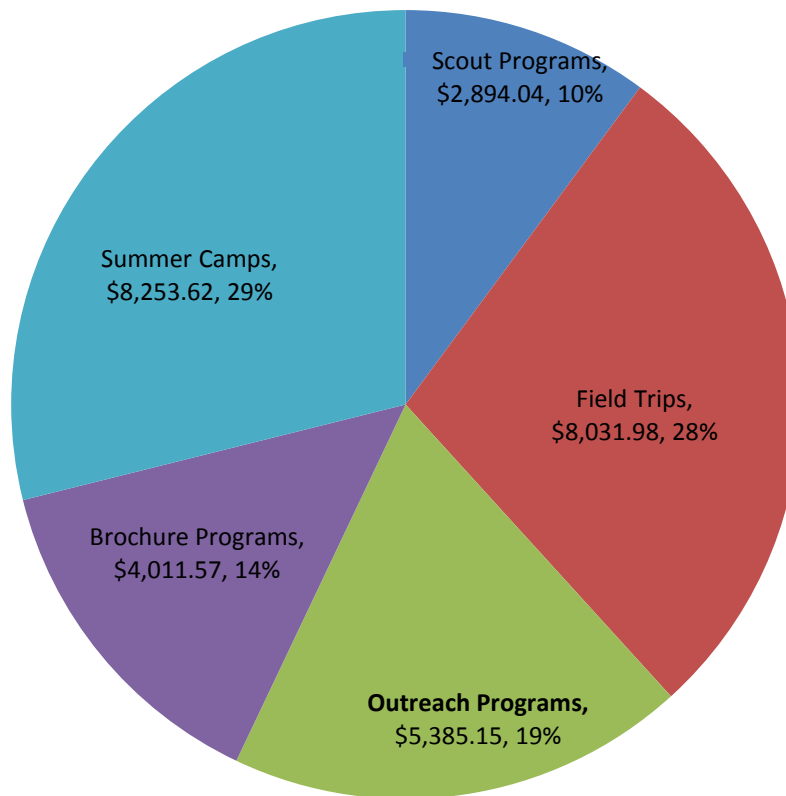
*Lincoln Marsh Natural Area Environmental Education staff presented 375 programs, an increase of 11% from 2013. This chart illustrates the percentage of programs presented by program type.*



*Lincoln Marsh Natural Area Environmental Education staff presented programs to 5,795 participants in 2014, a 16% increase from 2013. This chart illustrates the percentage of participants by program type.*



## Net Revenue



*Lincoln Marsh environmental education programs generated \$28,561.63 in net revenue in 2014, a 0% increase from 2013's revenue of \$28,648.85. This chart illustrates the percentage of net revenue generated by program type.*

### Monthly Breakdown

The following pages provide further participation and program details *by month* and financial details *by year* for the above mentioned program categories.

### Environmental Education Scout Programs

Month	FY 2013		FY 2014			
	# of Prog.	# of Part.	# of Prog.	# of Part.	# of Can.	Can. Rate
Jan	1	10	1	10	2	67%
Feb	1	17	4	52	2	33%
Mar	3	34	2	14	1	33%
Apr	6	78	9	111	1	10%
May	10	120	10	156	2	17%
Jun	0	0	3	56	2	40%
Jul	0	0	0	0	2	100%
Aug	1	10	0	0	2	100%
Sep	3	48	6	57	1	14%
Oct	12	153	14	163	2	13%
Nov	3	52	7	72	3	30%
Dec	0	0	3	27	1	25%
<b>Total</b>	<b>40</b>	<b>522</b>	<b>59</b>	<b>718</b>	<b>21</b>	<b>26%</b>

### Financial Summary

		Budgeted	Actual
FY 2013	Net Revenue	\$665.62	<b>\$2,131.68</b>
	% Profit	40%	<b>63%</b>
FY 2014	Revenue	\$3,109.50	<b>\$5,005.00</b>
	Wages	\$1,538.08	<b>\$1,772.61</b>
	Contractual	\$0	<b>\$0</b>
	Supplies	\$335.00	<b>\$338.35</b>
	Net Revenue	\$1,236.42	<b>\$2,894.04</b>
	% Profit	40%	<b>58%</b>

*Percent Change in Net Revenue: +36%*

#### Program summary:

These requested programs are offered for Girl Scouts and Cub Scouts to fulfill the requirements for badge completion. There are currently 16 options for Girl Scouts and 8 options for Cub Scouts as well as Nighttime Nature program options.

**Analysis:**

The number of scout programs presented as well as the number of participants has greatly increased when compared to 2013. The number of scouts that participated in a Lincoln Marsh programs increased 38% and the total number of programs offered increased by 48%. The Actual Net Revenue of \$2,894.04 exceeded the budgeted net revenue of \$1,236.42 by \$1,657.62. This is an increase of 134% over the budgeted 2014 net revenue. This increase can be partially attributed to the marketing efforts made by the Environmental Education Supervisor. She personally attended service unit and leader meetings for both boy scouts and girl scouts to promote programs.

**Highlights:**

- Environmental Education Supervisor attended Girl Scout Service Unit meetings in February and September and Boy Scout leader meetings in December to market scout programs to local troops.
- In May, Environmental Education Staff attended a Boy Scout Roundtable hosted by Three Fires Council to market scout programs to local troops.
- 1,000 scout program flyers were added to goody bags at a S.T.E.M. (Science, Technology, Engineering, Mathematics) scout expo event.
- In November, Environmental Education Staff attended the Three Fires Council Boy Scout Fair/Training Academy at East Aurora High School in November to promote programs.
- A mass mailing of the scout brochure and program brochure was sent in October to scout families who have participated in scout programs since January 2013.
- The Scout Saturday Badge Program continued throughout 2014. Badge programs are offered in the quarterly WPD program brochure the first Saturday of the month, with a Boy Scout Program followed by a Girl Scout program. Eight out of twenty-five Scout Saturday programs offered in 2014 ran. The rest of the programs cancelled due to low enrollment.
- The Scout Saturday Readyman program was so popular that a second session had to be opened to accommodate all of the scouts who wanted to attend.

