

# Connecticut Yankee Council

## Scout Camp Utilization Study – 2002

### □ PURPOSE OF STUDY

In January 2003, the 2001 Camp Utilization Study was updated for the Council Properties Committee, to develop and analyze the utilization of Council camps. The primary source for the study was the reservation forms for the camps, for the years 2001 and 2002.

The study did not include attendance figures for Boy Scout or Cub Scout Residence Camps, at Camp Sequassen, nor summertime Shoreline Foundation usage at Deer Lake. No activity at Pomperaug was tracked, nor was any activity identified at other Council facilities, generally considered “non-camping” properties. While data for Wah Wah Tay See was collected for 2001, the number of camper at that facility proved to be immaterial (240), and no data was collected for 2002, nor analyzed for this study

### □ SUMMARY OF FINDINGS

Based on the available records, over 11,500 campers took advantage of the Council’s Camps in 2002. This represented spent over 19,500 nights or **nearly 54 years of camping**. This is down from 2001 with 14,900 campers and 25,500 nights (**70 years of camping**). Nearly \$35,000 in camping and facility usage fees were reported in 2002 and \$37,400 in 2001.

Deer Lake represented the highest total campers, 5,900 in 2002 camping nearly 10,400 nights, and 6,600 in 2001 camping over 11,700 nights in 2001.

Sequassen had over 3,300 campers and nearly 6,000 nights in 2002, and over 3,600 campers and over 7,100 nights in 2001.

Hoyt had over 2,300 campers and nearly 3,300 nights in 2002, and nearly 4,700 campers and almost 6,700 nights in 2001.

Nearly one-half of the total Council camp fees were generated at Deer Lake, with about 40% of the fees generated from Sequassen, and 10% - 15% of the total fees from Hoyt.

“Wholesale” camping represented 18% of all Council camping in 2002, down from 36% in 2001. “Wholesale” camping refers to attendance at camporees, Klondike Derbies, OA Ordeals, Deer Lake Fishing Derby, JLTC, and Wood Badge.

In 2002, 36% of the camping activity at Hoyt was “wholesale” (down from 59% in 2001), with about 9% at Deer Lake (24% in 2001) and 24% at Sequassen (34% in 2001). It should be noted (and discussed later) that attendance figures at many of the “wholesale” events are estimates, and are thought to be the least reliable of the figures reported.

Overall, camping activity at Council camps in 2002 was only 77% of 2001 activity. Fees in 2002 were approximately 93% of 2001 levels.

Interestingly, when “retail” camping figures are examined, 2002 results were, on average, 98% of 2001, with the Deer Lake ratio up to 105%, Sequassen about even at 96%, and Hoyt down to 76%. “Wholesale” camping was significantly lower in 2002 versus 2001, averaging 39% (with Sequassen at 59%, Deer Lake at 34%, and Hoyt at 30% of 2001 results).

## ❑ **ACCURACY OF RECORDS**

For the most part, the reservation forms appeared complete and accurate. However, as previously noted, some units do not fully complete reservation forms, leaving out attendance, and sometimes location (town) of the unit. It is assumed that the Council Staff actually knew the identity of the units making the reservations, at the time of the reservations, and the omissions were merely administrative oversight. In an attempt to paint a more realistic picture of activity, absent attendance figures, “guesstimates” were made for purposes of this analysis, generally 15 Scouts and 5 Adults for Troops and Crews, and 15 Scouts and 15 Adults for Packs. In the original 2001 study, missing attendance reports were ignored. Consequently, 2001 figures were revised upwards to account for these “guesstimates.”

Also, for the most part, receipts for camping fees were attached to reservation forms, but not always. Additionally, some forms showed a fee for deposit but did not show payment of the balances. There is every reason to believe that the Council Staff did collect all camping fees and balances due. Again, in an attempt to paint a more realistic picture of activity, absent annotations of fees, “guesstimates” were made, generally \$45.00 per Unit. These figures were zero in the original 2001 study.

It appears from an examination of the forms that camping fees were collected when reservations were made. But it was not clear when per-capita (per-person) fees were collected. Again, it is assumed that these per-person fees were actually collected. However, this report generally reflects only the fees that are shown as collected, ignoring any per-person fees due.

Since the purpose of this report was not an audit of either collections or procedures, no recommendations are considered appropriate.

It is also fully recognized that units make reservations often far in advance of the camping date. Consequently, a Unit, at the time of the reservation, may have little knowledge of the numbers of Scouts or Adults that may attend an event.

With regards to camporees and similar “wholesale” camping events, there appears to be little data on attendance figures, at least as reflected in the camping reservation system. It is hoped that attendance figures are available, possibly in the budget system. This report generally reflects estimated attendance figures for these events, except in the case of Scatacook District, where the author was able to obtain figures from each event chairman.

Notwithstanding, it is strongly recommended that attendance figures for “wholesale” events be provided by the appropriate District Executive within one week of each event, using the camping reservation form.

Finally, a number of different reservation forms were being used for camping reservations. And some units did not complete any form. It is recommended that a single form (preferably one page) be published for all 4 camps and all modes, including the Council web site, Council Calendar, etc., and that only that form be accepted by the Council Staff.

## ❑ **CAMPING AND FACILITY POPULARITY**

It is clear that many of the Lodges and Cabins at both Sequassen and Deer Lake are very popular, particularly in the cold weather months. It is likely that the more popular Lodges are reserved months in advance, and it is also likely that many Units have a tradition of camping at the same facility year after year. That is as it should be.

Given the popularity, it is reasonable to question whether priority should be given to Scout Units within the Council, as compared to Scout Units outside the Council. A suggested priority system could be:

1. CYC Scout Units
2. Non-CYC Scout Units
3. Local Not-For-Profit Organizations (within CYC geography)
4. Other Not-For-Profit Organizations (outside CYC geography)
5. For-Profit Organizations [more on this category below]

One way to administer such a priority system would be to limit reservations to categories 2 through 5 to (say) no greater than 3 months prior to the requested date. The standard 11 month limit would be applied to Units from within Council.

## ❑ **CAMPING AND FACILITY FEES**

At this time of this analysis, a joint review between the Properties and Camping Committees is being conducted of the fees being charged to CYC Units, as well as fees being charged to others. New fees are expected to be implemented in September 2003, and a process for periodic review and establishment of fees in the future should also be put in place.

## ❑ **FEEDBACK SURVEY**

Many of the issues raised in this analysis directly impact our customers – CYC Scout Units. Consideration should be given to creating a survey to send to units, with questions related to facilities use, fee structures, etc. The survey could be a one-time event, or continuing, completed at the time of check-out or departure, or shortly thereafter.

The survey could include questions related to Resident Camp as well as weekend camping.

## ❑ **CAMP PROMOTION OPPORTUNITIES**

This study collected data on usage of the Council Camps; it did **not** collected data on CYC Units camping elsewhere. However, information on CYC Units camping elsewhere would be of assistance to the Council staff and volunteers to see where energies could be spent to bring more Units “home” to Council camps, more often. There are a number of opportunities to increase utilization of our Camps, through increased advertising, more systematic camp promotion to the Districts and Units, etc.

Annually, the CYC Program Director conducts a survey of all CYC Units regarding where each Unit went to summer camp. The results of this survey permit the Program Director to focus his energies on those Units going to summer camp at other than Camp Sequassen.

It is recommended that serious consideration be given to expanding that annual survey to include what camps Units went to for weekend camping, to determine when (and perhaps why) Units camped at other facilities besides CYC camps.

Additionally, an annual survey of Districts should be undertaken to determine where Camporees and Klondike Derbies were held, when not at a CYC property.

## ❑ **DISCLAIMER**

The findings and recommendations identified herein belong solely to the author of this study, and are not necessarily those of the Council Properties Committee nor the Connecticut Yankee Council.

## ❑ **CONCLUSIONS**

Connecticut Yankee Council is fortunate to have four superb active camping facilities in Sequassen, Deer Lake, Hoyt, and Wah Wah Tay See. They appear to be well managed by a very competent staff of paid professionals and volunteers.

