

Wisconsin

Market Analysis Project

Fall 2013

Outdoor Programs/Properties Department
National Office, Boy Scouts of America



COUNCIL STRATEGIC GOALS



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Special thanks to our administrative assistant, Jennifer Bevis, who assisted with research, developed the camp graphs, and generally kept us organized.



Introduction

The Boy Scouts of America, much like any other business with a nationwide presence, offers a number of products—or variety of experiences—to its customers. Highly successful organizations are almost always characterized as having a Unique Selling Proposition (USP). In short, they offer what few, if any can duplicate. The BSA's USP is the outdoor program and patrol method which are uniquely impactful and help young people grow in leadership, character, citizenship, personal fitness, and recognition of their duty to God and country. Few if any programs do this as well as the BSA.

The BSA USP represents a wide range of outdoor programs, and the number of programs offered and their quality vary among locations. In the same way that Wal-Mart differs from the neighborhood market, Scout camps run the gamut from multifunction reservations that offer a multitude of quality program options to raw, rustic acreage that provides little more than campgrounds. Just as a corner grocer can't offer the scope of merchandise found at Wal-Mart, small camps can't provide every experience to every visitor the way larger camps may be able to do—but each, if it does its job well, fills a niche. In that way, it is important that the experiences that are offered at smaller camps, even if the programs are limited in number, are of the highest possible quality and reflect positively on Scouting.

All aspects of Scouting teach the importance of leading by example. From Cub Scouts who plant trees at the local library to Boy Scouts at troop meetings who pledge to follow the values of the Scout Oath and Scout Law, Scouting teaches and reinforces the importance of leading by example. To make a positive impact on the lives of young people across the country, we must lead by example and demonstrate our USP in all that we do, especially through our programs and properties. When BSA leadership follows the motto "Do Your Best" for our Scouts, excellence in properties and program delivers on Scouting's promise.

On the Cover

The image on the cover of this report depicts the relationships among product design, tactics, and strategy and their components. These critical elements are the focus of this study. The graphic shows the four essential elements of the BSA product:

Product

Quality Staff—In addition to embodying the qualities and attributes of the Scout Oath and Scout Law, a quality staff member is experienced, has a firm grasp of the subject matter, communicates well, and understands the developmental stage of the Scout and the importance of customer service. High-quality staff goes beyond the basic curriculum outline to bring the program to life for participants.

Quality Program Equipment—Above all, program equipment should be functional. It need not be the newest or the most expensive, but it should be well maintained and in adequate supply to serve the program needs. The equipment we supply our Scouts is also an outward sign that represents Scouting's values and shows respect to the Scouts.

Brand-Positive Facilities—The basis for evaluation of camp facilities includes several factors including the facilities' condition, functionality, layout, capacity, and design. Quality facilities positively reinforce the BSA brand.

Program Depth—Program depth provides opportunities for more Scouts to become engaged in available programming through a variety of channels, methods, and media. Optimal program depth occurs at the intersection of the other three product design components: Quality facilities and equipment, a sufficient quantity of equipment, and passionate, knowledgeable staff all come together, and in-depth, quality programming is the result.

For example, a camp might have an astronomy program in which a map of the heavens is tacked to the wall and a few reference books are nearby. An astronomy program with depth has those things as well as telescopes, computers and astronomy software, related geometry tools, and an instructor who is knowledgeable about astronomy and enthusiastic about sharing his passion with Scouts attending camp. That wide variety of opportunity for engagement represents the many avenues through which Scouts visiting the camp might become excited about experiencing the program and even developing that learning beyond camp borders.

COUNCIL STRATEGIC GOALS



Tactics

At the next level, product represents one-fourth of the tactics that work together to bring that product to market to achieve the ultimate or strategic goals of the BSA. Once the product design is complete, the next step is ensuring effective tactical solutions to present and promote the product to the market. Product plus these additional three components make up **tactics**:

Price represents all of the factors that make a financially sustainable effort. Beyond camp fees, price is influenced by total income and expense, reinvestment in the business (funded depreciation), perceived value, and competitive pricing.

Promotion or marketing, based on an awareness of the demographics of the market, ensures the public is aware of the product.