## Looking Forward:

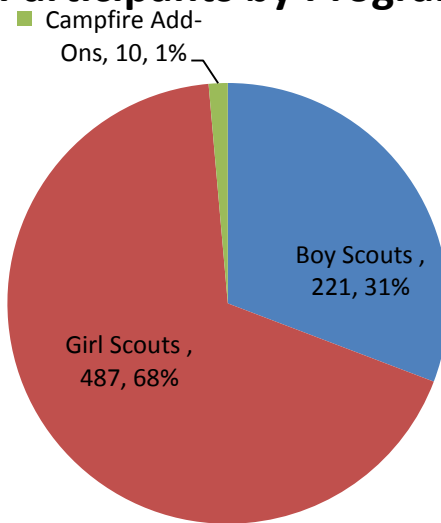
- Mailings to leaders of scout groups that have previously been to a program will continue.
- Staff should plan on attending the Three Fires Council Training Academy in November 2015, as well as seek out other local scout fairs or events.
- Currently we only offer programs for Cub Scouts up through Webelos (4<sup>th</sup> and 5<sup>th</sup> grade), but staff is also creating merit badge programs for older Boy Scouts. Two Merit Badge programs (Forestry and Water and Soil Conservation) should be ready to roll out in the spring of 2015. Additional Merit Badges (Nature and Environmental Science) will be available by the end of 2015.
- Three staff are in the process of becoming certified as Boy Scout Badge Counselors.
- Consider offering a scout service day (Garlic Mustard Grab) in the spring.
- Update Scout brochure to reflect new merit badge programs.
- Perform a data analysis on the scout programs being offered and see which ones are the most popular and which might need to be removed or updated.



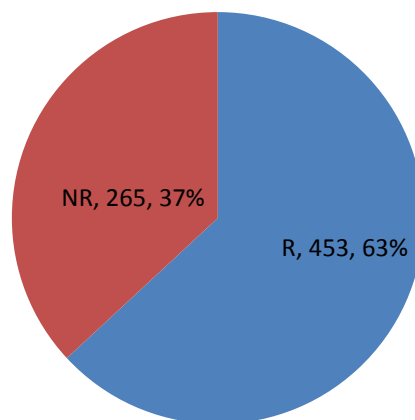
*This chart shows which specific scout programs were presented in 2014.*

Scout Programs									
	# Programs			# Participants			# Can.	Reason	Total Fees
	R	NR	Tot.	R	NR	Tot.			
Boy Scouts									
Let's Go Outdoors (Tiger)	1	0	1	9	0	9	0		\$60.00
Birds (Wolf)	2	1	3	18	9	27	1		\$195.00
Sharing Your World with Wildlife (Bear)	1	0	1	8	0	8	2		\$60.00
Water & Soil Conservation (Bear)	1	0	1	10	0	10	1		\$60.00
Forester (Webelos)	2	0	2	27	0	27	2		\$161.00
Naturalist (Webelos)	3	0	3	29	0	29	0		\$174.00
Outdoorsman (Webelos)	3	1	4	33	14	47	1		\$303.00
Readyman (Webelos)	3	3	6	32	32	64	0		\$439.50
Nighttime Nature Program	0	0	0	0	0	0	0		\$0.00
Other	0	0	0	0	0	0	2		\$0.00
Total	16	5	21	166	55	221	9		\$1,452.50
Girl Scouts									
Mouse Walk (DA)	1	0	1	5	0	5	1		\$60.00
Birdbath Award (DA)	0	0	0	0	0	0	0		\$0.00
Wetland Wonders (DA)	1	0	1	15	0	15	0		\$82.50
Earth & Sky (DA)	0	0	0	0	0	0	0		\$0.00
Bugs Naturalist Badge (BR)	6	3	9	94	48	142	1		\$864.00
Senses Activity Badge (BR)	0	0	0	0	0	0	0		\$0.00
Hiker Activity Badge (BR)	0	1	1	0	20	20	1		\$150.00
Wonders of Water Activity Badge (BR)	0	3	3	0	27	27	0		\$150.00
Home Scientist Activity Badge (BR)	3	0	3	24	0	24	1		\$186.00
Letterboxer Activity Badge (BR)	2	1	3	17	10	27	0		\$215.00
Flowers Naturalist Badge (JR)	0	0	0	0	0	0	1		\$0.00
Camper Activity Badge (JR)	1	1	2	11	10	21	1		\$162.00
Geocacher Activity Badge (JR)	2	4	6	22	52	74	1		\$568.50
Animal Habitats Activity Badge (JR)	1	3	4	14	33	47	2		\$331.50
Trees Naturalist Badge (CA)	0	0	0	0	0	0	2		\$0.00
Night Owl Activity Badge (CA)	1	0	1	12	0	12	0		\$84.00
Nighttime Nature Program	1	0	1	26	0	26	1		\$234.00
Other	1	1	2	37	10	47	0		\$75.00
Total	20	17	37	277	210	487	12		\$3,162.50
Campfire Add-Ons									
w/OUT Marshmallows/Hot Choc.	0	0	0	0	0	0	0		\$0.00
w/ Marshmallows/Hot Choc.	1	0	1	10	0	10	0		\$40.00
Other	0	0	0	0	0	0	0		\$0.00
Total	1	0	1	10	0	10	0		\$40.00
Patches	NA			75	83	158	0		\$350.00
Grand Total	37	22	59	453	265	718	21		\$5,005.00

### Scout Participants by Program Type



### Scout Participants by Resident Status



## Environmental Education Field Trips

Month	FY 2013		FY 2014			
	# of Prog.	# of Part.	# of Prog.	# of Part.	# of Can.	Can. Rate
Jan	0	0	0	0	0	-
Feb	0	0	0	0	0	-
Mar	0	0	0	0	0	-
Apr	11	206	10	205	2	17%
May	38	822	42	992	0	0%
Jun	6	125	7	158	0	0%
Jul	7	154	2	50	0	0%
Aug	2	33	3	46	0	0%
Sep	2	44	9	167	0	0%
Oct	17	376	14	397	0	0%
Nov	0	0	0	0	0	-
Dec	0	0	0	0	0	-
<b>Total</b>	<b>83</b>	<b>1,760</b>	<b>87</b>	<b>2,015</b>	<b>2</b>	<b>2%</b>

### Financial Summary

		Budgeted	Actual
FY 2013	Net Revenue	\$4,907.56	<b>\$6,948.07</b>
	% Profit	50%	<b>68%</b>
FY 2014	Revenue	\$10,372.00	<b>\$12,482.00</b>
	Wages	\$4,380.50	<b>\$3,992.50</b>
	Contractual	\$0	<b>\$0</b>
	Supplies	\$460.00	<b>\$457.52</b>
	Net Revenue	\$5,531.50	<b>\$8,031.98</b>
	% Profit	53%	<b>64%</b>

*Percent Change in Net Revenue: +16%*

### Program summary:

Field trip programs are held at the Lincoln Marsh Natural Area and provide students with the opportunity to learn about science and nature through hands-on experiences. These programs are requested through the Lincoln Marsh office. There are currently 8 different options, as well as custom programs, that address Illinois state science learning standards.