The figures presented in this analysis represent two years, 2001 and 2002. Information for prior years was not available from Council records. Consequently, while the figures identified herein seem reasonable, it is not possible to definitively conclude whether these results are typical for the Council. Specifically, while it is possible to conclude, for example, that camping activity for 2002 was lower than 2001, it is impossible to conclude whether either year was more representative of a longer term trend in camping. Two years does not a trend make.

It is intended that the figures for 2003 and forward, will be analyzed in a similar manner, to determine longer term results and trends.

No conclusions can be drawn on whether the camps are under-, over- or optimally used. However, a discussion should started at some point regarding the defining the optimal use of CYC camps.

These figures may not include supplemental use of any of the camps (but primarily Deer Lake) for COPES or outdoor leadership activities. Those figures should, however, be included in any future analyses.

Much of the utilization of the camps relates to “wholesale” camping, primarily camporees. Very poor attendance information is available for these events. And per-capita fee information is also not available. Acquisition of this information should materially improve the quality of this study.

Many thanks to Dan Cooley and Anna Matusz for their assistance in completing this review.

Comments and questions are welcome.

Respectfully Submitted



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# Connecticut Yankee Council Scout Camp Utilization Summary 2002 vs 2001

Camp	Total Campers			Person Nights			Fees		
	2001	2002	2002 vs 2001	2001	2002	2002 vs 2001	2001	2002	2002 vs 2001
Deer Lake	6,585	5,867	89%	11,723	10,366	88%	17,214	16,598	96%
Hoyt	4,684	2,343	50%	6,685	3,279	49%	5,541	3,593	65%
Sequassen	<u>3,652</u>	<u>3,335</u>	<u>91%</u>	<u>7,127</u>	<u>5,931</u>	<u>83%</u>	<u>14,646</u>	<u>14,659</u>	<u>100%</u>
<b>Total - Council Camper Years</b>	<b>14,921</b>	<b>11,545</b>	<b>77%</b>	<b>25,535 69.9</b>	<b>19,576 53.6</b>	<b>77%</b>	<b>37,401</b>	<b>34,850</b>	<b>93%</b>
<b>Percentage of Totals</b>									
Deer Lake	44%	51%		46%	53%		46%	48%	
Hoyt	31%	20%		26%	17%		15%	10%	
Sequassen	<u>24%</u>	<u>29%</u>		<u>28%</u>	<u>30%</u>		<u>39%</u>	<u>42%</u>	
<b>Total - Council</b>	<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>	

*Fees may not include per-person amounts  
Does not include Scout Summer Camp*

Non BSA	Total Campers			Person Nights			Fees		
	2001	2002	2002 vs 2001	2001	2002	2002 vs 2001	2001	2002	2002 vs 2001
Deer Lake	155	330	213%	310	544	175%	1,065	1,405	132%
Hoyt	0	40	---	0	80	---	0	130	---
Sequassen	65	48	74%	90	96	107%	625	550	88%
<b>BSA Only</b>									
Deer Lake	6,430	5,537	86%	11,413	9,822	86%	16,149	15,193	94%
Hoyt	4,684	2,303	49%	6,685	3,199	48%	5,541	3,463	62%
Sequassen	3,587	3,287	92%	7,037	5,835	83%	14,021	14,109	101%

# Connecticut Yankee Council Scout Camp Utilization Summary 2002 vs 2001

<u>Camp</u>	<b>All Camping</b>			<b>Retail Camping</b>			<b>Wholesale Camping</b>		
	<u>2001</u>	<u>2002</u>	<u>2002 vs 2001</u>	<u>2001</u>	<u>2002</u>	<u>2002 vs 2001</u>	<u>2001</u>	<u>2002</u>	<u>2002 vs 2001</u>
Deer Lake	11,723	10,366	88%	8,921	9,401	105%	2,802	965	34%
Hoyt	6,685	3,279	49%	2,735	2,089	76%	3,950	1,190	30%
Sequassen	<u>7,127</u>	<u>5,931</u>	<u>83%</u>	<u>4,692</u>	<u>4,497</u>	<u>96%</u>	<u>2,435</u>	<u>1,434</u>	<u>59%</u>
<b>Total - Council Camper Years</b>	<b>25,535 69.9</b>	<b>19,576 53.6</b>	<b>77%</b>	<b>16,348 44.8</b>	<b>15,987 43.8</b>	<b>98%</b>	<b>9,187 25.2</b>	<b>3,589 9.8</b>	<b>39%</b>
<b><u>Percentage of Totals</u></b>									
Deer Lake	46%	53%		55%	59%		30%	27%	
Hoyt	26%	17%		17%	13%		43%	33%	
Sequassen	<u>28%</u>	<u>30%</u>		<u>29%</u>	<u>28%</u>		<u>27%</u>	<u>40%</u>	
<b>Total - Council</b>	<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>	
<u>Camp</u>	<b>Retail as Percentage of Total</b>				<b>Wholesale as Percentage of Total</b>				
Deer Lake				76%				24%	9%
Hoyt				41%				59%	36%
Sequassen				<u>66%</u>				<u>34%</u>	<u>24%</u>
<b>Total - Council</b>				<b>64%</b>				<b>36%</b>	<b>18%</b>

# Connecticut Yankee Council

## Scout Camp Utilization Summary - 2002

<u>Camp</u>	<u>Scouts</u>	<u>Adults</u>	<u>Total Campers</u>	<u>Fees *</u>	<u>Person Night</u>
Deer Lake	3,698	2,169	5,867	\$16,598	10,366
Hoyt	1,438	905	2,343	3,593	3,279
Sequassen	<u>1,941</u>	<u>1,394</u>	<u>3,335</u>	<u>14,659</u>	<u>5,931</u>
<b>Total - Council</b>	<b>7,077</b>	<b>4,468</b>	<b>11,545</b>	<b>\$34,850</b>	<b>19,576</b>

### Percentage of Totals

Deer Lake	52%	49%	51%	48%	53%
Hoyt	20%	20%	20%	10%	17%
Sequassen	<u>27%</u>	<u>31%</u>	<u>29%</u>	<u>42%</u>	<u>30%</u>
<b>Total - Council</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Sequassen does not include Scout Summer Camp*

*\* Fees may not include per-person amounts*

### "Wholesale" Only ^

<u>Camp</u>	<u>Scouts</u>	<u>Adults</u>	<u>Total Campers</u>	<u>Person Night</u>
Deer Lake	320	205	525	965
Hoyt	515	205	720	1,190
Sequassen	<u>294</u>	<u>548</u>	<u>842</u>	<u>1,434</u>
<b>Total - Council</b>	<b>1,129</b>	<b>958</b>	<b>2,087</b>	<b>3,589</b>

### Percentage of Totals

Deer Lake	9%	9%	9%	9%
Hoyt	36%	23%	31%	36%
Sequassen	<u>15%</u>	<u>39%</u>	<u>25%</u>	<u>24%</u>
<b>Total - Council</b>	<b>16%</b>	<b>21%</b>	<b>18%</b>	<b>18%</b>

^ Includes All "Wholesale" Camping, including:

Camporees, Klondile Derby(s), OA Ordeals, Woodbadge, JLTC

# Connecticut Yankee Council

## Scout Camp Utilization Summary - 2001

### Sorted in Order of Campers

<u>Camp</u>	<u>Scouts</u>	<u>Adults</u>	<u>Total Campers</u>	<u>Fees *</u>	<u>Person Night</u>
Deer Lake	4,225	2,360	6,585	\$17,214	11,723
Hoyt	2,975	1,709	4,684	5,541	6,685
Sequassen	2,349	1,303	3,652	14,646	7,127
Wah Wah Tay See	<u>162</u>	<u>78</u>	<u>240</u>	<u>0</u>	<u>413</u>
<b>Total - Council</b>	<b>9,711</b>	<b>5,450</b>	<b>15,161</b>	<b>\$37,401</b>	<b>25,948</b>

#### Percentage of Totals

Deer Lake	44%	43%	43%	46%	45%
Hoyt	31%	31%	31%	15%	26%
Sequassen	24%	24%	24%	39%	27%
Wah Wah Tay See	<u>2%</u>	<u>1%</u>	<u>2%</u>	<u>0%</u>	<u>2%</u>
<b>Total - Council</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Sequassen does not include Scout Summer Camp*

