

Connecticut Yankee Council

Scout Camp Utilization Study – 2003

□ PURPOSE OF STUDY

In March 2004, the 2001/2002 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, 2002, and 2003.

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 or 2003, nor analyzed for this study

□ SUMMARY OF FINDINGS

Based on the available records, over 13,600 campers took advantage of the Council’s Camps in 2003. This represented over 24,300 nights or **nearly 67 years of camping**. This is up from 2002 with 11,500 campers and 19,500 nights (54 years of camping), but still down from 2001 with 14,900 campers and 25,500 nights (70 years of camping). Over \$44,000 in camping and facility usage fees were reported in 2003 versus \$34,900 in 2002 and \$37,400 in 2001.

Deer Lake represented the highest total campers, 7,950 in 2003 camping nearly 14,400 nights.

Sequassen had over 3,650 campers and over 6,860 nights in 2003.

Hoyt had 2,000 campers and nearly 3,100 nights in 2003.

About 45% 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 nearly one-third of all Council camping in 2003, up from 18% in 2002, but still 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 2003 was up significantly from the prior year, and closely approximated the camping levels seen in 2001. Fees in 2003 were up significantly from 2002 and 2001 levels.

Interestingly, when “retail” camping figures are examined, 2002 results were, on average, equivalent to both 2002 and 2001 levels, with the Deer Lake ratio relatively higher than prior years, Hoyt relatively lower than prior years, and Sequassen in line with prior years. “Wholesale” camping was over double the level in 2002, but still below the banner year of 2001.

❑ **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.

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. Consequently, this study likely understates fees collected, in every year of the study.

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.

❑ **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 three years, 2001, 2002, and 2003. 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 2003 was higher than 2002, and 2002 was lower than 2001, it is impossible to conclude whether any of these years were more representative of a longer term trend in camping. Three years does not a trend make.

It is intended that the figures for 2004 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 2003 vs 2002 vs 2001

Camp	Total Campers					Person Nights					Fees				
	2001	2002	2003	2003 vs 2001	2002 vs 2001	2001	2002	2003	2003 vs 2001	2002 vs 2001	2001	2002	2003	2003 vs 2001	2002 vs 2001
Deer Lake	6,585	5,867	7,949	121%	89%	11,723	10,366	14,385	123%	88%	17,214	16,598	19,547	114%	96%
Hoyt	4,684	2,343	2,000	43%	50%	6,685	3,279	3,081	46%	49%	5,541	3,593	5,980	108%	65%
Sequassen	<u>3,652</u>	<u>3,335</u>	<u>3,653</u>	<u>100%</u>	<u>91%</u>	<u>7,127</u>	<u>5,931</u>	<u>6,863</u>	<u>96%</u>	<u>83%</u>	<u>14,646</u>	<u>14,659</u>	<u>18,638</u>	<u>127%</u>	<u>100%</u>
Total - Council Camper Years	14,921	11,545	13,602	91%	77%	25,535	19,576	24,329	95%	77%	37,401	34,850	44,165	118%	93%
						69.9	53.6	66.6							
Percentage of Totals															
Deer Lake	44%	51%	58%			46%	53%	59%			46%	48%	44%		
Hoyt	31%	20%	15%			26%	17%	13%			15%	10%	14%		
Sequassen	<u>24%</u>	<u>29%</u>	<u>27%</u>			<u>28%</u>	<u>30%</u>	<u>28%</u>			<u>39%</u>	<u>42%</u>	<u>42%</u>		
Total - Council	100%	100%	100%			100%	100%	100%			100%	100%	100%		