**Analysis:**

The total number of participants increased significantly (14%) from 2013 to 2014, while the number of programs only increased slightly. This may be attributed to the fact that two schools from outside District 200 this year attended the Wetlands Education program in the fall. These classes also helped to increase the revenue. Also, only two field trips had to be cancelled this year due to weather but one of those programs was able reschedule to a later date. The Actual Net Revenue of \$8,031.98 exceeded the projected revenue of \$5,531.50 by \$2,500.48 or 45%. There was a 64% profit in field trips in 2014 because revenue greatly increased over last year. This increase can be attributed to additional schools that visited the marsh and participated in the Wetland Education program during the fall season and the fact that more schools are booking field trip programs earlier in the school year.

**Highlights:**

- Sandburg Elementary continued an ongoing partnership with Lincoln Marsh. Environmental Education staff visit their school or teachers bring their entire Kindergarten, 1<sup>st</sup>, 2<sup>nd</sup>, and 4<sup>th</sup> grades to Lincoln Marsh to learn about habitats and seasonal changes.
- 778 students participated in the 23<sup>rd</sup> year of the 4<sup>th</sup> grade Wetlands Education Program in April & May
- Two schools came out to the Lincoln Marsh to participate in the Wetlands Education program this October.
  - Pope John Paul II School brought out 75 middle school students.
  - RC Hill Elementary brought out 40 gifted students using a grant from the Illinois Dept. of Natural Resources.
- Wheaton Christian Grammar School brought out their entire 5<sup>th</sup> grade class in October to participate in orienteering and a food web activity as well cook a campfire lunch.

**Looking Forward:**

- Marketing to past participants will continue as well as email blasts to perspective future participants.
- Consider marketing the custom Sandburg 2<sup>nd</sup> grade programs to the rest of the schools in the Wheaton School District, especially those within walking distance of the Lincoln Marsh.
- Consider offering at least one new program for middle school or junior high.



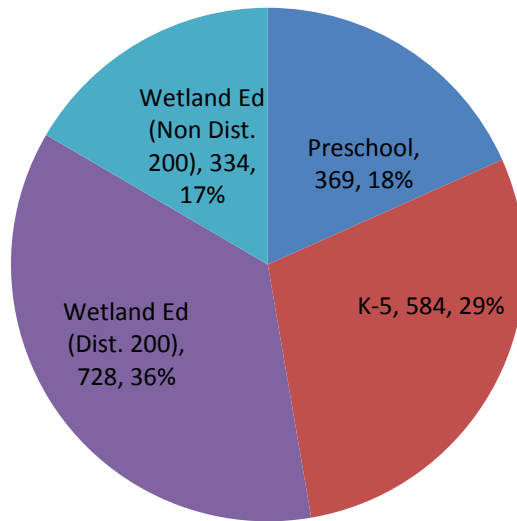
- Continue to do a mailing to local preschool/ day camp centers again (KinderCare, Bright Horizons, etc.) sometime in the late winter/early spring and encourage them to bring their preschool and day camp students to the Lincoln Marsh for a field trip. Also market field trips to other Park Districts and YMCA day camp coordinators.
- Contact groups/schools who came in 2013 but not in 2014 and invite them back.
- Perform a data analysis on the programs being offered and see which ones are the most popular and which might need to be removed or updated.
- Work in conjunction with the Wheaton Park District preschool coordinator to offer field trip opportunities to the Wide Horizons Preschool.
- Assess how our programs can help teachers meet the new Common Core standards.
  - Meet with the Curriculum Coordinator for Dist. 200 to discuss timeline for transition.
  - The “Nature Discovery” brochure should be updated to include the common core standards as soon as they are adopted by the local schools, if not before.



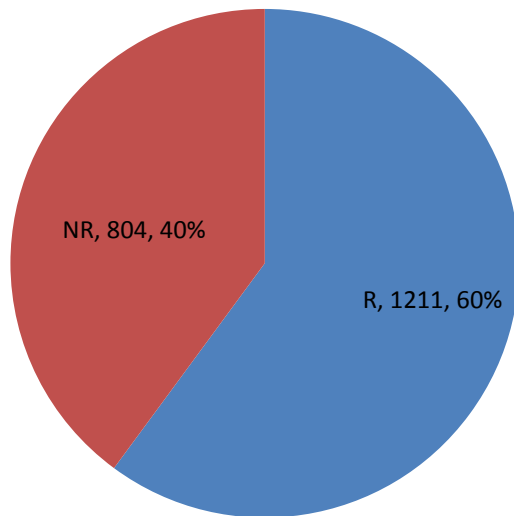
*This chart shows which specific field trips were presented in 2014.*

Field Trips									
	# Programs			# Participants			# Can.	Reason	Total Fees
	R	NR	Tot.	R	NR	Tot.			
Preschool									
Terrific Trees!	0	2	2	0	35	35	0		\$175.00
Mouse Walk	5	0	5	133	0	133	1		\$532.00
Insectmania	0	2	2	0	38	38	0		\$227.50
Nature's Recyclers	0	3	3	0	47	47	0		\$225.00
Discovey Hike: Seasonal	0	0	0	0	0	0	0		\$0.00
Discovery Hike: Birds	0	0	0	0	0	0	0		\$0.00
Discovery Hike: Plants	0	1	1	0	19	19	0		\$95.00
Discovery Hike: Animals	0	0	0	0	0	0	0		\$0.00
Discovery Hike: Sensory Hike	0	1	1	0	20	20	1		\$90.00
Wetland Explorations	2	2	4	35	42	77	0		\$280.00
Other	0	0	0	0	0	0	0		\$0.00
Total	7	11	18	168	201	369	2		\$1,624.50
K-5									
Terrific Trees!	0	0	0	0	0	0	0		\$0.00
Mouse Walk	3	0	3	61	0	61	0		\$244.00
Insectmania	1	0	1	25	0	25	0		\$100.00
Nature's Recyclers	0	2	2	0	30	30	0		\$150.00
Discovey Hike: Seasonal	0	0	0	0	0	0	0		\$0.00
Discovery Hike: Birds	0	0	0	0	0	0	0		\$0.00
Discovery Hike: Plants	0	0	0	0	0	0	0		\$0.00
Discovery Hike: Animals	0	0	0	0	0	0	0		\$0.00
Discovery Hike: Sensory Hike	0	0	0	0	0	0	0		\$0.00
Wetland Explorations	0	6	6	0	121	121	0		\$605.00
Sandburg 1st Grade Custom Programs	3	0	3	66	0	66	0		\$264.00
Sandburg 2nd Grade Custom Programs	6	0	6	148	0	148	0		\$592.00
Other	1	6	7	15	118	133	0		\$725.00
Total	14	14	28	315	269	584	0		\$2,680.00
Teaming with Nature	0	0	0	0	0	0	0		\$0.00
Wetland Ed (Dist. 200)	30	0	30	728	0	728	0		\$5,915.00
Wetland Ed (Non Dist. 200)	0	11	11	0	334	334	0		\$2,142.50
Campfire Add-Ons									
w/OUT Marshmallows/Hot Choc.	0	0	0	0	0	0	0		\$0.00
w/ Marshmallows/Hot Choc.	0	0	0	0	0	0	0		\$0.00
Other	0	3	3	0	118	118	0		\$120.00
Total	0	3	3	0	118	118	0		\$120.00
Grand Total	51	36	87	1211	804	2015	2		\$12,482.00

