



Long Range Property Planning Review

Frequently Asked Questions

December 2013

Thank you to everyone who attended the Property Roundtables in November. Below are answers to some of the frequently asked questions from members.

Why is Badgerland developing a Long-Range Property Plan now?

Badgerland Council operates ten properties which are used for program and administration services. The Board of Directors is working to ensure each location is well-managed, safe and fulfilling its purpose in consideration of girl programming needs and fiscal responsibilities.

Who developed the proposals?

The Board appointed a Long-Range Property Planning Committee (LRPPC) comprised of long-term Girl Scout volunteers and one Badgerland Council staff member. The committee also worked closely with a Girl Scouts USA professional property consultant.

What criteria did the property planning committee consider?

The guiding principal behind the property review was this: *the program needs of girls drive property*. Criteria considered included property usage, fitness of the facility for its intended purpose, program potential, operating costs, ADA compliance, revenue streams and financial sustainability.

How did the LRPPC arrive at its evaluations and recommendations?

Over the course of nearly four years, the committee visited each site and analyzed data that included:

- Previous property studies from legacy councils
- Demographic data (current and projected) of girl members and potential girl members
- Cost analysis for each property
- Usage statistics for each property
- Three Badgerland membership surveys about outdoor programming and facilities

What are the key recommendations?

The proposal includes the following recommendations for the Board of Directors' consideration. The board may vote to accept, amend, delay or deny any of the recommendations.

Service Center Recommendations

- Sell the Madison Service Center and relocate to a leased space
- Determine how to maximize usage of the Beloit Service Center (perhaps by sharing the space with the city); or relocate the office and shop to a smaller, leased site
- Invest in improvements to the La Crosse Service Center
- Make minor improvements to the Platteville Service Center

Troop Camp Recommendations

- Close Camp Stetler due to low usage and high investment costs to bring it up to standard
- Sell Camp Oakwood Knoll (after the One Tough Cookie 5k Adventure Fundraiser is no longer held there) due to low usage and high investment costs to bring the camp up to standard
- Invest in improvements to Camp Brandenburg
- Invest in improvements to Camp Echo Valley

Resident Camp Recommendations

(NOTE: The three options below are offered for each site)

Camp Black Hawk and Camp Ehawee

- Keep the camp and invest in updates
(must attain goal of 1000 campers at each camp by the summer of 2015)
- Rest the camp after 2014 until there is more interest from girls to attend
- Sell the camp after 2014

Wow. A thousand campers? How many girls go to resident camp now?

Attendance at the two Badgerland resident camps has been following a national trend of declining numbers for several years. On average, just over seven percent of total Badgerland Council Girl Scouts attended a resident camp during each of the past five years.

How would Badgerland Council attain 1000 campers at each resident camp by the summer of 2015?

We'll be frank; it won't be easy. But we're committed to finding a path forward to provide resident camp while being responsible with our resources. To help build attendance, Badgerland is revamping resident camp offerings for 2014. The programming is designed to make sure Girl Scouts will have the appropriate camp experience at the appropriate resident camp for the age-appropriate time frame; we call this 'outdoor progression.' As a result, in 2014 Camp Ehawee will provide sessions created primarily for Daisies, Brownies and Juniors. These programs are designed to provide all the benefits of camp at a very age-appropriate level. At the same time, Camp Black Hawk will focus on older girls and offer longer and more adventurous programs. The strategy is to build skills and introduce new components to a girl's outdoor

experience as she gets older...*and* to build her enthusiasm and excitement for camping so that she'll continue to attend resident camp as she progresses through Girl Scouting. As one part of the strategy, Badgerland created a new staff position whose focus will be strengthening outdoor programs and opportunities for Badgerland Girl Scouts year round.

Will one or both resident camps be closed if the 1000 camper number isn't achieved?

No decisions regarding any properties have been made to date. All the recommendations for all ten properties are just that – recommendations. The board may vote to accept, amend, delay or deny any of the recommendations.

Is attendance down because camp costs too much?

It's no surprise that operating a resident camp is expensive; and price is always a factor when parents determine which activities their children will attend. To help make camp more accessible to all Badgerland income levels, a "tiered" pricing plan was created. Families can choose to pay the actual cost of their camp session or a lower price down to 70% of the true expense. Additionally, Badgerland Girl Scouts are encouraged to earn their way to summer camp by participating in the fall fundraiser and the Cookie Program.

Does Badgerland Council provide any financial aid to Girl Scouts who can't afford camp?

Yes. Campership Grants may be available to Girl Scouts to help cover a portion of the cost of attending a summer camp program. Since 2010, 470 girls have been able to attend camps Black Hawk and Ehawee because of these grants. On average, Badgerland Council awards over \$27,000 in Campership Grants per year.

Will Campership Grants be available for 2014?

Yes. The application for Camperships will be available at www.badgerlandcamps.org on January 10, 2014. The deadline to turn in an application is April 1 and all families will be notified on the status of their request by May 1.

What can I do to help boost resident camp attendance in 2014?

Bottom line: help get a girl to camp! We must improve girl attendance to enhance the camping experience while making our camps more financially sound to justify the significant resources invested in maintaining these properties. Talk to everyone you know about Girl Scout camp. Share your own camp experiences and how they've transformed your life. Do you know a Girl Scout or know someone who knows a Girl Scout? Share your enthusiasm and passion for the summer camp with them – it's contagious!

Additionally, you can support a girl going to camp. Campership Grants are funded, in part, by generous donations. Donate to Badgerland Council and earmark those funds specifically to camperships. Have a favorite property? You can also request that *your* donation be used to fund *your* priorities.

Volunteer your time to help make camp possible. There are so many ways we can use your help. Here's an idea: come to a Camp Work & Play Weekend! Camp Ehawee's is the weekend of April 11 and Black Hawk's is the weekend of May 16. Bring the family and help prepare the properties for the girls. There are lots of other ways for you to help too. If you're interested in volunteering with camp, email us at volunteer@gsbadgerland.org.

Will you hold additional listening sessions?

The 13 Property Roundtable sessions held throughout Badgerland Council in November were a significant commitment of time and were offered to provide an opportunity to present the proposals and address questions. No additional sessions are planned.

How will you keep me updated on the process?

Badgerland Council will provide monthly Property Plan updates at least through June 2014. These will be emailed to all registered members and posted on the Badgerland [website](#).

What is the timeline for developing the Property Plan?

Now through the end of December, we are continuing to accept comments and questions regarding the proposals. In February, the Badgerland Property Task Force will present highlights from the Property Roundtables, community comments and feedback to the Board of Directors. The board will consider all feedback including recommendations from the Property Task Force and is expected to vote on a long-range plan in June.

**A Camp Champion Task Force is being formed.
Look for details in January!**

We want to hear from you.

Please read the overview of the proposed Property Plan and provide your comments.

[Read the plan here](#) | [Property Planning Timeline](#)

Comments and Questions

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please send your comments by December 31, 2013

Please Note: We will not be able to respond to each individual question posed. The 13 Property Roundtable sessions held around the council in November afforded a great opportunity to describe the Long Term Property Planning Committee's evaluations and recommendations, hear from the membership and answer questions. A summary of the presentation is posted [online](#). All comments, questions and feedback will be considered by the Badgerland Council Board of Directors as it moves forward in the planning process.