*\* Fees may not include per-person amounts*

#### "Wholesale" Only ^

<u>Camp</u>	<u>Scouts</u>	<u>Adults</u>	<u>Total Campers</u>	<u>Person Night</u>
Deer Lake	1,036	404	1,440	2,802
Hoyt	1,774	885	2,659	3,950
Sequassen	600	500	1,100	2,435
Wah Wah Tay See	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>Total - Council</b>	<b>3,410</b>	<b>1,789</b>	<b>5,199</b>	<b>9,187</b>

#### Percentage of Totals

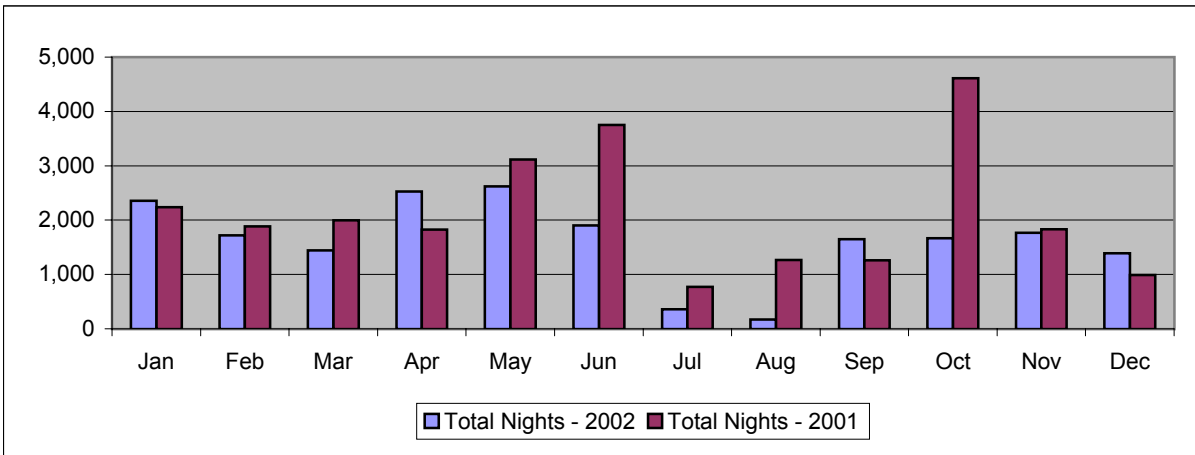
Deer Lake	25%	17%	22%	24%
Hoyt	60%	52%	57%	59%
Sequassen	26%	38%	30%	34%
Wah Wah Tay See	<u>0%</u>	<u>0%</u>	<u>0%</u>	<u>0%</u>
<b>Total - Council</b>	<b>35%</b>	<b>33%</b>	<b>34%</b>	<b>35%</b>

^ Includes All "Wholesale" Camping, including:

Camporees, Klondile Derby(s), OA Ordeals, Woodbadge, JLTC

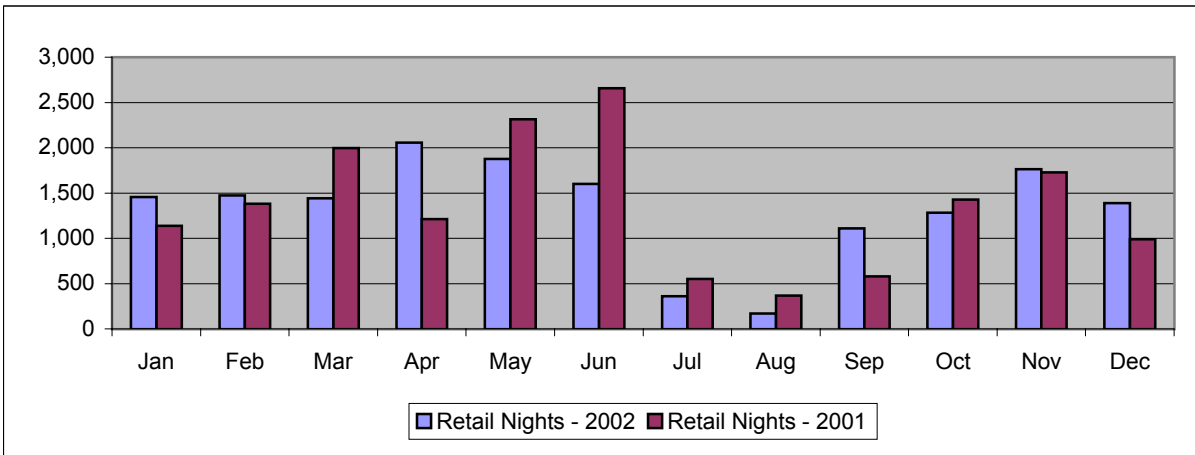
# 2002 vs 2001 Comparison of Camping by Individual Units and Camporees \*

*Total Person-Nights (Scouts and Scouters)*



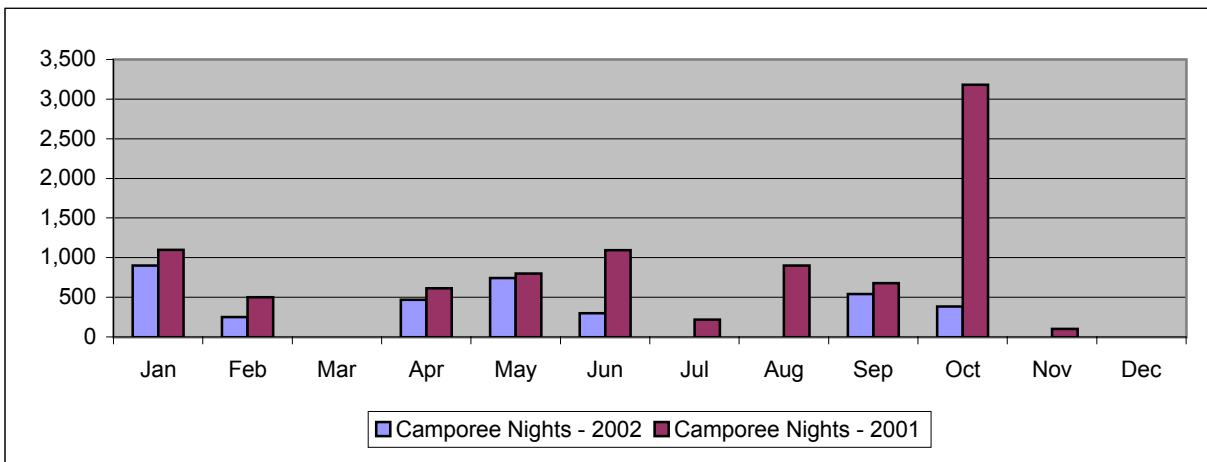
**2002**  
19,576

**2001**  
25,535



**2002**  
15,987

**2001**  
16,348



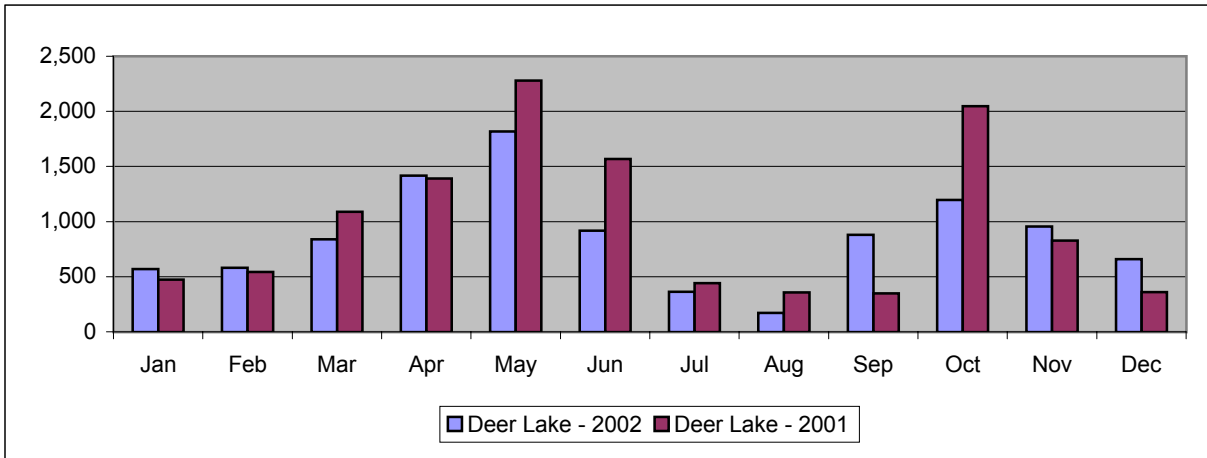
**2002**  
3,589

**2001**  
9,187

\* "Camporees" Includes All "Wholesale" Camping, including:  
Camporees, Klondile Derby(s), OA Ordeals, Woodbadge, JLTC