### Field Trip Participants by Program Type



### Field Trip Participants by Resident Status



## Environmental Education Outreach Programs

Month	FY 2013		FY 2014			
	# of Prog.	# of Part.	# of Prog.	# of Part.	# of Can.	Can. Rate
Jan	9	207	19	481	2	10%
Feb	2	84	7	201	0	0%
Mar	3	84	5	78	0	0%
Apr	6	111	0	0	0	-
May	9	190	0	0	0	-
Jun	7	205	6	149	0	0%
Jul	4	80	10	274	0	0%
Aug	3	80	5	63	0	0%
Sep	0	0	2	27	0	0%
Oct	0	0	2	29	0	0%
Nov	12	238	14	256	0	0%
Dec	0	0	4	90	0	0%
<b>Total</b>	<b>55</b>	<b>1,279</b>	<b>74</b>	<b>1,648</b>	<b>2</b>	<b>3%</b>

### Financial Summary

		Budgeted	Actual
FY 2013	Net Revenue	\$2,554.20	<b>\$2,902.33</b>
	% Profit	57%	<b>74%</b>
FY 2014	Revenue	\$6,402.50	<b>\$6,550.00</b>
	Wages	\$1,769.06	<b>\$879.58</b>
	Contractual	\$0	<b>\$0</b>
	Supplies	\$545.00	<b>\$300.00</b>
	Net Revenue	\$4,088.44	<b>\$5,370.42</b>
	% Profit	64%	<b>82%</b>

*Percent Change in Net Revenue: 85%*

### Program Summary:

In the requested “Nature in your Classroom” programs, naturalists bring a little nature to the classroom for an enjoyable lesson, which allows students to learn through first-hand observations. Six different outreach programs are offered that address Illinois state science learning standards currently being used by schools.

### Analysis:

The total number of outreach programs and participants increased in 2014 in comparison to 2013 with an 85% increase in net revenue. Part of this increase may be due to the fact that outreach programs, which are charged by the class, are easier for schools to afford than field trips, which are charged by the student. Also it could be that more schools are learning about Lincoln Marsh Programs. Some local schools are

even scheduling outreach programs that reinforce the topics they may be learning about on a future field trip. The 2014 Actual Net Revenue of \$5,370.42 exceeded the Budgeted Net Revenue by \$1,281.98, or 31%. There was also an 82% profit for a couple of reasons this year. Expenses were limited by not needing to replace as many program materials due to normal wear and tear. Some items may need to be replaced in 2015. Also, wages were also lower than the amount budgeted. This is because there was a large staff turnaround within the environmental education department and the wages paid to new staff were lower than the average wage used to determine the budget. The environmental education supervisor also presented a significant number of programs due to these lower staffing levels. Staffing levels have now returned to the level needed to teach all scheduled programs.

**Highlights:**

- In September, the Insect Investigations program was offered at a birthday party for 11 children.
- In October, the Marsh Mysteries program was offered to all of the Wheaton Park District Bright Horizons preschool classes.
- In December, Winter Adaptations (renamed for this occasion to “Winter in Animal Land”) was presented at the Wheaton Public Library over the Holiday Break. 24 children attended this free program with their parent/significant adult. A table with marketing materials was set up and newsletters and flyers were handed out. Kids received promotional beach balls to take home.

**Looking Forward:**

- Marketing to past participants will continue as well as email blasts to perspective future participants.
- Environmental education staff should work with the Lincoln Marsh administrative staff and park district marketing department to brainstorm new ideas to further promote outreach programs.
- Create a flyer promoting field trips and outreach programs for birthday parties.
- Just as with field trips, assess how our programs can help teachers meet the new common core standards.
  - Meet with the Curriculum Coordinator for Dist. 200 to discuss timeline for transition.
  - The “Nature Discovery” brochure should be updated to include the common core standards as soon as they are adopted by the local schools if not before.
- Consider marketing the custom Sandburg 2<sup>nd</sup> grade programs to the rest of the schools in the Wheaton School District.



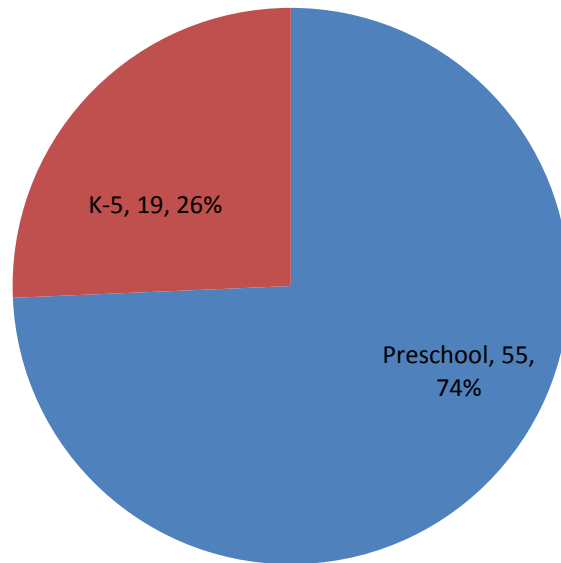
- Work in conjunction with the Wheaton Park District preschool coordinator to offer seasonal outreach opportunities to Wide Horizons Preschool.
- Perform a data analysis on the programs being offered and see which ones are the most popular and which might need to be removed or updated.



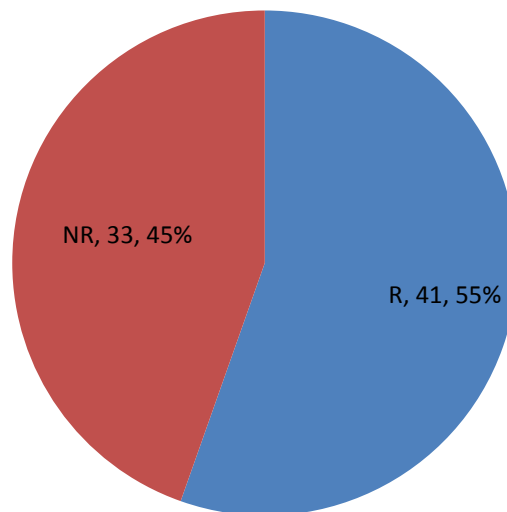
*This chart shows which specific outreach programs were presented in 2014.*

