

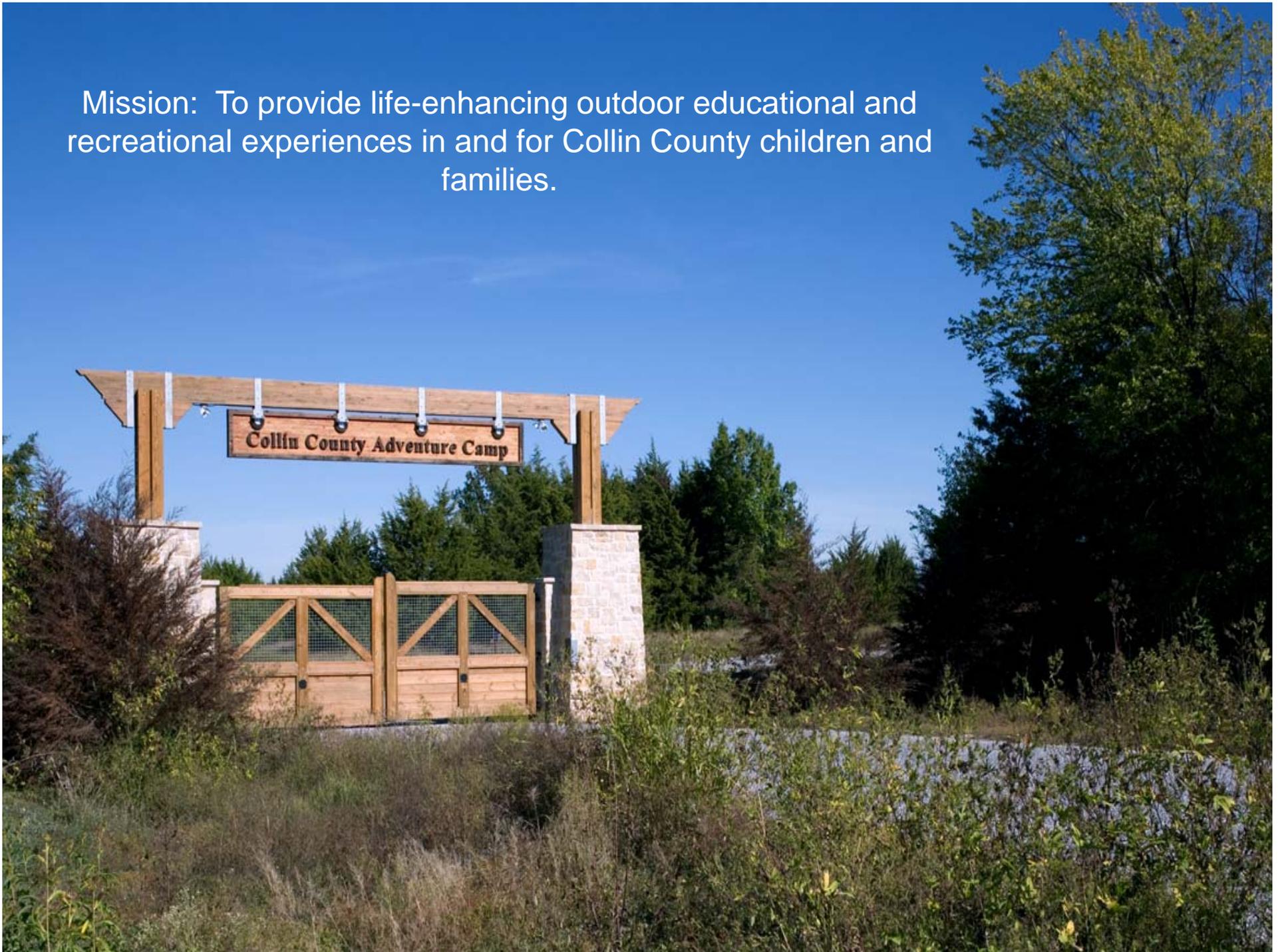
Collin County



ADVENTURE  
CAMP



Mission: To provide life-enhancing outdoor educational and recreational experiences in and for Collin County children and families.