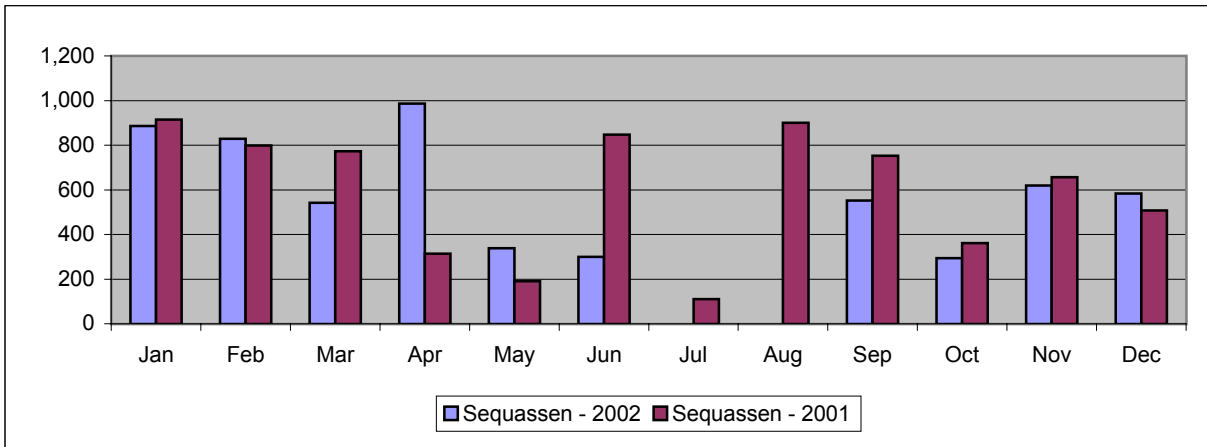
# 2002 vs 2001 Comparison of Camping by Individual Units and Camporees \*

*Total Person-Nights (Scouts and Scouters)*



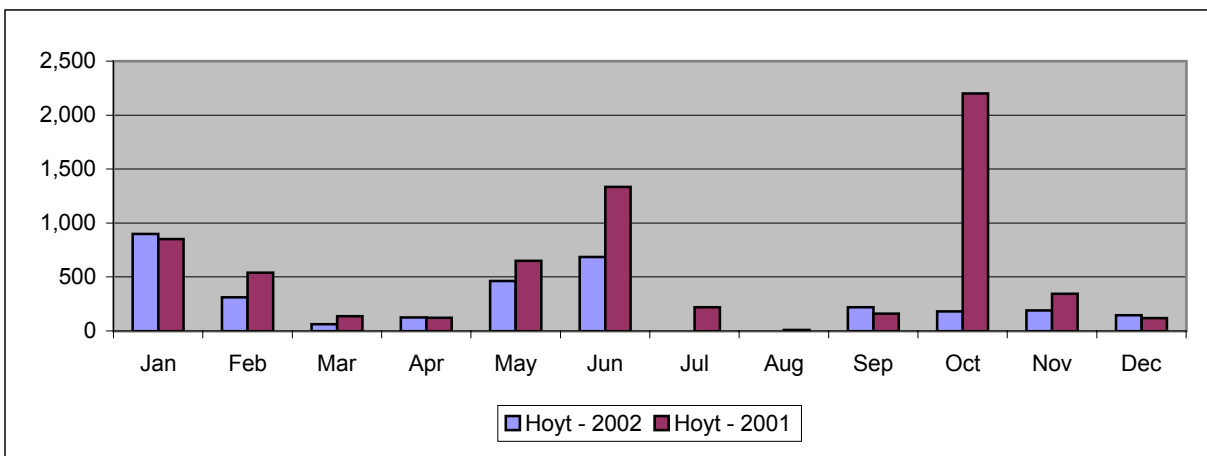
**2002**  
10,366

**2001**  
11,723



**2002**  
5,931

**2001**  
7,127



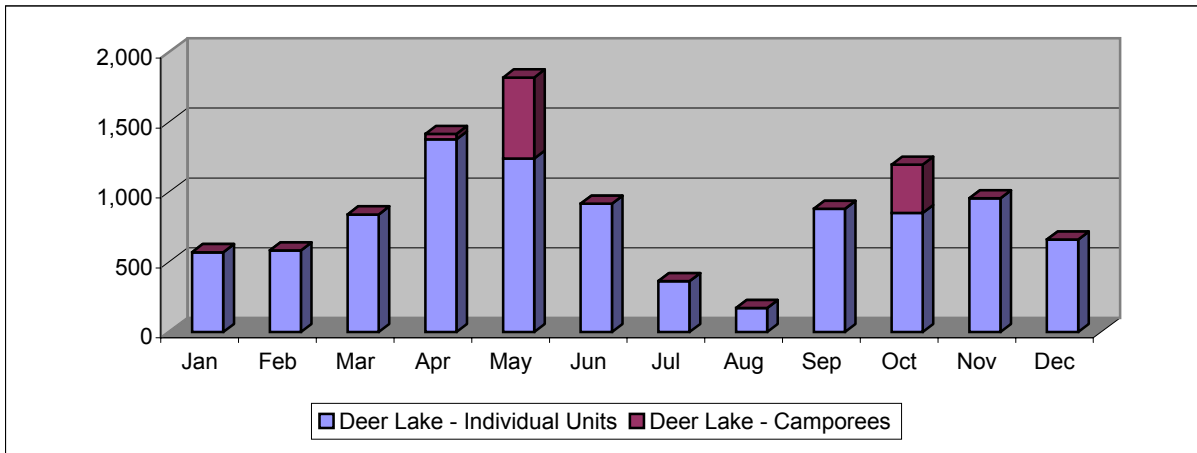
**2002**  
3,279

**2001**  
6,685

\* "Camporees" Includes All "Wholesale" Camping, including:  
Camporees, Klondile Derby(s), OA Ordeals, Woodbadge, JLTC

## 2002 Comparison of Camping by Individual Units and Camporees \*

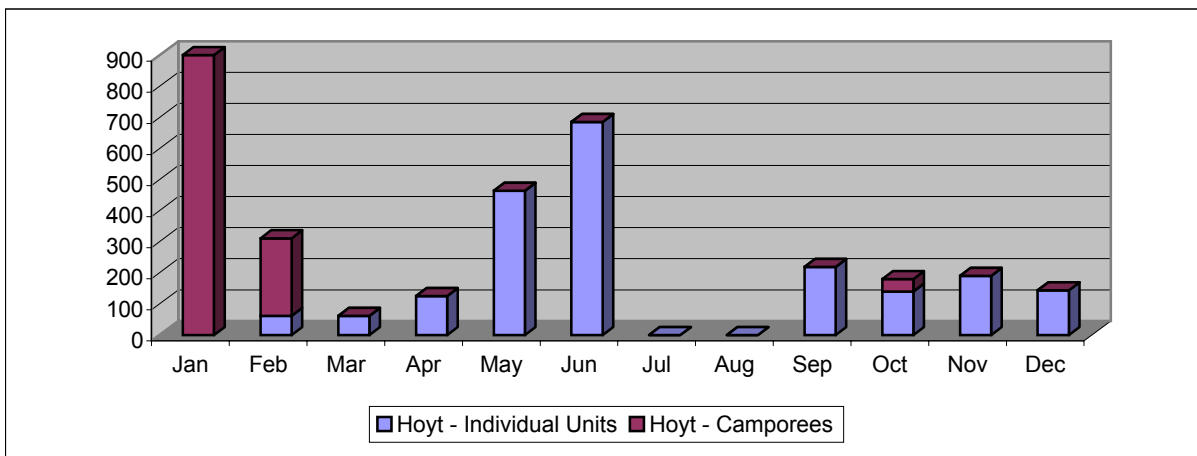
*Total Person-Nights (Scouts and Scouters)*