Outreach Programs									
	# Programs			# Participants			# Can.	Reason	Total Fees
	R	NR	Tot.	R	NR	Tot.			
Preschool									
The Unhuggables	4	5	9	89	148	237	0		\$905.00
Winter Adaptations	1	8	9	24	254	278	0		\$850.00
Insect Investigations	1	6	7	12	84	96	0		\$695.00
Marsh Mysteries	12	4	16	200	108	308	0		\$1,060.00
Who's The Wise Bird?	6	3	9	116	54	170	0		\$752.00
Those Amazing Animals	0	4	4	0	112	112	0		\$410.00
Other	0	1	1	0	20	20	0		\$40.00
Total	24	31	55	441	780	1221	0		\$4,712.00
K-5									
The Unhuggables	3	0	3	61	0	61	0		\$245.00
Winter Adaptations	6	0	6	132	0	132	0		\$475.00
Insect Investigations	0	0	0	0	0	0	0		\$0.00
Marsh Mysteries	0	1	1	0	30	30	0		\$95.00
Who's The Wise Bird?	0	0	0	0	0	0	0		\$0.00
Those Amazing Animals	5	1	6	118	15	133	0		\$483.00
Sandburg 2nd Grade Custom Programs	3	0	3	71	0	71	2		\$240.00
Other	0	0	0	0	0	0	0		\$0.00
Total	17	2	19	382	45	427	2		\$1,538.00
Travel Fees									
No Fee (R & NR 0-5 miles)	0	0	0	NA					\$0.00
\$20 (NR 6-10 miles)	NA	15	15						\$300.00
\$40 (NR 11-20 miles)		0	0						\$0.00
Other (NR more than 20 miles)		0	0						\$0.00
Total	0	15	15						\$300.00
Camp Unplugged	0			0	0	0	0		\$0.00
Grand Total	41	33	74	823	825	1648	2		\$6,550.00

### Outreach Programs by Type



### Outreach Programs by Resident Status





## Environmental Education Brochure Programs

Month	FY 2013		FY 2014			
	# of Prog.	# of Part.	# of Prog.	# of Part.	# of Can.	Can. Rate
Jan	13	97	10	73	10	50%
Feb	12	89	14	99	0	0%
Mar	10	79	11	81	9	45%
Apr	15	171	11	77	8	42%
May	6	71	7	223	2	22%
Jun	7	58	9	86	1	10%
Jul	9	76	7	62	3	30%
Aug	10	82	9	72	1	10%
Sep	13	99	13	99	6	32%
Oct	17	157	14	117	5	26%
Nov	13	113	16	153	1	6%
Dec	13	110	12	80	4	25%
<b>Total</b>	<b>138</b>	<b>1,202</b>	<b>133</b>	<b>1,222</b>	<b>50</b>	<b>27%</b>

### Financial Summary

		Budgeted	Actual
FY 2013	Net Revenue	\$2,198.48	\$3,943.35
	% Profit	40%	55%
FY 2014	Revenue	\$8,001.00	\$7,651.71
	Wages	\$3,846.23	\$3,328.09
	Contractual	\$0	\$0
	Supplies	\$500.00	\$312.05
	Net Revenue	\$3,654.77	\$4,011.57
	% Profit	46%	52%

*Percent Change in Net Revenue: 2%*

### Program Summary:

These programs are offered through the quarterly Wheaton Park District program brochures. Each season different topics are offered. In 2014, the following types of programs were offered: Nature Play Days & Knee High Naturalists for children ages 18 months to 3 years with parent, Nature-Telling for children 2-5 years with parent (held at the Wheaton Public Library), Nature Tots for children ages 3-5 with parent, Kids N Critters and Marsh Monday Fundays for children ages 4-6, Junior Naturalists for children ages 6-11, School's Out Holiday Programs and Family Programs.

**Analysis:**

The total number of programs decreased 4% but the number of participants increased 2% in 2014 compared to 2013. The 2014 Actual Net Revenue of \$4,011.57 exceeded the Budgeted Net Revenue by \$356.80, or 10%. A portion of this increase can be attributed to the Lincoln Marsh beginning a cooperative partnership with the Carol Stream Park District. In exchange for providing nature programs for Carol Stream residents, the marsh receives 80% of the revenue generated. This has increased the number of participants in many of the family programs. There was also a 52% profit because expenses were limited. They were limited because Budgeted Revenue was not met for the year.

**Highlights:**

- All Lincoln Marsh brochure programs support the Chicago Wilderness: Leave No Child Inside initiative with the goal of “improving children’s health and fostering generations of children who care enough about nature to protect it.”
- Lincoln Marsh partners with the Wheaton Public Library to offer a monthly program called Nature Telling at the library which features storytelling and a craft about a topic in nature. In 2014 Nature Telling was presented to 167 children ages 2-5 along with their parent or guardian.
- Family programs were posted seasonally on Oaklee’s Guide, Kidwinks and Chicago Parent’s websites.
- Several of the cancellations in January were due to extreme cold weather in the area.
- Over 150 people attended the Free Lincoln Marsh Spring Open House. This was the first open house offered in 2 years and the first time it was offered in the spring. It was promoted extensively throughout the park district and promoted during the Wetlands Education program. Activities included dipping, a story trail, crafts, climbing tower and adventure walk. Information regarding summer camps and programs was available for people to pick up.
- Starting in the spring of 2014, a co-operative partnership began with the Carol Stream Park District. All family programs and Nature Program Series were being offered each season with the Lincoln Marsh receiving 80% of the revenue generated. A total of 34 Carol Stream residents attended programs at the Lincoln Marsh in 2014.
- Longer seasons (fall and winter) were split into 2 sessions. Hopefully, this makes the cost of each session more appealing to families. Fall programs were split based on location with the first session being held at the Lincoln Marsh and the second session being held at the Northside Park Girl Scout Cabin.
- Two free programs were offered for Week of the Young Child in April. The Sensory Hike had 19 people attend and 11 people attended the Wetland Explorations program.

### Looking Forward:

- Programs will continue to be offered for each age group with a variety of program options to choose from.
- Environmental education staff should work with the Lincoln Marsh administrative staff and park district marketing department to brainstorm new ideas to further promote brochure programs.
- Program times and days will be reviewed to assess whether the needs of average participants are being met.
- Programs that have consistently seen low enrollment will be re-evaluated and new ideas for programs will be considered.
- A family nature club will be created with incentives for members to attend family programs.
- Expand the Lincoln Marsh Open House to include additional activities and a longer time frame.