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

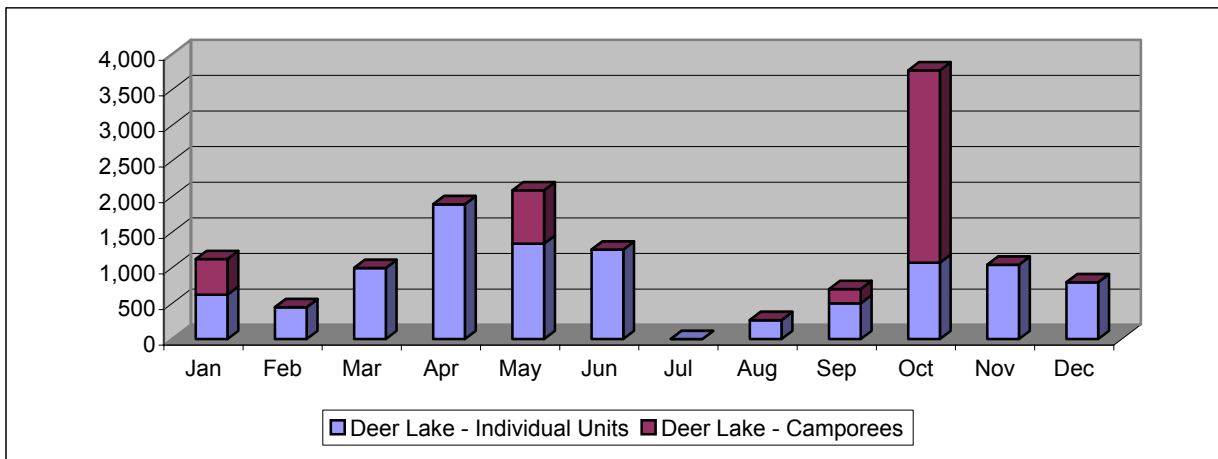
Non BSA	Total Campers					Person Nights					Fees				
	2001	2002	2003	2003 vs 2001	2002 vs 2001	2001	2002	2003	2003 vs 2001	2002 vs 2001	2001	2002	2003	2003 vs 2001	2002 vs 2001
Deer Lake	155	330	588	379%	213%	310	544	1,039	335%	175%	1,065	1,405	2,715	255%	132%
Hoyt	0	40	0	---	---	0	80	0	---	---	0	130	0	---	---
Sequassen	65	48	177	272%	74%	90	96	217	241%	107%	625	550	1,030	165%	88%
BSA Only															
Deer Lake	6,430	5,537	7,361	114%	86%	11,413	9,822	13,346	117%	86%	16,149	15,193	16,832	104%	94%
Hoyt	4,684	2,303	2,000	43%	49%	6,685	3,199	3,081	46%	48%	5,541	3,463	5,980	108%	62%
Sequassen	3,587	3,287	3,476	97%	92%	7,037	5,835	6,646	94%	83%	14,021	14,109	17,608	126%	101%