**Retail**  
9,401

**Wholesale**  
965

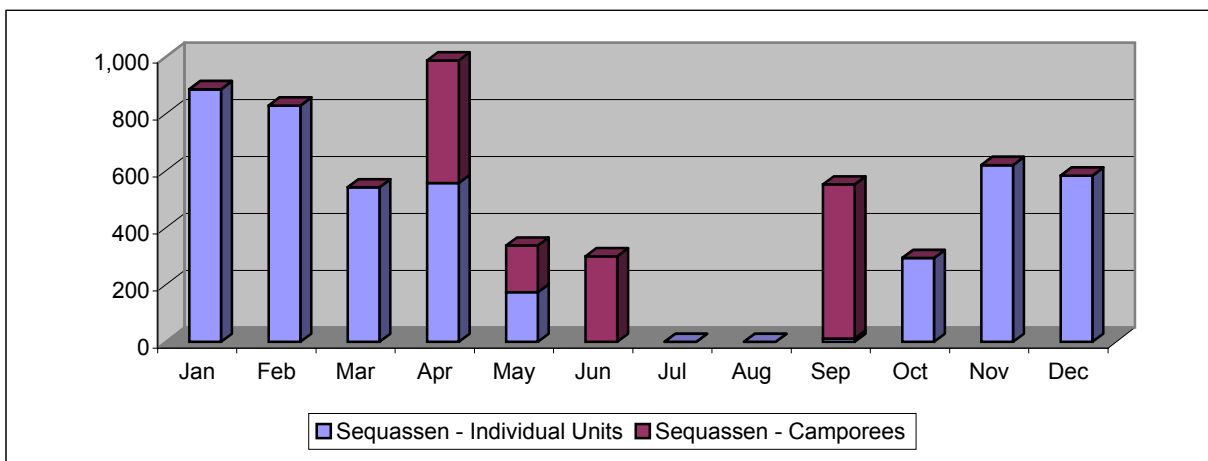
**Total**  
10,366



**Retail**  
2,089

**Wholesale**  
1,190

**Total**  
3,279



**Retail**  
4,497

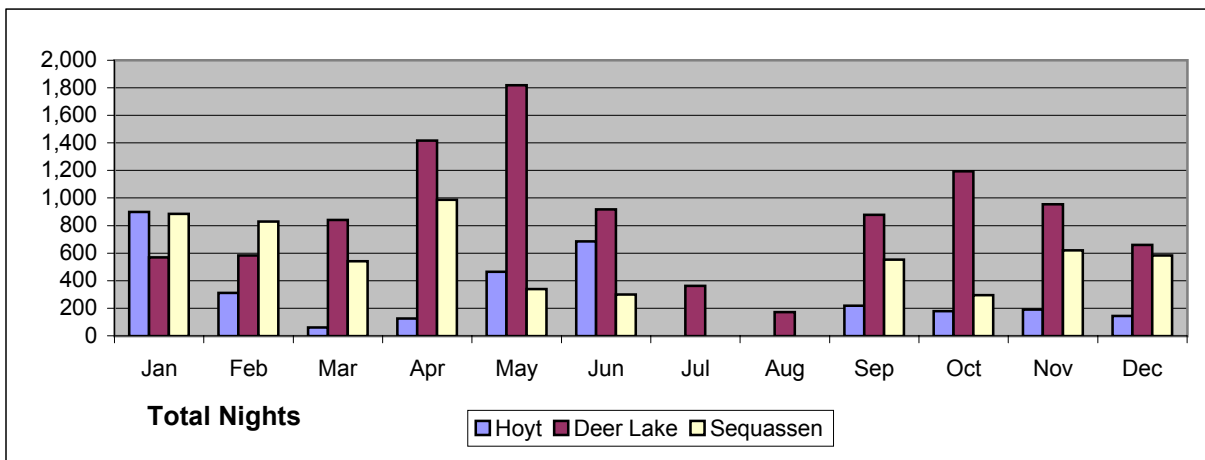
**Wholesale**  
1,434

**Total**  
5,931

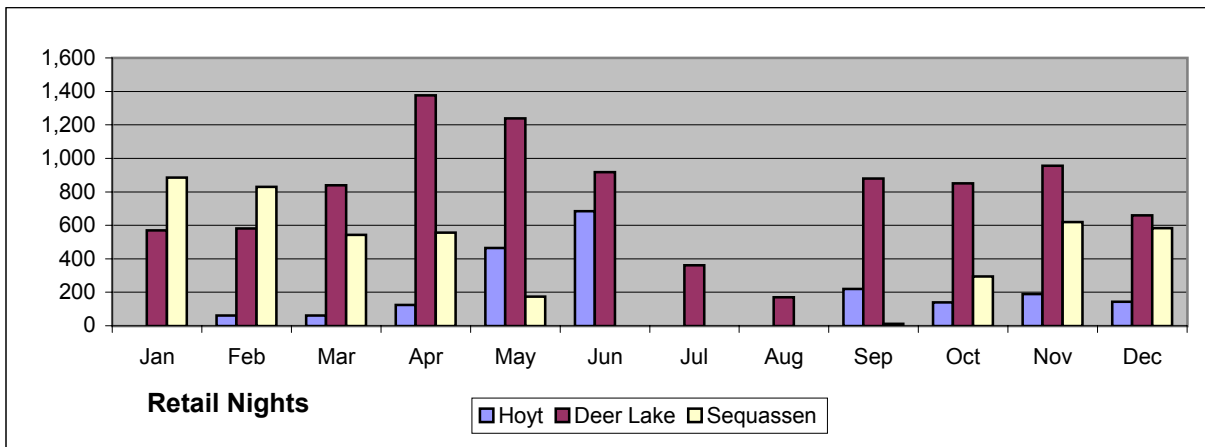
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# 2002 Comparison of Camping by Individual Units and Camporees \*

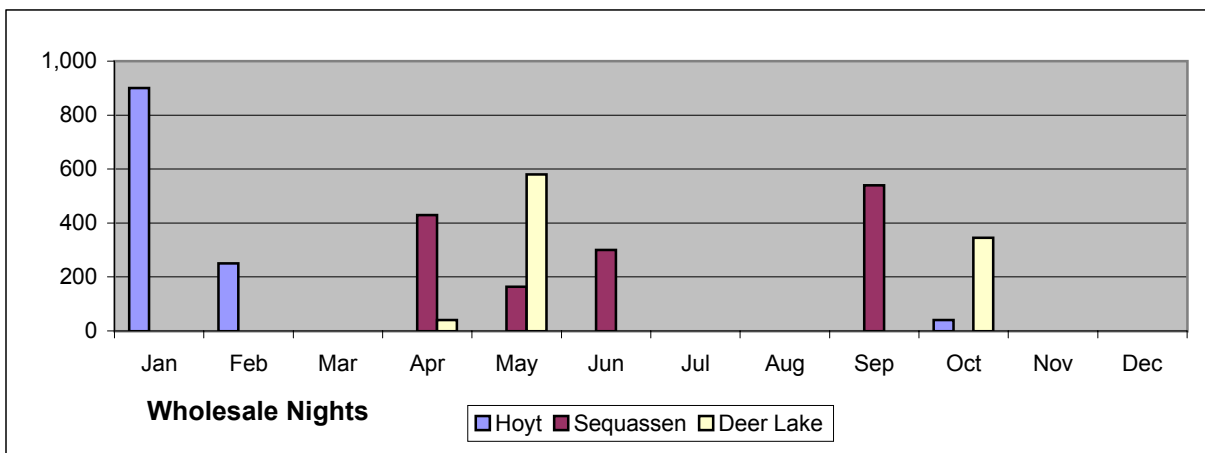
*Total Person-Nights (Scouts and Scouters)*