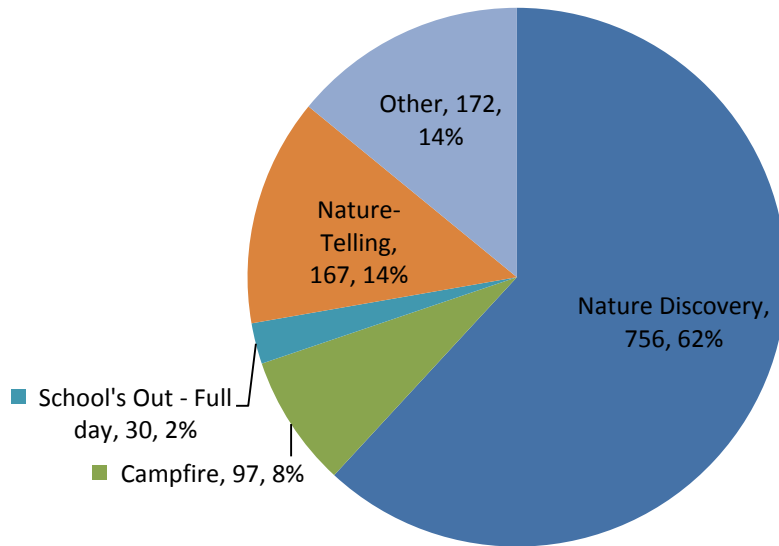
*This chart shows which specific types of nature brochure programs were presented in 2014.*

Brochure Programs							
	# Programs	# Participants			# Can.	Reason	Total Fees
		R	NR	Tot.			
Nature Discovery							
Nature Play Days	21	147	42	189	0		\$1,380.55
Knee High Naturalists	0	0	0	0	8		\$0.00
Nature Tots	19	71	30	101	18		\$886.47
Kids 'n Critters	24	113	11	124	12		\$878.30
Junior Naturalists	33	176	23	199	3		\$1,382.57
Family	10	95	29	124	5		\$765.75
Other	1	19	0	19	4		-\$12.83
Total	108	621	135	756	50		\$5,280.81
Craft	0	0	0	0	1		\$0.00
Campfire	5	78	19	97	2		\$844.80
School's Out - 1/2 day	0	0	0	0	1		\$0.00
School's Out - Full day	5	30	0	30	2		\$1,098.00
Nature-Telling	12	152	15	167	0		\$0.00
Other	3	133	39	172	1		\$428.10
Grand Total	133	1014	208	1222	57		\$7,651.71

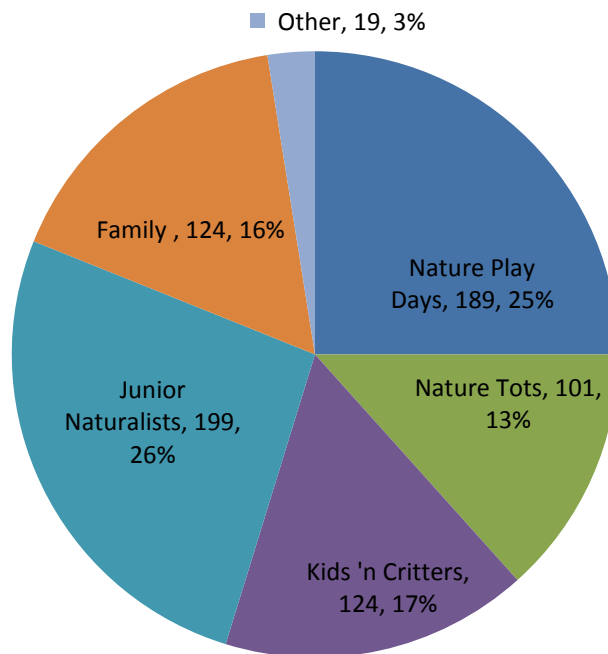




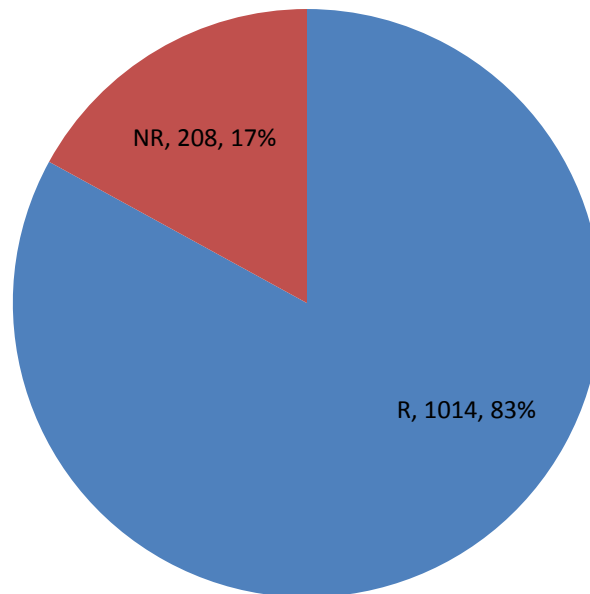
## Brochure Program Participants by Program Type



## Nature Discovery Brochure Programs Participants by Program Type



**Brochure  
Program Participants by  
Resident Status**



## Environmental Education Summer Camps

Month	FY 2013		FY 2014			
	# of Prog.	# of Part.	# of Prog.	# of Part.	# of Can.	Can. Rate
Jun	7	68	7	55	1	13%
Jul	13	161	12	102	0	0%
Aug	1	16	3	35	0	0%
<b>Total</b>	<b>21</b>	<b>245</b>	<b>22</b>	<b>192</b>	<b>1</b>	<b>4%</b>

### Financial Summary

		Budgeted	Actual
FY 2013	Net Revenue	\$7,681.60	<b>\$12,723.42</b>
	% Profit	35%	56%
FY 2014	Revenue	\$26,011.00	<b>\$16,813.00</b>
	Wages	\$13,994.90	<b>\$7,830.43</b>
	Contractual	\$0	\$0
	Supplies	\$1,615.00	<b>\$728.95</b>
	Net Revenue	\$10,401.10	<b>\$8,253.62</b>
	% Profit	40%	49%

*Percent Change in Net Revenue: -35%*

### Crittter Camp

Month	FY 2013		FY 2014			
	# of Prog.	# of Part.	# of Prog.	# of Part.	# of Can.	Can. Rate
Jun	3	34	4 ***	34 ***	1	20%
Jul	5	71	4	40	0	0%
Aug	0	0	1	12	0	0%
<b>Total</b>	<b>8</b>	<b>105</b>	<b>9</b>	<b>86</b>	<b>1</b>	<b>10%</b>

### Curiosity Camp

Month	FY 2013		FY 2014			
	# of Prog.	# of Part.	# of Prog.	# of Part.	# of Can.	Can. Rate
Jun	2	16	2	15	1	33%
Jul	5	63	4	37	0	0%
Aug	0	0	1	15	0	0%
<b>Total</b>	<b>7</b>	<b>79</b>	<b>7</b>	<b>67</b>	<b>1</b>	<b>13%</b>