Connecticut Yankee Council Scout Camp Utilization Summary 2003 vs 2002 vs 2001

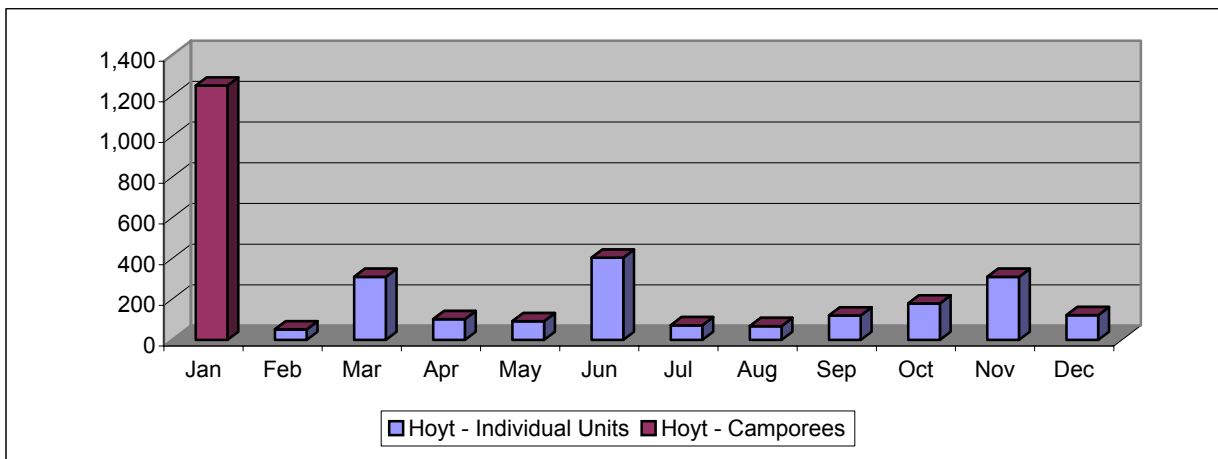
	Person Nights - All Camping					Person Nights - Retail Camping					Person Nights - Wholesale Camping				
<u>Camp</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2003 vs 2001</u>	<u>2002 vs 2001</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2003 vs 2001</u>	<u>2002 vs 2001</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2003 vs 2001</u>	<u>2002 vs 2001</u>
Deer Lake	11,723	10,366	14,233	121%	88%	8,921	9,401	10,083	113%	105%	2,802	965	4,150	148%	34%
Hoyt	6,685	3,279	3,081	46%	49%	2,735	2,089	1,831	67%	76%	3,950	1,190	1,250	32%	30%
Sequassen	7,127	5,931	6,863	96%	83%	4,692	4,497	4,713	100%	96%	2,435	1,434	2,150	88%	59%
Total - Council	25,535	19,576	24,177	95%	77%	16,348	15,987	16,627	102%	98%	9,187	3,589	7,550	82%	39%
Camper Years	69.9	53.6	66.2			44.8	43.8	45.5			25.2	9.8	20.7		
Percentage of Totals															
Deer Lake	46%	53%	59%			55%	59%	61%			30%	27%	55%		
Hoyt	26%	17%	13%			17%	13%	11%			43%	33%	17%		
Sequassen	28%	30%	28%			29%	28%	28%			27%	40%	28%		
Total - Council	100%	100%	100%			100%	100%	100%			100%	100%	100%		
<u>Camp</u>	Retail as Percentage of Total					Wholesale as Percentage of Total									
Deer Lake						76%	91%	71%			24%	9%	29%		
Hoyt						41%	64%	59%			59%	36%	41%		
Sequassen						66%	76%	69%			34%	24%	31%		
Total - Council						64%	82%	69%			36%	18%	31%		

2003 Comparison of Camping by Individual Units and Camporees *

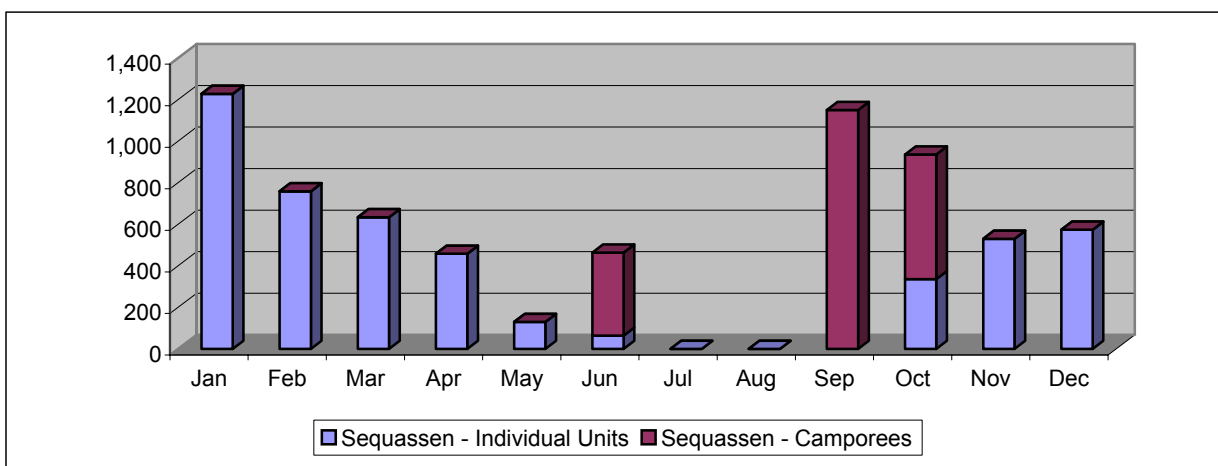
Total Person-Nights (Scouts and Scouters)