Distribution addresses the product's accessibility. Is your camp located in a favorable location? Does the customer drive past three other camp properties to get to yours? Is the drive too far for short-term activities? Are there physical barriers?

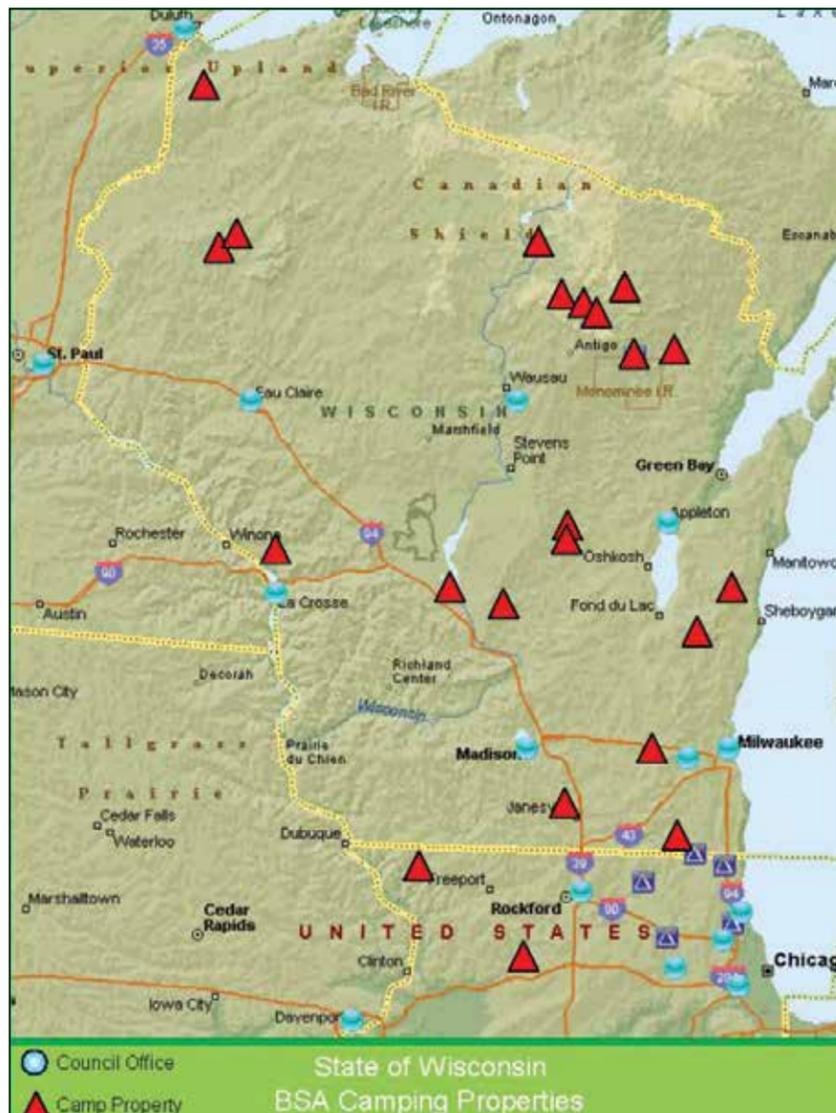
Carrying out all of these elements at the highest possible level contributes to the achievement of the council's **strategic goals**. The path each council follows to achieve its strategic goals may be unique, but the ultimate goal for every council should be the same: financial sustainability and membership growth.

Purpose

This study was conducted to provide an objective view of the variety and quality of Wisconsin's camp operations. The bar graphs and commentary that follow provide comparisons of camp offerings, and can create a roadmap for camps to build on their own strengths and identify nearby camps that can support their weaknesses. To some degree, properties compete with each other within this camping market, but the findings in this study show how a collaborative effort may provide more efficient use of capital than has previously been achieved.

The BSA's overarching goal is to provide excellence in the camping experience for all youth participating in Scouting. Over the long term, as top-quality programs at area camps are promoted among councils, the financial stability of those camps will be strengthened, eventually making possible additional or expanded program offerings. In this way, each camp can steadily work toward realizing its full potential and benefiting from higher attendance, membership retention, and financial stability. The ultimate result: creating camping operations—and councils—that are stable and sustainable for years to come.