Hoyt  
3,279  
Deer Lake  
10,366  
Sequassen  
5,931  
  
Total  
19,576



Hoyt  
2,089  
Deer Lake  
9,401  
Sequassen  
4,497  
  
Total  
15,987

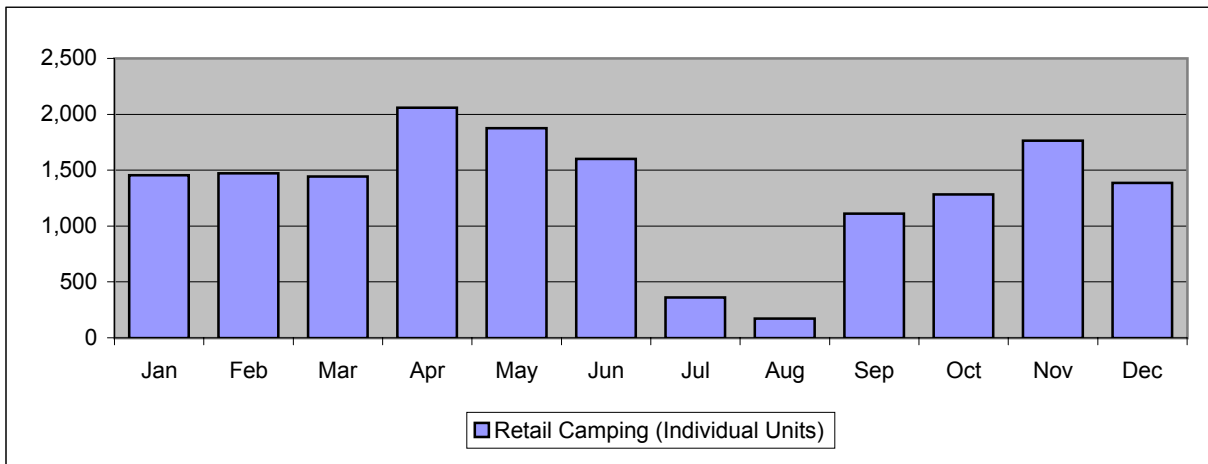


Hoyt  
1,190  
Deer Lake  
965  
Sequassen  
1,434  
  
Total  
3,589

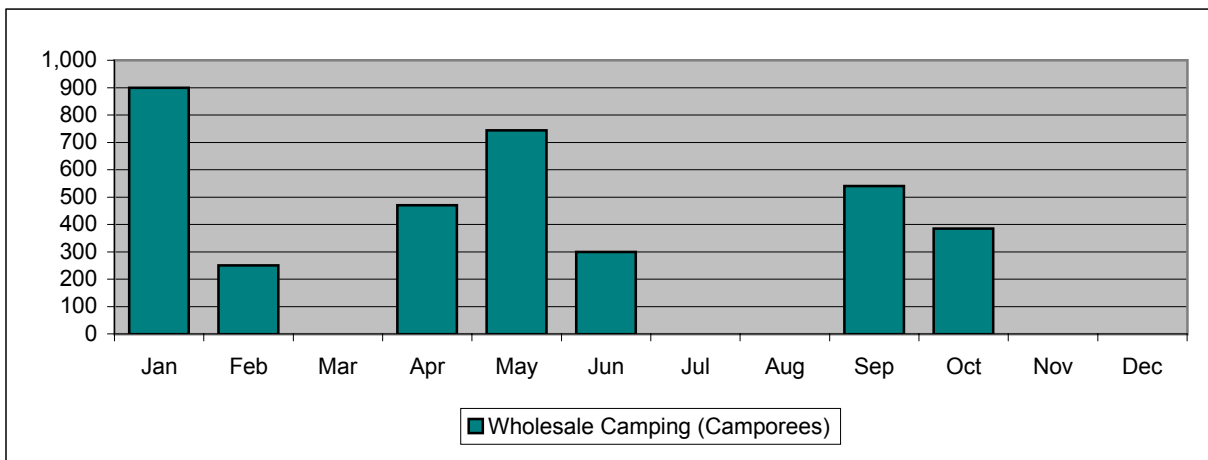
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## 2002 Comparison of Camping by Individual Units and Camporees \*

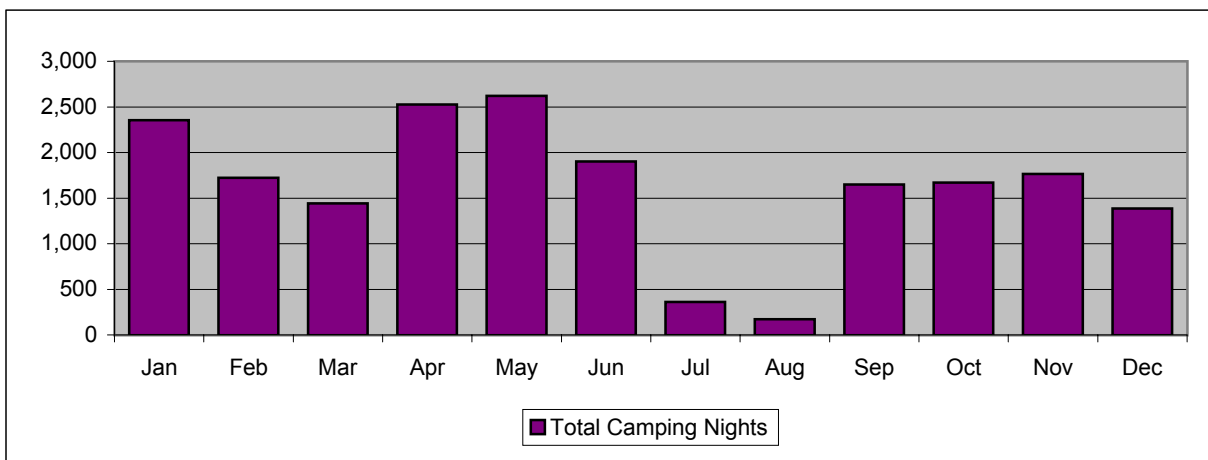
*Total Person-Nights (Scouts and Scouters)*