### Wild Explorers

Month	FY 2013		FY 2014			
	# of Prog.	# of Part.	# of Prog.	# of Part.	# of Can.	Can. Rate
Jun	0	0	0	0	1	100%
Jul	2	17	2	12	0	0%
Aug	0	0	0	0	0	-
<b>Total</b>	<b>2</b>	<b>17</b>	<b>2</b>	<b>12</b>	<b>1</b>	<b>33%</b>

### Fishing Fever

Month	FY 2013		FY 2014			
	# of Prog.	# of Part.	# of Prog.	# of Part.	# of Can.	Can. Rate
Jun	2	18	1	6	1	50%
Jul	1	10	1	4	0	0%
Aug	0	0	0	0	0	-
<b>Total</b>	<b>3</b>	<b>28</b>	<b>2</b>	<b>10</b>	<b>1</b>	<b>33%</b>

### Nature Adventure Camp

Month	FY 2013		FY 2014			
	# of Prog.	# of Part.	# of Prog.	# of Part.	# of Can.	Can. Rate
Jun	0	0	0	0	0	-
Jul	0	0	0	0	0	-
Aug	1	16	1	8	0	0%
<b>Total</b>	<b>1</b>	<b>16</b>	<b>1</b>	<b>8</b>	<b>0</b>	<b>0%</b>

### Fantastic Fishing

Month	FY 2013		FY 2014			
	# of Prog.	# of Part.	# of Prog.	# of Part.	# of Can.	Can. Rate
Jun			0	0	1	100%
Jul			1	9	0	0%
Aug	0	0	0	0	0	-
<b>Total</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>9</b>	<b>1</b>	<b>50%</b>

\*\*\* June Critter Camp totals include the two Nature Adventure Day programs which had a total of 20 campers.

### Program Summary:

Critter camp is a one week, three hour a day camp for children ages 4-6 with a maximum enrollment of 16 participants. Each session of camp is taught twice during the summer camp season. In 2014 two Mini-camps were offered; these camps were three days. Currently there are four different themes to choose from:

- Nature's Neighborhoods
- Insect Investigators
- Animal Friends
- Little Explorers (Mini-camp)

Curiosity Camp is a one week, three hour a day camp for children ages 6-9 with a maximum enrollment of 16 participants. Each session of camp is taught once during the summer camp season. In 2014 two Mini-camps were offered; these camps were three days each. In 2014 there were eight different themes to choose from:

- Those Amazing Animals
- Dinosaur Detectives
- Wetland Explorers
- Bird Brains (Mini-camp)
- Nature Surprise
- Grow Up Green (Mini-camp)
- Nature Sleuths
- Bug-ology



Camp Wild Explorers is a one week, six hours a day camp for children ages 9-12 with a maximum enrollment of 10 participants. In 2014 there were three different themes to choose from:

- Mad Science
- Wet & Wild
- Survivor: Lincoln Marsh

Fishing Fever is a two day, three hour a day camp for children ages 8-14 with a maximum enrollment of 10 participants. There were three sessions offered in 2014. This minicamp is held at Northside Park and is designed to teach anglers the basics of safe fishing.

Fantastic Fishing Camp is a weeklong, three hour a day camp for children ages 8-13 with a maximum enrollment of 10 participants. There were two sessions offered in 2014. This camp is held at Northside Park and Rathje Pond and is designed to teach children the basics of fishing (knots, baits, lures, etc...). During the final day of camp, parents are invited to attend a mini-fishing lesson and then join their child fishing.

Nature Adventure Camp is a weeklong, six hour a day camp for children ages 7-11 with a maximum enrollment of 20 participants. It is held at the Northside Park Boy Scout Cabin during the week after most other Wheaton Park District camps have ended. Activities are nature focused and include canoeing, wetland dipping, catching insects, crafts, and games which promote physical activity.

### **Analysis:**

The total number of camps increased by one, (4%) but the total number of participants decreased 22% in 2014 compared to 2013. The Actual Net Revenue of \$8,253.62 was down 21% from the 2014 Budgeted Net Revenue and 35% less than the Actual Net Revenue for 2013. All camps that cancelled were cancelled due to low enrollment. Because some of the camps cancelled, money that would have been used to cover wages and expenses for those camps was not paid. This allowed there to be a 49% profit even though revenue was not met.

### **Highlights:**

- Two mini-camp sessions were offered in 2014 for both Curiosity Camp and Critter Camp. Each camp ran sessions during the week of the 4<sup>th</sup> of July and as the last camp sessions in August.

- To accommodate the extended school year three Nature Adventure Days were offered to give kids a taste of the camps at Lincoln Marsh. Two of the days ran and a total of 20 children attended.

### Looking Forward:

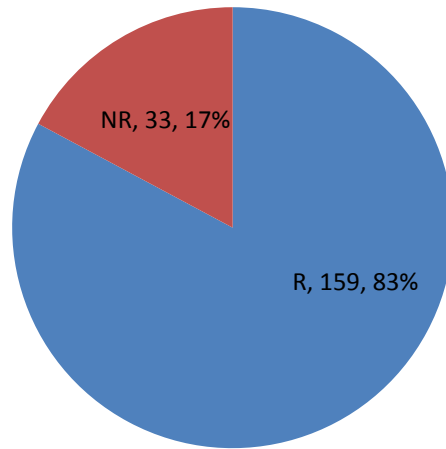
- Current marketing efforts will continue and new marketing efforts will be considered in order to further increase enrollment.
  - One possibility would be to market heavily to past camp and brochure program participants and to do an E-blast or mass email from Rec Trac.
  - Create a WPD Camp open house in March to market all Wheaton Park District camp offerings.
  - Offer a camp themed program during spring break for the Wheaton Public Library's Children's Department to promote summer camps.
- Critter Camp will have a new Mini-camp theme in 2015. Dino Days will be offered during the week of 4<sup>th</sup> of July.
- Curiosity Camp will have a new Mini-camp theme in 2015. Indian Summer will be offered as the last session of the summer.
- For 2015, several camps will receive new names. The themes will remain the same. All of these changes will be made in an effort to increase participation.
- Three sessions of Fishing Fever will be offered in 2015. Each camp will fish at a different location (Northside Park, Rathje and Seven Gables). Flyers for all summer fishing programs will continue to be sent to past participants and handed out at Fish-O-Rama, Wheaton Park District's Father's Day weekend fishing derby.
- Offer a Lincoln Marsh "meet your counselor" camp night before camps begin for the summer.