Methods Employed



Sponsored by the National Council's Outdoor Programs/Properties Department, a project team was assembled and criteria were developed to evaluate the variety and quality of program elements offered at the camping properties. The investigation showed that the quality of program design can largely be defined by four critical elements: quality staff, quality program equipment, brand-positive facilities, and program depth. Program quality was assessed through observation and interview. Facilities were measured through an expanded application of the Camp Facilities Evaluation Tool (CFET), a tool used by the National Camp Accreditation Program (NCAP).

The project team looked at 22 active resident camping properties that were in operation in July 2013. The study area is comprised partially of two Central Region areas and 12 councils. Some camp properties within the study area were not evaluated because they did not offer formal, organized, resident programs for camp participants. Examples include family camp operations, weekend camping, and day camp operations. Other camps are considered "rustic" and as such, offer little or no program or facilities. These properties also were not evaluated. A complete list of the excluded properties is on page 40. To view all camp data used for these evaluations, go to www.scouting.org/designdevelopment.

As with any evaluation, various parameters of measurement have to be defined. Since the study team was interested only in identifying the best program offerings, an A-B-C scale was developed. The categories represent excellent (A), good (B), and all else (C). Anything that might be considered a D or F was included in the C category. This simple grading scale allowed the team a quick and easy method for measuring the various elements within each program area. A high standard of excellence for each component was then defined, and individual program offerings were evaluated as to how well they met the definition.

An information sheet was developed to collect information relevant to the overall property and to standardize the data collection effort. This sheet was used at each camp to guide discussions with the camp directors. Following the initial interview, the team went into the camp to observe program areas in action and to interview section directors (for example, aquatics, shooting sports, and nature and ecology) and staff. Team members took notes and tabulated a score that reflected how well the program met the standard. The criteria were ranked in order of importance and weighted accordingly. A fifth item, "Other," was added as a catch-all for unique characteristics such as creativity.

Given a maximum score of 73 and a minimum score of 14, performance ranges were established. The following matrix captures the score for each program area studied:

Program		Staff	Equipment	Facilities	Capacity	Other	Comments
Outdoor Skills		5	4	3*	2	1	
Fully Meets Criteria	5						
	4	20					
	3		12		4		
	2			6			
Does Not Meet Criteria	1						
	Weighted Criteria	20	12	6	4	0	
						Total	42 C

To determine rankings, scores were broken down as follows: 82 percent and above was considered an A, 60 percent to 81 percent earned a B, and a score below 60 percent was given a C. The ranges were developed by looking at the raw data and making adjustments to ensure meaningful differentiation between the scores. It became apparent that when quality staff, quality program equipment, brand-positive facilities, and program depth are working together at the highest levels, an excellent quality program results.

Variety of Program Offerings

When supported by a focus on quality, the addition of a variety of program options adds to the appeal of the camping experience. Measuring how much variety a camp has can be a simple matter of tabulating and scoring the options. In this system, points are awarded for operating activities. The wider the selection of activities, the more points the program receives, as shown here:

Variety of Program Offerings			
Points			Score
5	4	3-2-1	
Aquatics Boating	Canoe		10
Aquatics Boating	Kayak		10
Aquatics Boating	Row Boat		10
Aquatics Boating	Power Boat		10
Aquatics Boating	Sail Boat < 14'		10
Aquatics Boating	Sail Boat > 14' < 24'		
Aquatics Boating	Sail Boat > 24'		
Aquatics Boating	PWC		
Aquatics Boating	Paddleboard		12
Aquatics Boating	Ship		
Aquatics Boating	Water Ski		
Aquatics Boating	White Water - Raft		
Aquatics Boating	White Water - Canoe		12
Aquatics Boating	White Water - Kayak		12
Aquatics Boating	Water Trek		12
Aquatics Swimming	Pool		
Aquatics Swimming	Lake		10
Aquatics Swimming	Blob		11
Aquatics Swimming	Snorkling		11
Aquatics Fishing	Standard		10
Aquatics Fishing	Deep Sea		
Total Aquatics			140