# Current Programs



Outdoor Education



Adventure Guides



Retreats



Scouting

# Programs



YMCA Day Camp



Family Camp

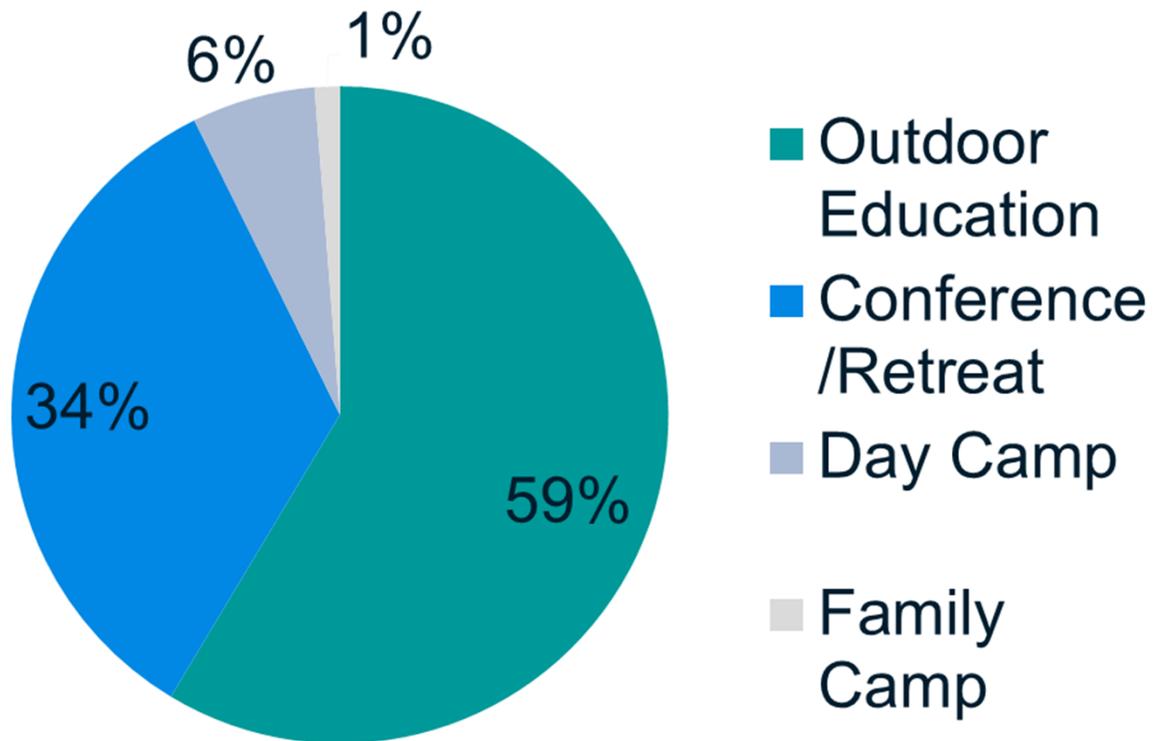


Community Days

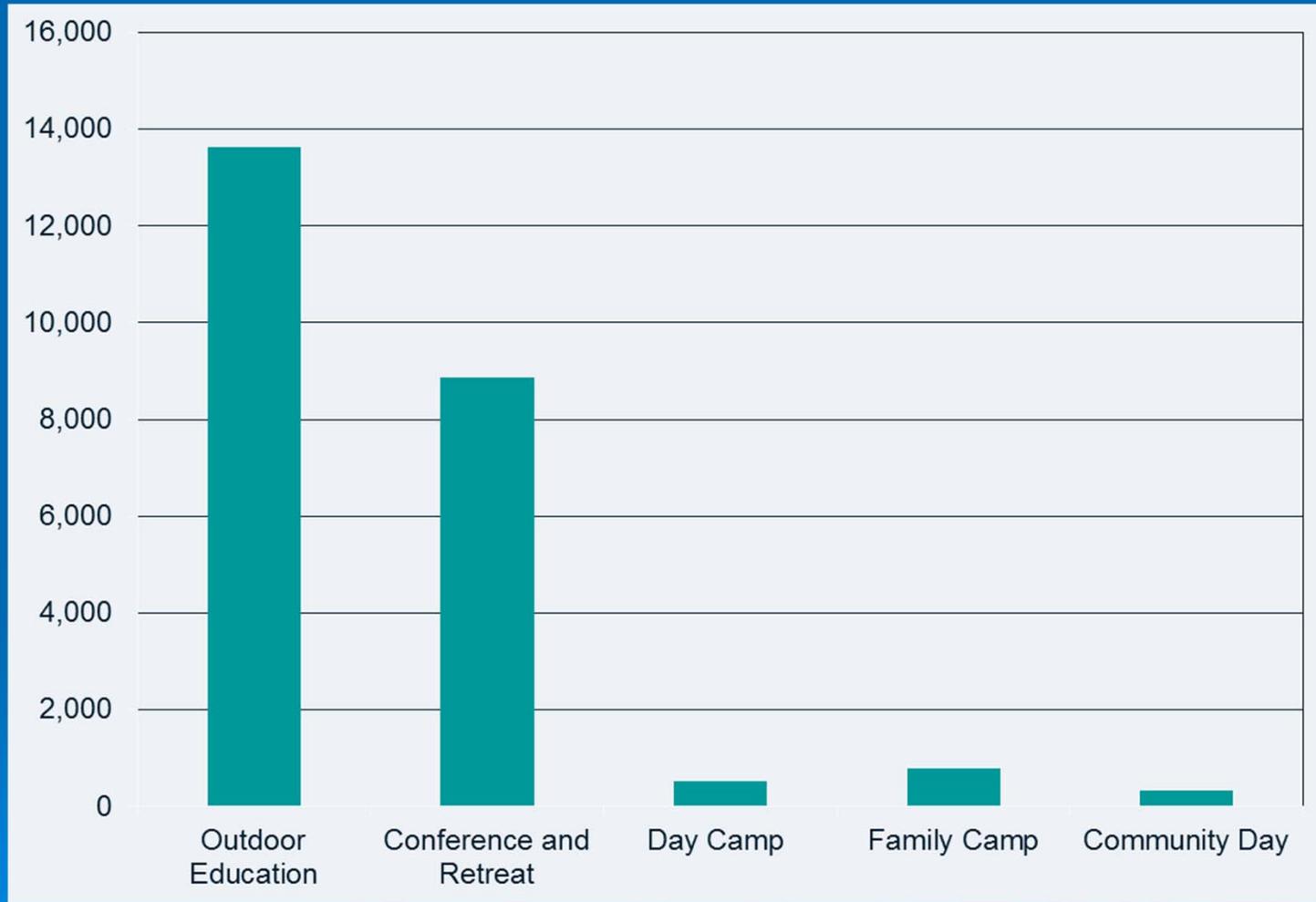


Resident Camp

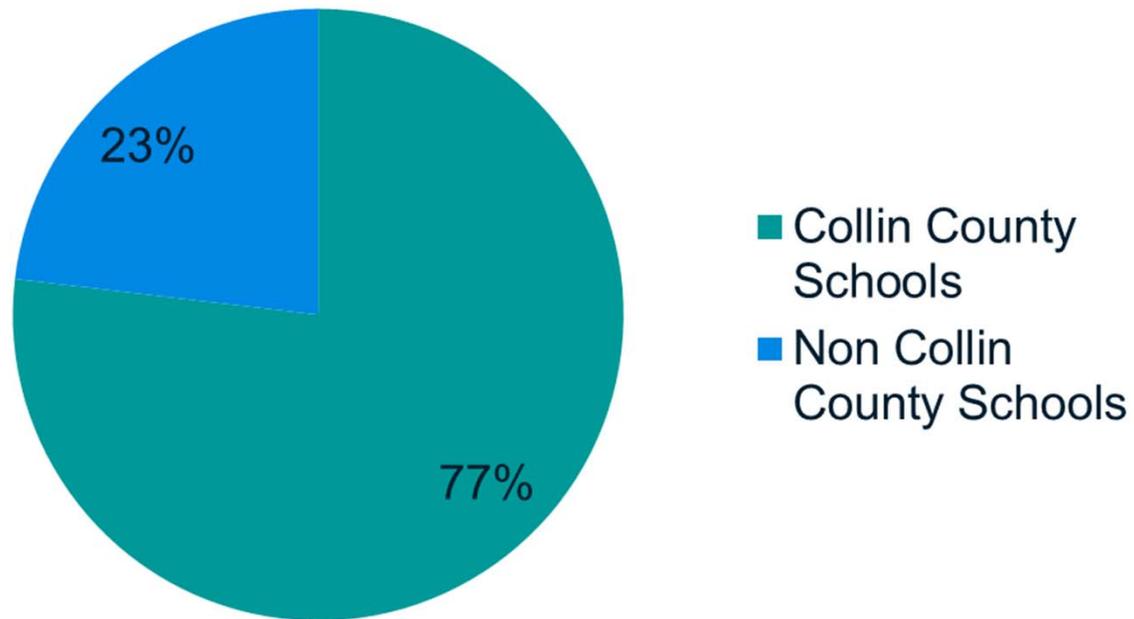
# 2014 Programs



# Participants



# Outdoor Education



# Outdoor Education













# Family Camp



# Day Camp

















# District Usage

## Outdoor Education Program

During 2014 , 86% (12 of 14) Collin County Districts participated in residential or day OE program.

Allen ISD  
Anna ISD  
Blue Ridge ISD  
Community ISD  
Frisco ISD  
Lovejoy ISD  
McKinney ISD  
Melissa ISD  
Plano ISD  
Princeton ISD  
Prosper ISD  
Wylie ISD

New for 2015  
Farmersville ISD

# Guest Feedback

95.62% overall rating of good to excellent  
regarding program and facility



# Scholarships

## Provided by Program

|                         |                  |
|-------------------------|------------------|
| Conference and Retreats | \$ 2,500         |
| Day Camp                | \$ 10,237        |
| Outdoor Education       | <u>\$134,745</u> |
| Total                   | \$147,482        |

## Funds Raised

|                   |           |
|-------------------|-----------|
| Community Support | \$ 18,579 |
|-------------------|-----------|

# Goals

- Be utilized by 100% Collin County School Districts – TEKS trips, all grade levels
- Increase family usage
- Corporate retreats
- Additional community events
  - Summer Family Fun Fest (June)
  - Fall Community Event (October)
  - 5K/1K Trail Run in spring of 2015
- Increase Conference usage by 25%

# Marketing Efforts

## ➤ Outdoor Education

- Cross-marketing to all Camp users
- Direct mailings to public schools, private schools, childcare centers
- Direct phone calls to schools, private schools, childcare centers
- Personal meetings
- Word of mouth
- Plano ISD Open House
- Website
- Texas Education Agency

# Questions?

A wooden sign for Collin County Adventure Camp is mounted on a wooden frame supported by stone pillars. The sign is illuminated by four spotlights. Below the sign is a wooden gate with a wire mesh. The entrance is surrounded by lush greenery and trees under a clear blue sky.

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