Retail
10,083
Wholesale
4,150
Total
14,233



Retail
1,831
Wholesale
1,250
Total
3,081

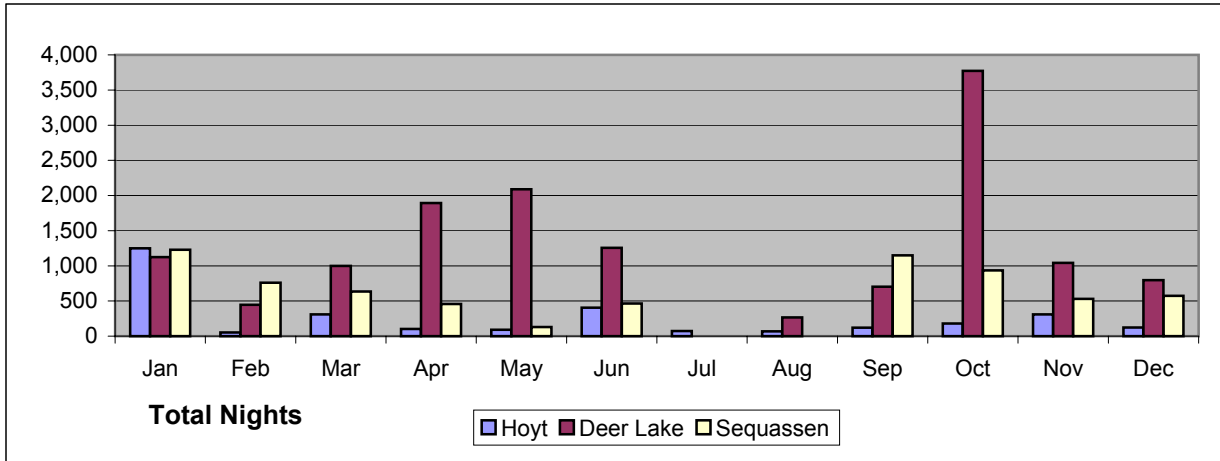


Retail
4,713
Wholesale
2,150
Total
6,863

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

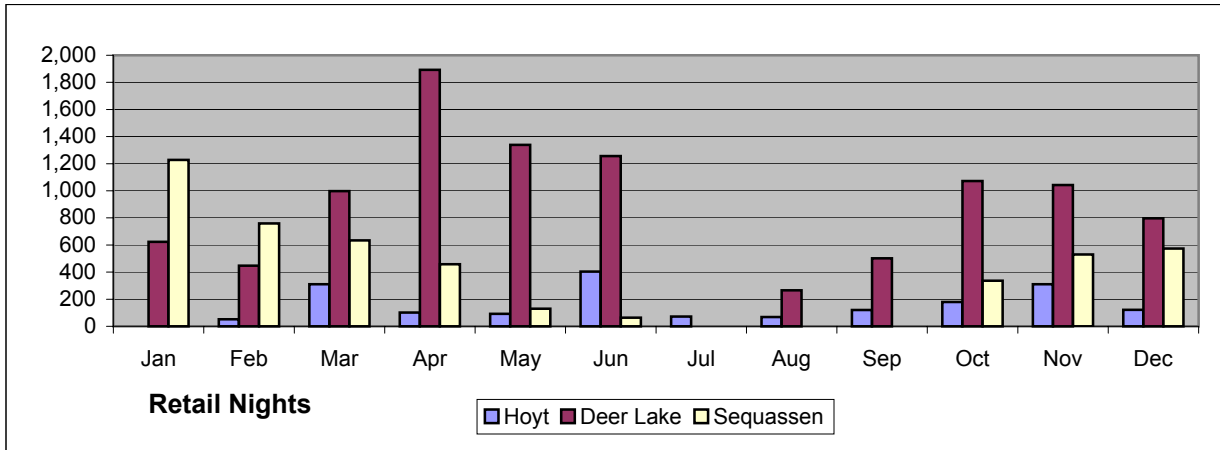
2003 Comparison of Camping by Individual Units and Camporees *

Total Person-Nights (Scouts and Scouters)