**Example:
Scoring Program Variety**

Program	Score	Compar. Rank
Aquatics	140	A
Skills	91	B
Biking/ Other	9	C
Shooting Sports	68	B
Field Sports	44	C
Nature	45	C
Winter Program	36	C



In this example, a camp offers an aquatics program with several types of boating activities and swimming, the elements of which are shown in blue. The camp gets 10 points (5+4+1) for having a swimming program in the lake. The award of 1 through 3 points is a judgment call made by the evaluator. It represents, for example, the difference between a swimming program that offers the minimum and a swimming program that has a blob or other enhancement. To continue the example, the camp offers sunfish boats with training and a large practice area. Perhaps they also run a weekly race. In this case the evaluator might award them a score of 11 (5+4+2). Similarly, for kayaks and power boats they are awarded 9 points each for having an Aquatics/Boating program (5+4) plus 1 point for each category. Finally, suppose the camp features a water skiing program with a slalom course and jumps, and provides many types of skis. The evaluator might award them nine points for the program plus 3 points for all of the types of ski options.

The total score in this example is 56. Is this good or bad? Out of context, a score does not provide much information. In order to provide context, the team compiled the various scores of all of the camps in this study. An overall high and low was determined for each program area. Then a grade of A, B, or C was assigned according to individual scores within the range.

Similar to the Quality grading system, a program evaluation score falling between 82 percent and 100 percent of the range was given a grade of A. From 60 percent to 81 percent was awarded a B, and everything else was graded C. The ranges were developed by looking at the raw data and making adjustments to ensure meaningful differentiation between the scores.

Keep in mind that this is solely a tabulation exercise. Capacity (how many?) and condition (how good?) are measured elsewhere. Up to this point we have only considered data.

The analysis begins when you look at the combined scores for quality and variety, of which there are four possible combinations:

The best combination is a camp that offers **high-quality, high-variety** programming. In that case, the camp offers a lot of "stuff" and does it all well. An example outside Scouting would be Disneyland.

The worst scenario would be **low quality and low variety**. These are the camps that require serious attention as they do our Scouts a disservice and reflect poorly on the Boy Scouts of America.

Between these extremes is **high quality and low variety**. This might be a specialty camp or a camp that has no aquatics but does an exemplary job at shooting sports. Low variety with high quality is not bad, if the camp is sustainable and if the Scouts have easy access to other camps in order to experience the full range of quality outdoor activities.

Finally, **low quality, high variety** is a case where the council is perhaps overreaching and needs to re-evaluate how the program is being delivered.

The continuum between high and low is large. As a practical matter, we want to be sure that whatever we do, it is sustainable and that it is done with quality.

Finally, the team counted only active programs. For example, a camp that had rarely used trails would not be given credit for having that element alone.