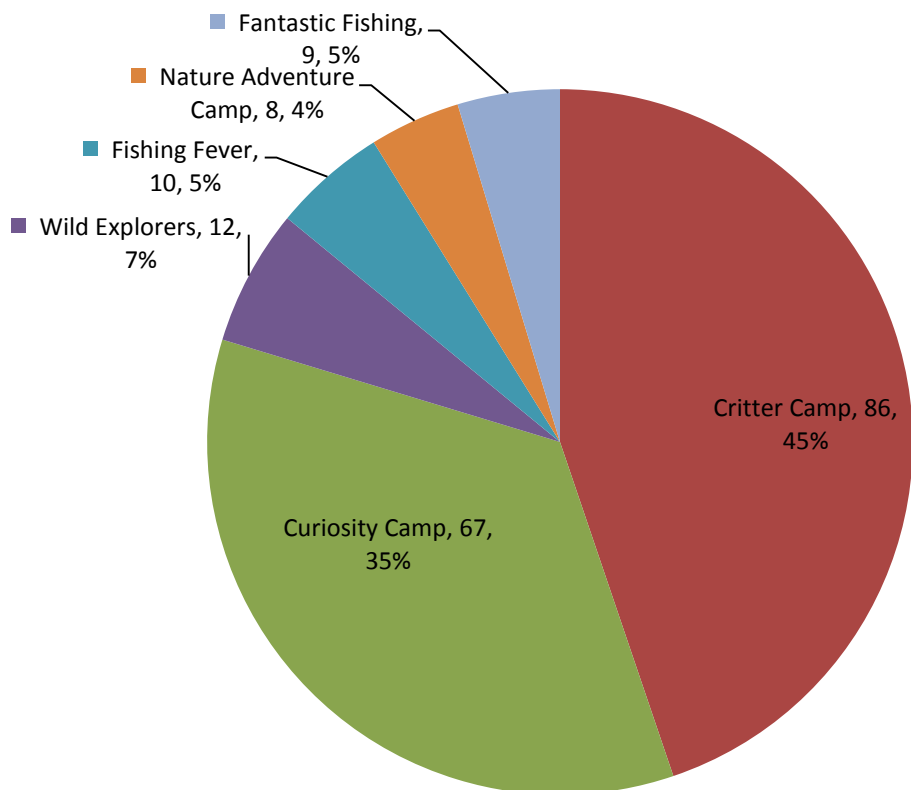
*This chart shows which specific sessions of camp were presented in 2014.*

Summer Camps							
	# Programs	# Participants			# Can.	Reason	Total Fees
		R	NR	Tot.			
Hand in Hand	0	0	0	0	0		\$0.00
<b>Critter Camp</b>							
Animal Friends	2	15	5	20	0		\$2,125.00
Nature's Neighborhoods	2	11	2	13	0		\$1,350.00
Insect Investigators	1	15	0	15	1		\$1,500.00
Little Explorers Minicamp	2	13	5	18	0		\$1,155.00
Other	0	0	0	0	0		\$0.00
Nature Adventure Days	2	19	1	20	0		\$405.00
Other	0	0	0	0	0		\$0.00
Other	0	0	0	0	0		\$0.00
Other	0	0	0	0	0		\$6.67
<b>Total</b>	<b>9</b>	<b>73</b>	<b>13</b>	<b>86</b>	<b>1</b>		<b>\$6,541.67</b>
<b>Curiosity Camp</b>							
Wetland Explorers	1	8	4	12	0		\$1,140.00
Dinosaur Detectives	1	5	4	9	0		\$1,000.00
Groovy Growing	0	0	0	0	0		\$0.00
Those Amazing Animals	0	0	0	0	1		\$0.00
Nature Surprise	1	12	0	12	0		\$1,200.00
Bugology	1	6	2	8	0		\$850.00
Bird Brains Minicamp	1	6	1	7	0		\$448.33
Nature Sleuths	1	4	0	4	0		\$400.00
Grow Up Green Minicamp	1	14	1	15	0		\$915.00
<b>Total</b>	<b>7</b>	<b>55</b>	<b>12</b>	<b>67</b>	<b>1</b>		<b>\$5,953.33</b>
<b>Wild Explorers</b>							
Survivor: Lincoln Marsh	1	3	2	5	0		\$735.00
Mad Science	1	5	2	7	0		\$1,005.00
Wet & Wild	0	0	0	0	1		\$0.00
Other	0	0	0	0	0		\$0.00
Other	0	0	0	0	0		\$0.00
Other	0	0	0	0	0		\$0.00
Other	0	0	0	0	0		\$0.00
Other	0	0	0	0	0		\$0.00
Other	0	0	0	0	0		\$0.00
<b>Total</b>	<b>2</b>	<b>8</b>	<b>4</b>	<b>12</b>	<b>1</b>		<b>\$1,740.00</b>
Fishing Fever	2	9	1	10	1		\$472.00
Nature Adventure Camp	1	5	3	8	0		\$1,116.00
Fantastic Fishing	1	9	0	9	1		\$990.00
<b>Grand Total</b>	<b>22</b>	<b>159</b>	<b>33</b>	<b>192</b>	<b>5</b>		<b>\$16,813.00</b>

### Camp Participants by Resident Status



### Camp Participants by Camp Type



**Discover! Packs (no revenue generated)**

<b>Backpack Theme</b>	<b>2013 Circulation</b>	<b>2014 Circulation</b>
Backyard Nature (3 packs)	19	16
Birds (2 packs)	19	20
Insects (3 packs)	12	14
Lincoln Marsh Habitats (3 packs)	15	15
Senses (3 packs)	15	14
Trees/Plants (2 packs)	13	11
Winter Wonders (2 packs)	9	9
<b>Total Circulation</b>	<b>102</b>	<b>99</b>

*Percent change in circulation: -3%*

**Program Summary:**

The Discover! Pack program is a cooperative effort between the Wheaton Park District and the Wheaton Public Library. This program was made possible by a generous grant from the Alcoa Foundation. The backpacks are filled with self-guided activities and discovery tools that will help families explore the “wild side” of Wheaton. The Discover! Packs made their debut in June of 2005 and are housed at the Wheaton Public Library. The following themes are available for checkout:

- Backyard Nature
- Habitats at Lincoln Marsh
- Senses
- Winter Wonders
- Birds
- Insects
- Trees/Plants

**Analysis:**

Although this program does not generate revenue it does offer the community a free resource to explore nature and provide awareness about Lincoln Marsh Natural Area. In 2014 there was a slight decrease in the amount of backpacks that were checked out.

### Looking Forward:

- The Discover! Packs could be promoted to students attending the Wetlands Education and Nature-Telling programs as well as at any applicable special events Lincoln Marsh attends in an attempt to increase their circulation.
- Create a flyer regarding the backpacks.
- Contact library staff to see what needs to be replaced in backpacks.
- The flyer at the library could be updated to refresh the display.
- Consider marketing the packs in the monthly Wheaton Park District e-blast during months when programs are slow.
- During Nature Telling, continue to display the packs on a rack near the room.
- Confirm with library staff that all maps and program materials in the backpacks are current.