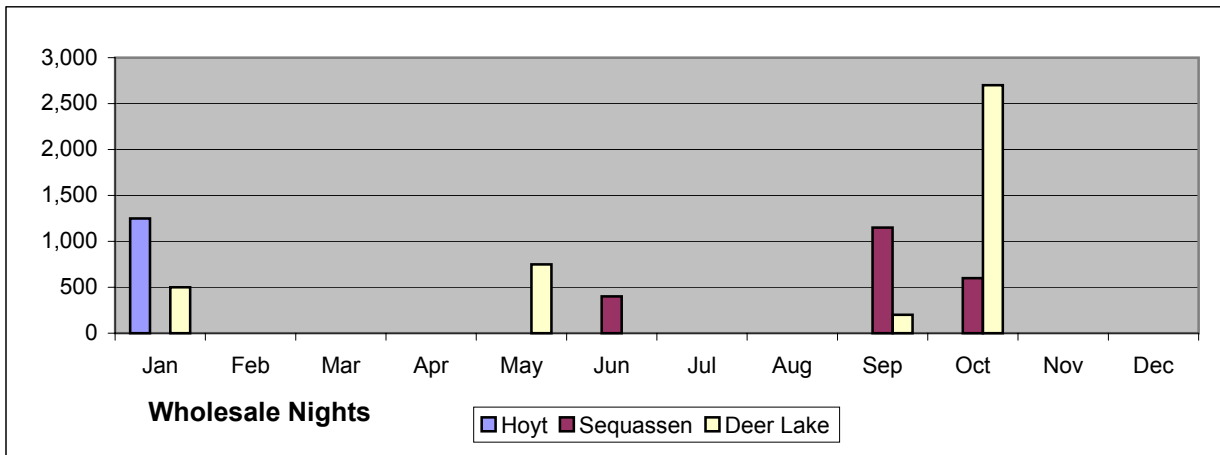
Hoyt
3,081
Deer Lake
14,385
Sequassen
6,863

Total
24,329



Hoyt
1,831
Deer Lake
10,235
Sequassen
4,713

Total
16,779



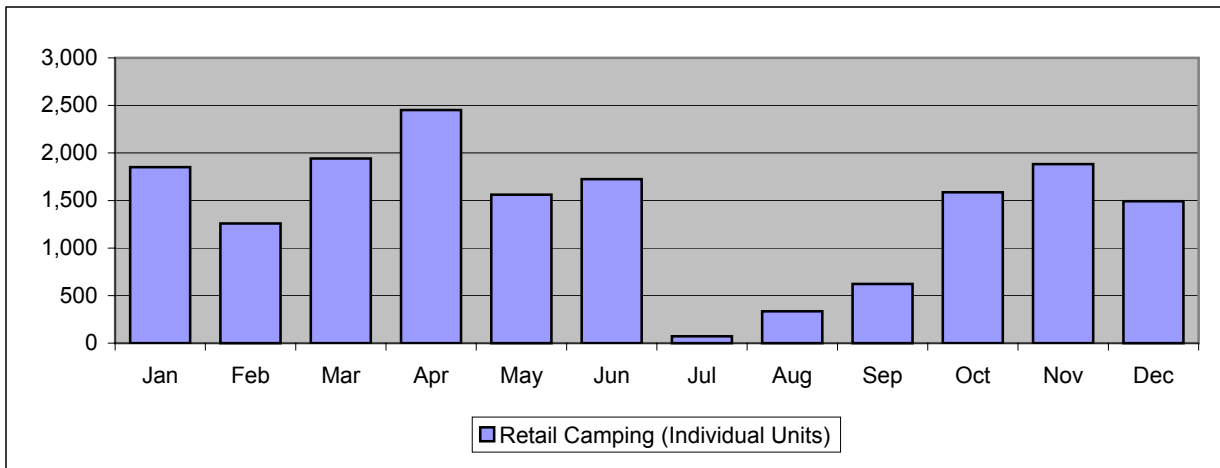
Hoyt
1,250
Deer Lake
4,150
Sequassen
2,150