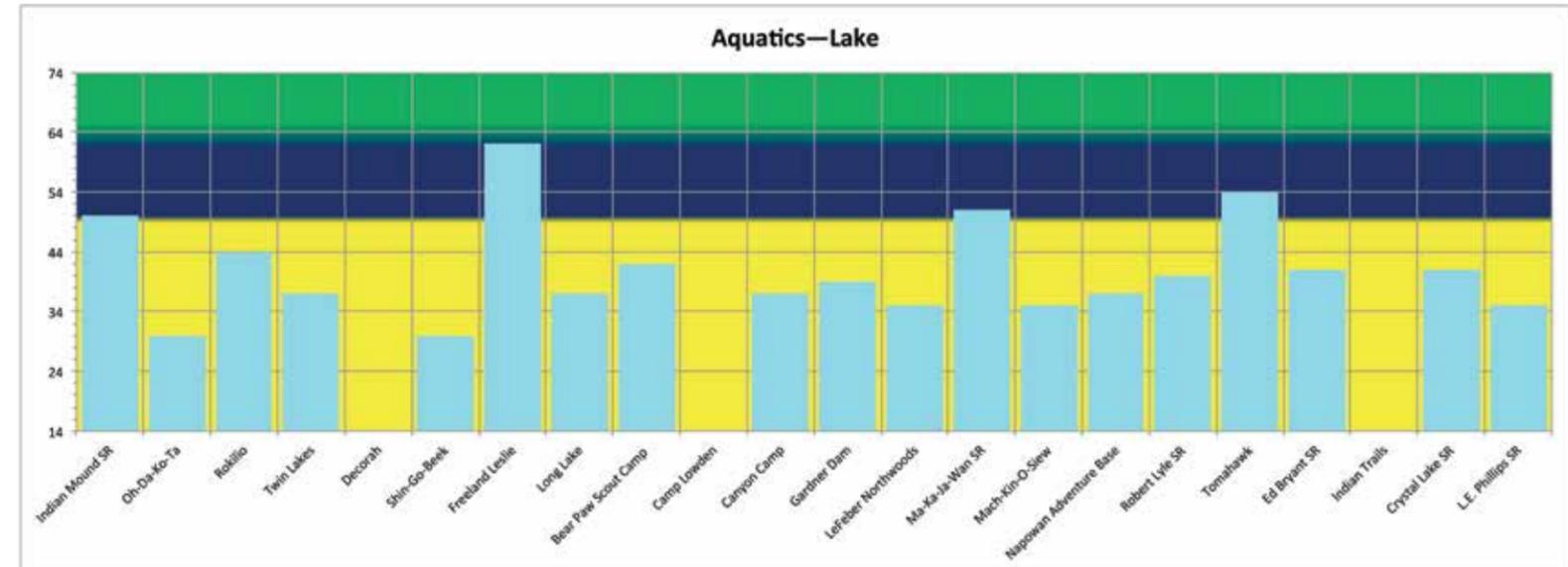
Program Quality Areas

Aquatics—Lake

The aquatics program is one of the largest at most BSA camps. Canoeing and boating are by far the most common of the offerings in the aquatics area. Programs may include rowboats, motorboats, sailboats, personal watercraft, waterskiing, fishing, and swimming.

Camps should take care to differentiate between lakes and ponds so as not to oversell programs—and then fail to meet expectations. In addition to size, depth, and water source, water quality was a determining factor in many cases of the type and quality of program offered.

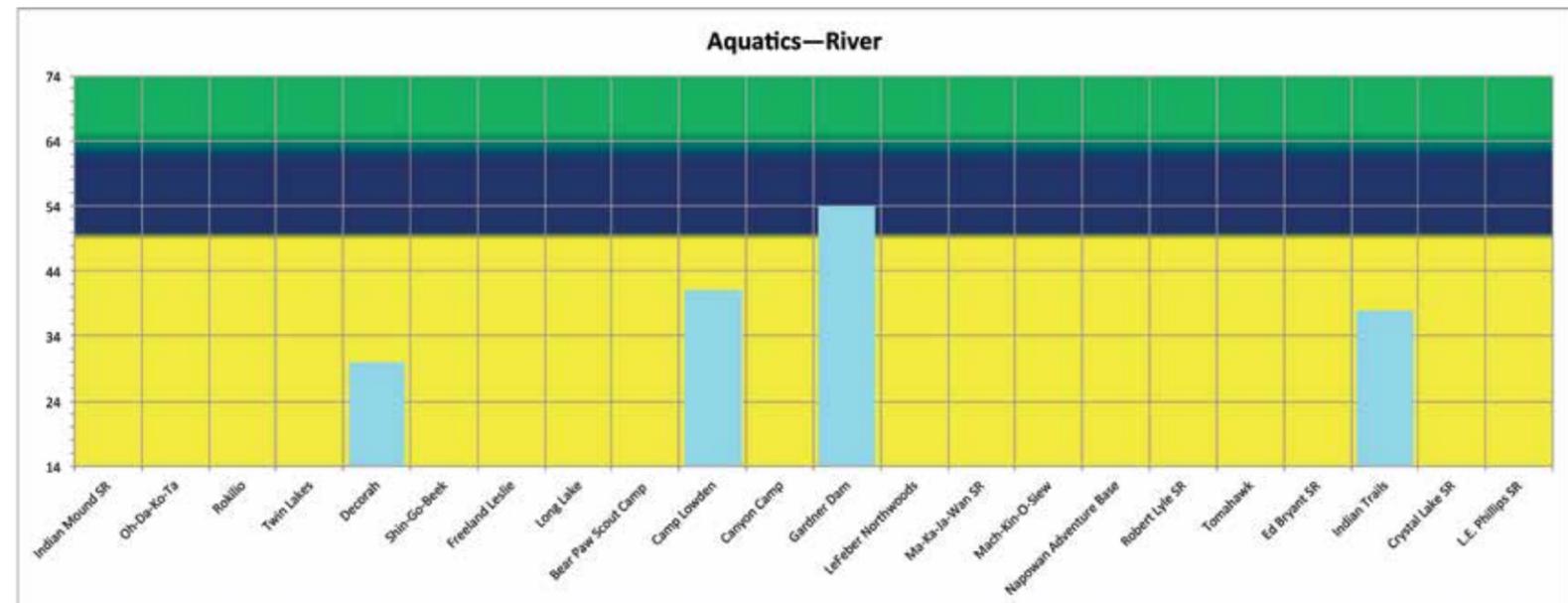
Obviously, larger bodies of water can offer a wider range of aquatic activities, but quality programs can also be made available on the calm waters of many ponds. More detail on this category can be found in the section on individual camp ratings.