Hoyt  
2,089  
Deer Lake  
9,401  
Sequassen  
4,497  
  
Total  
15,987



Hoyt  
1,190  
Deer Lake  
965  
Sequassen  
1,434  
  
Total  
3,589

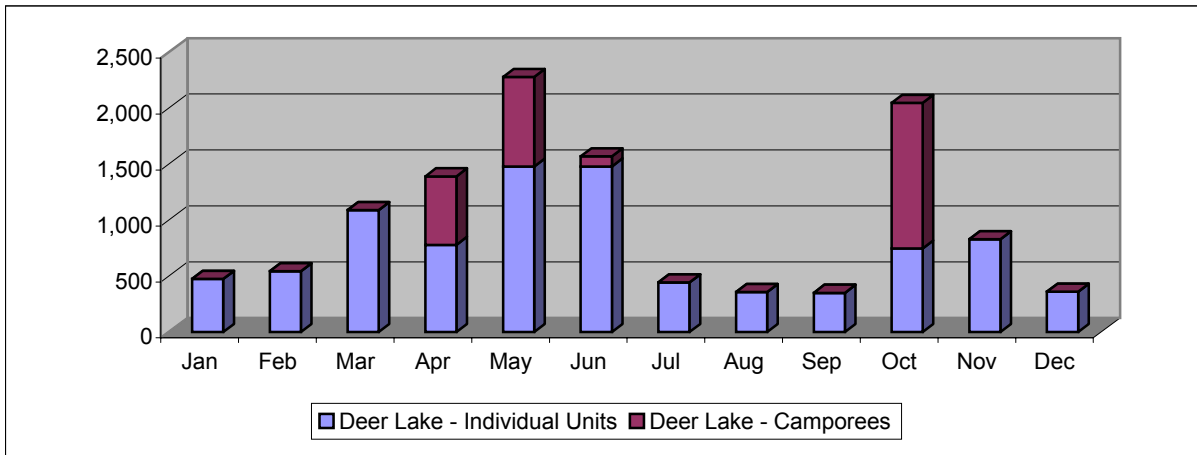


Hoyt  
3,279  
Deer Lake  
10,366  
Sequassen  
5,931  
  
Total  
19,576

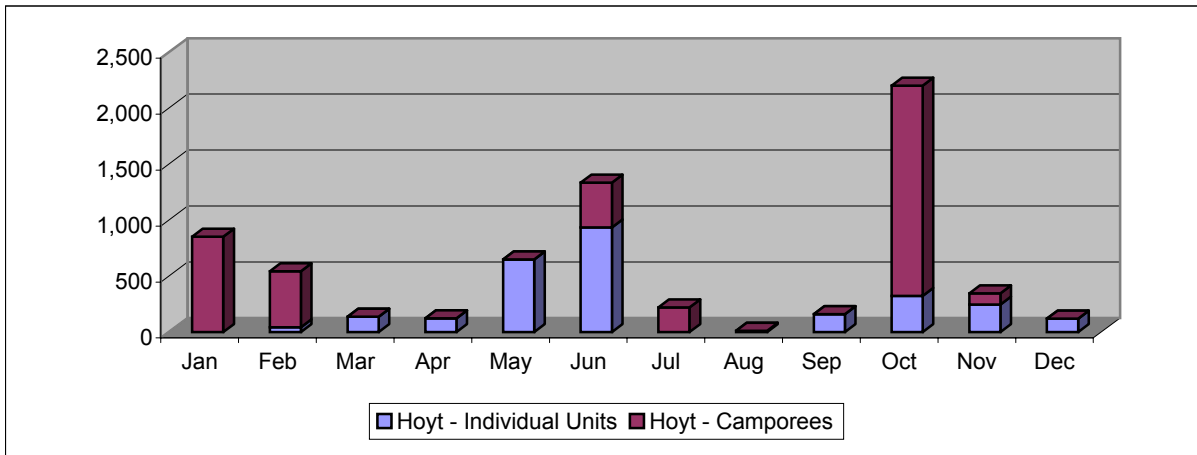
\* Includes All "Wholesale" Camping, including:  
Camporees, Klondile Derby(s), OA Ordeals, Woodbadge, JLTC

## 2001 Comparison of Camping by Individual Units and Camporees \*

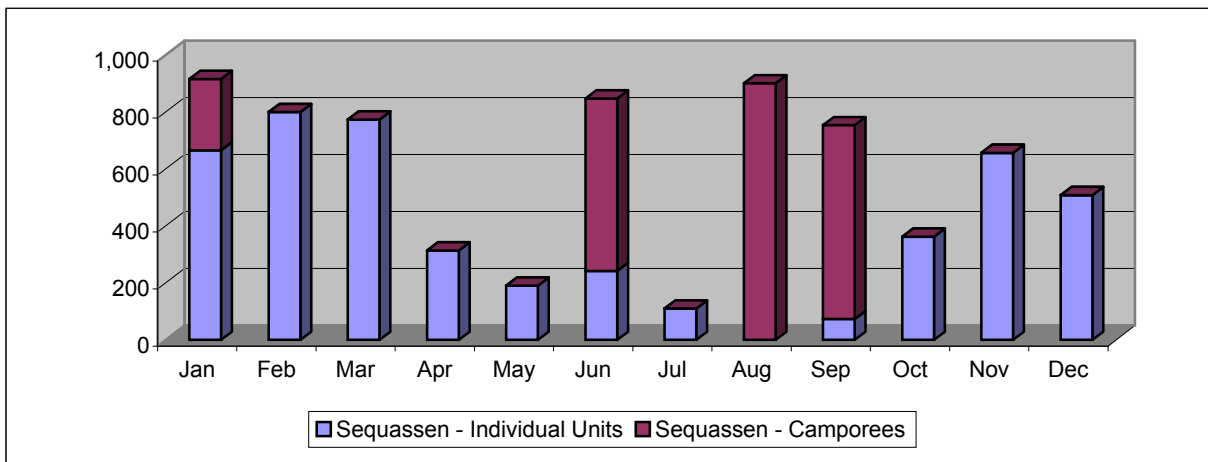
*Total Person-Nights (Scouts and Scouters)*



**Retail**  
8,921  
**Wholesale**  
2,802  
  
**Total**  
11,723



**Retail**  
2,735  
**Wholesale**  
3,950  
  
**Total**  
6,685

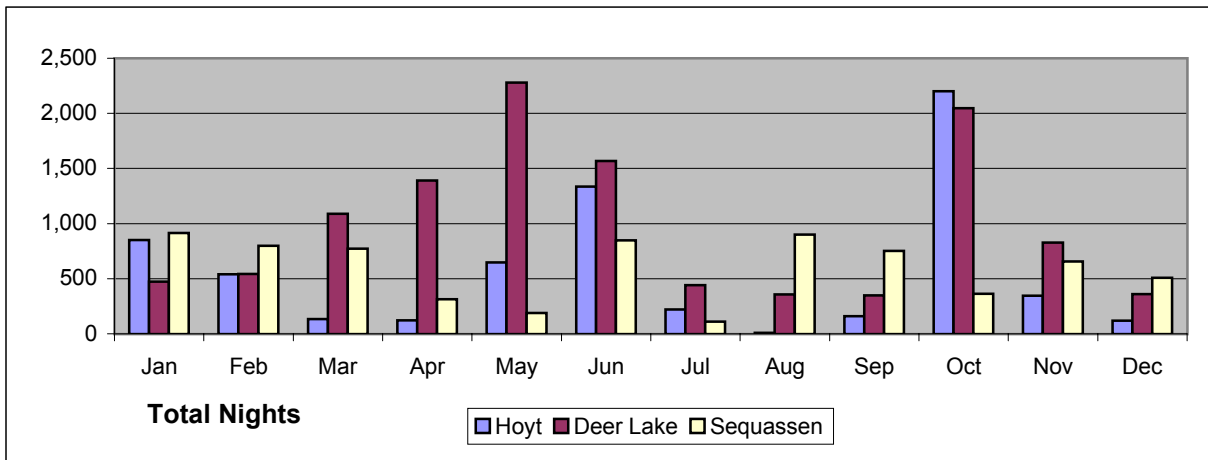


**Retail**  
4,692  
**Wholesale**  
2,435  
  
**Total**  
7,127

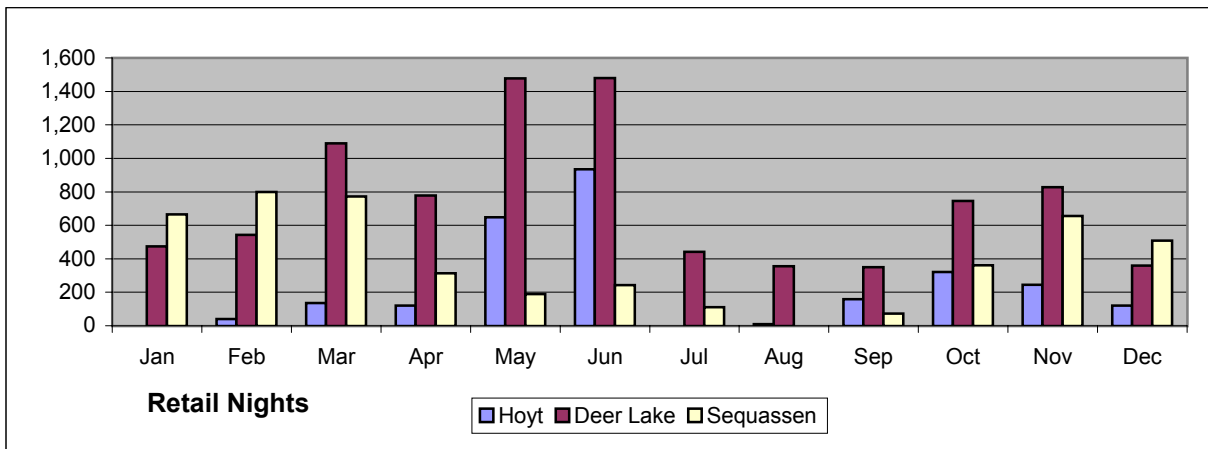
\* Includes All "Wholesale" Camping, including:  
Camporees, Klondile Derby(s), OA Ordeals, Woodbadge, JLTC