Total
7,550

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

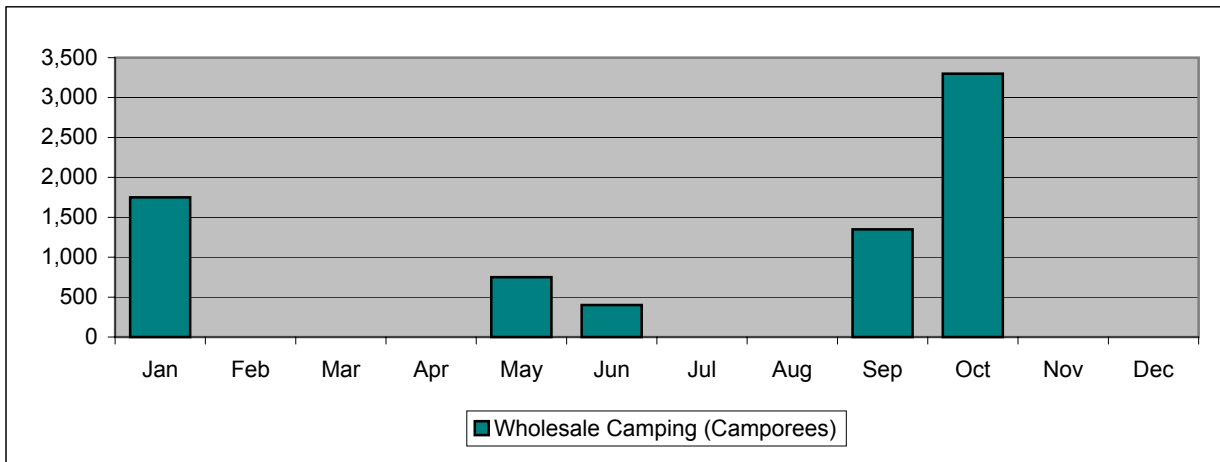
2003 Comparison of Camping by Individual Units and Camporees *

Total Person-Nights (Scouts and Scouters)



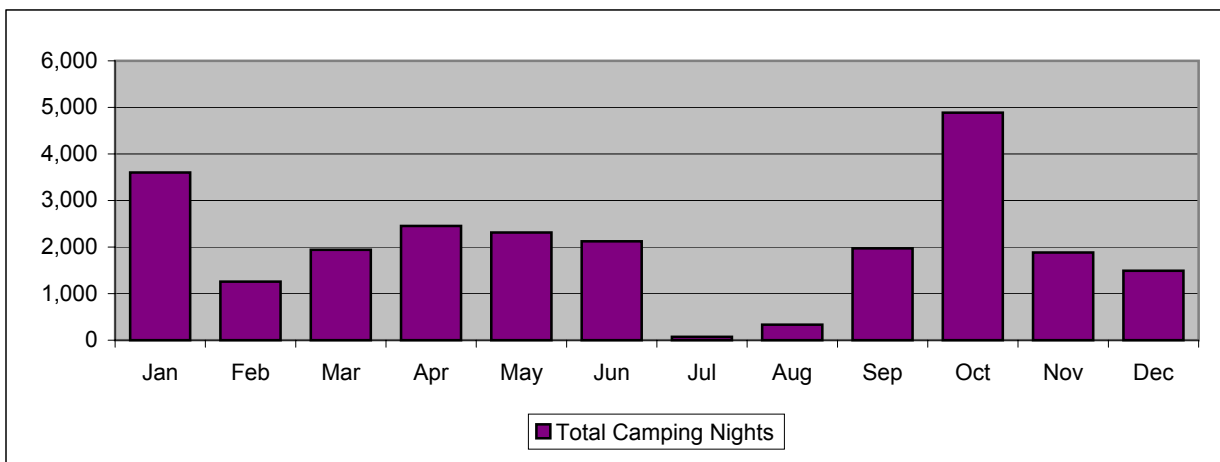
Hoyt
1,831
Deer Lake
10,235
Sequassen
4,713

Total
16,779



Hoyt
1,250
Deer Lake
4,150
Sequassen
2,150

Total
7,550



Hoyt
3,081
Deer Lake
14,385
Sequassen
6,863

Total
24,329

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