Aquatics—River

Few properties in the study offered river programs. For our purposes, a river program must be navigable by at least a small watercraft such as a canoe or kayak and have available teaching staff and all necessary safety equipment.

Programs may include canoeing, kayaking, tubing, and fishing. Motorboats may be available for use at camps with rivers large enough to accommodate them.

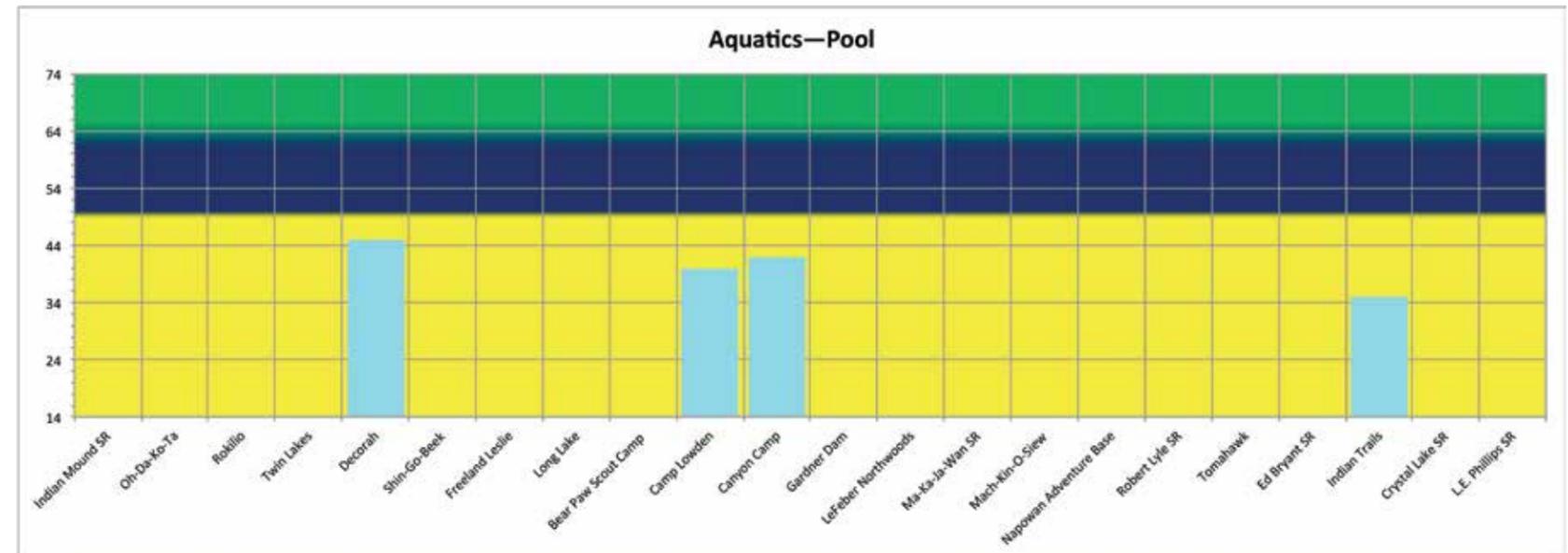


Aquatics—Pool

What's clear here is how few pools there were in this study. While a number of the pools had excellent staff, the general condition of the pools and equipment was a limiting factor.