# 2001 Comparison of Camping by Individual Units and Camporees \*

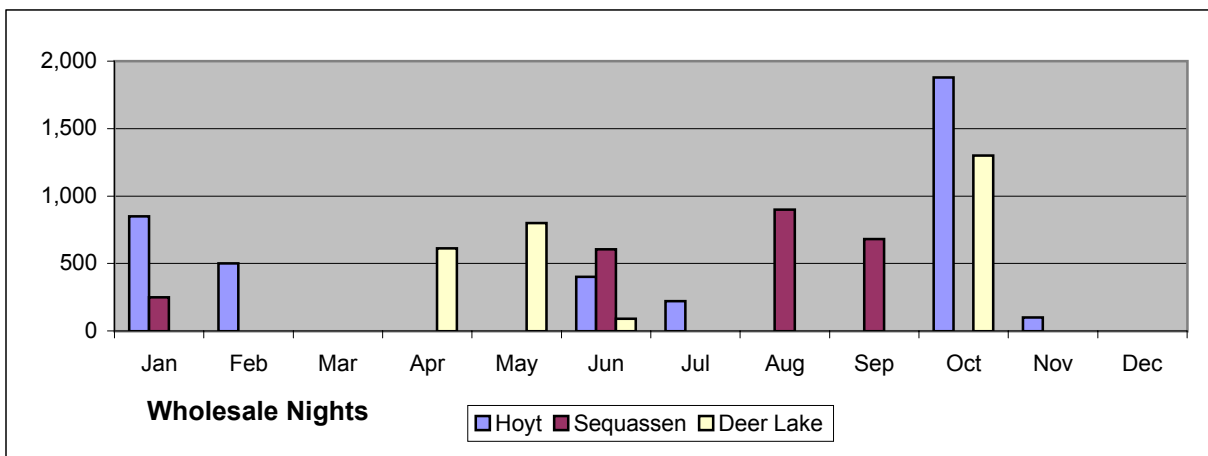
*Total Person-Nights (Scouts and Scouters)*



Hoyt  
6,685  
Deer Lake  
11,723  
Sequassen  
7,127  
  
Total  
25,535



Hoyt  
2,735  
Deer Lake  
8,921  
Sequassen  
4,692  
  
Total  
16,348

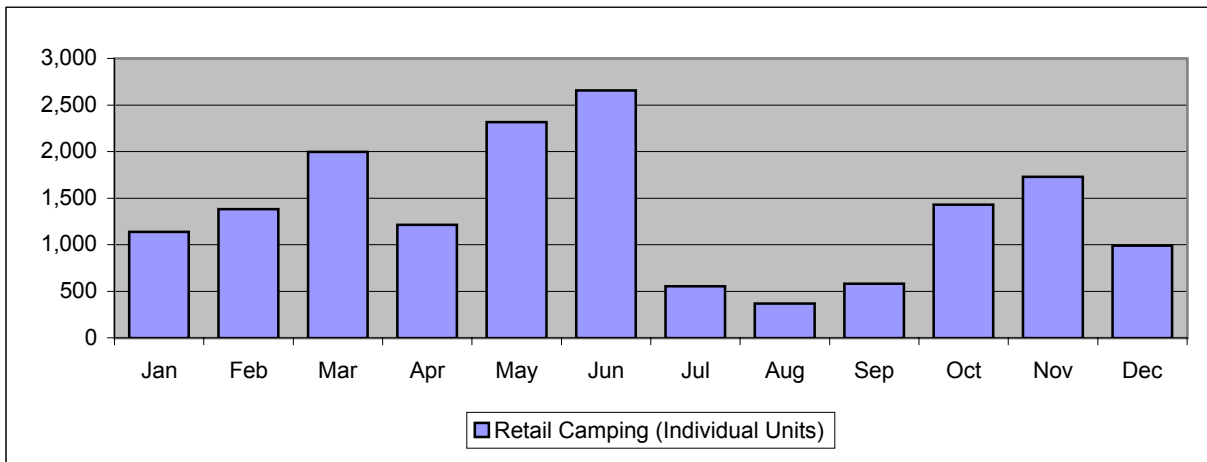


Hoyt  
3,950  
Deer Lake  
2,802  
Sequassen  
2,435  
  
Total  
9,187

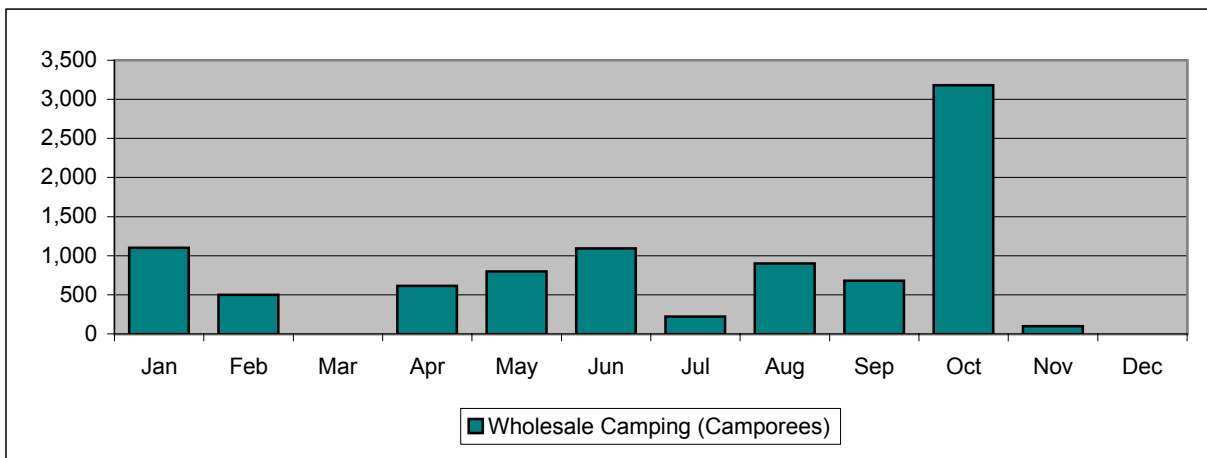
\* Includes All "Wholesale" Camping, including:  
Camporees, Klondile Derby(s), OA Ordeals, Woodbadge, JLTC

## 2001 Comparison of Camping by Individual Units and Camporees \*

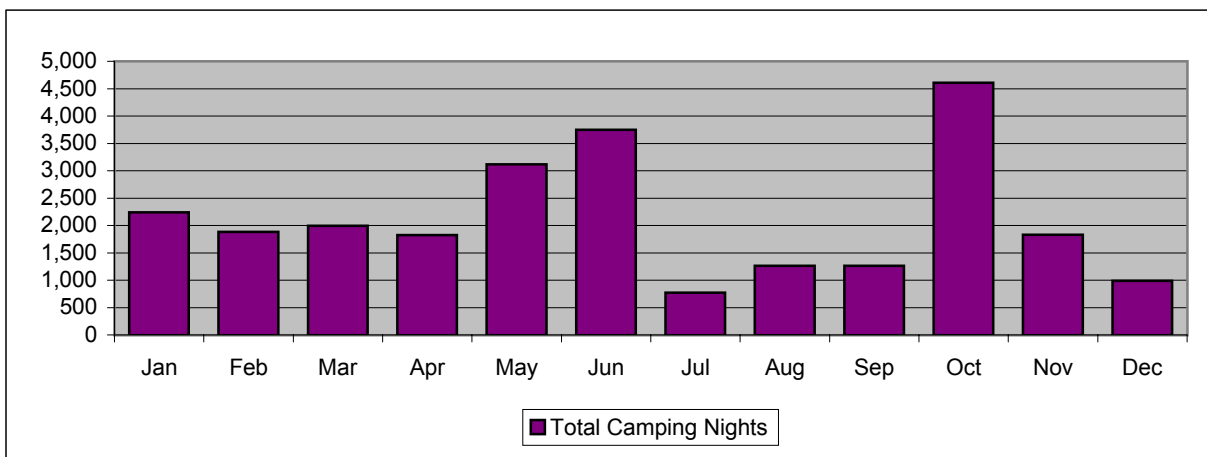
*Total Person-Nights (Scouts and Scouters)*



Hoyt  
2,735  
Deer Lake  
8,921  
Sequassen  
4,692  
  
Total  
16,348



Hoyt  
3,950  
Deer Lake  
2,802  
Sequassen  
2,435  
  
Total  
9,187



Hoyt  
6,685  
Deer Lake  
11,723  
Sequassen  
7,127  
  
Total  
25,535

\* Includes All "Wholesale" Camping, including:  
Camporees, Klondile Derby(s), OA Ordeals, Woodbadge, JLTC