With clear water, controlled sanitation, and nearby restrooms, pools tend to be very popular. They have the potential to make a property a destination camp in this market. The downside is, of course, the expense.

Aquatics programs may include swimming, lifesaving, kayaking, and scuba diving. The usefulness of a scuba program may be limited, however, as the merit badge cannot usually be completed in a pool.

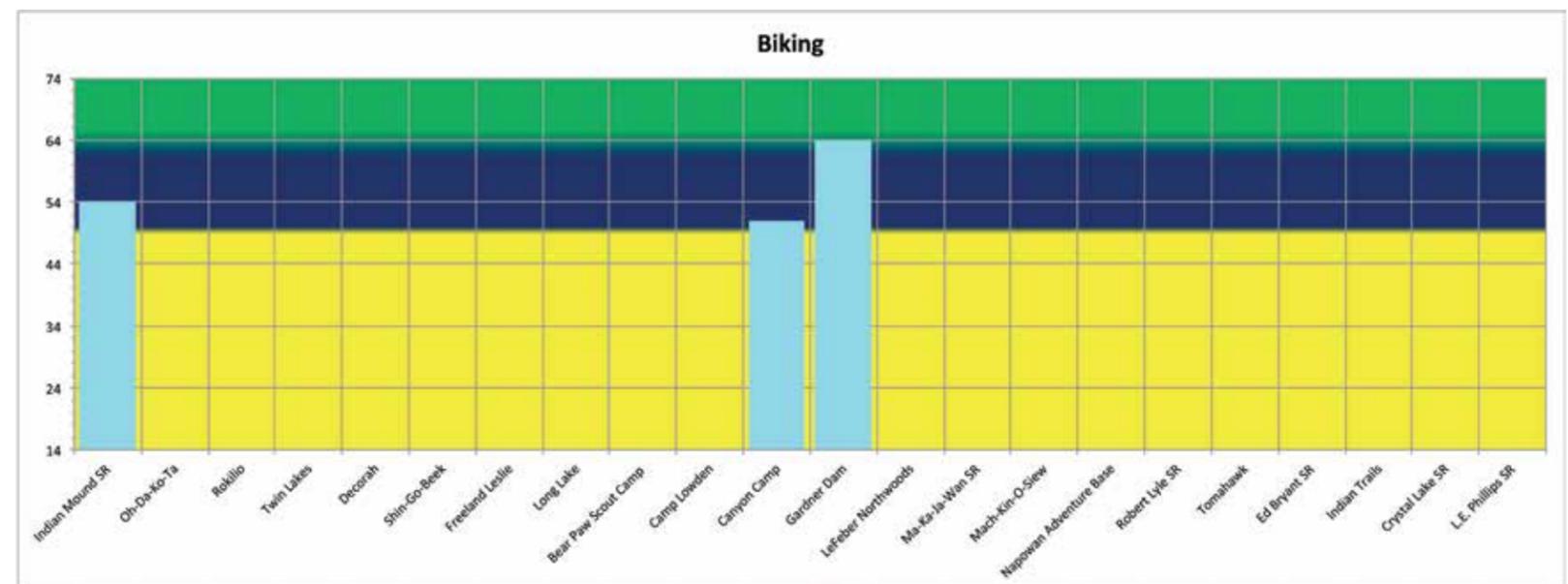


Biking

Biking may include BMX, mountain, and/or trail biking.

Successful camps generally have repair facilities that are staffed throughout the summer and may incorporate bike repair into their programs, an element that can expand the program depth. Other camps were observed that return the bikes to the ranger's shop for repairs.

Trail maintenance is essential, and track maintenance also is required for BMX programs.

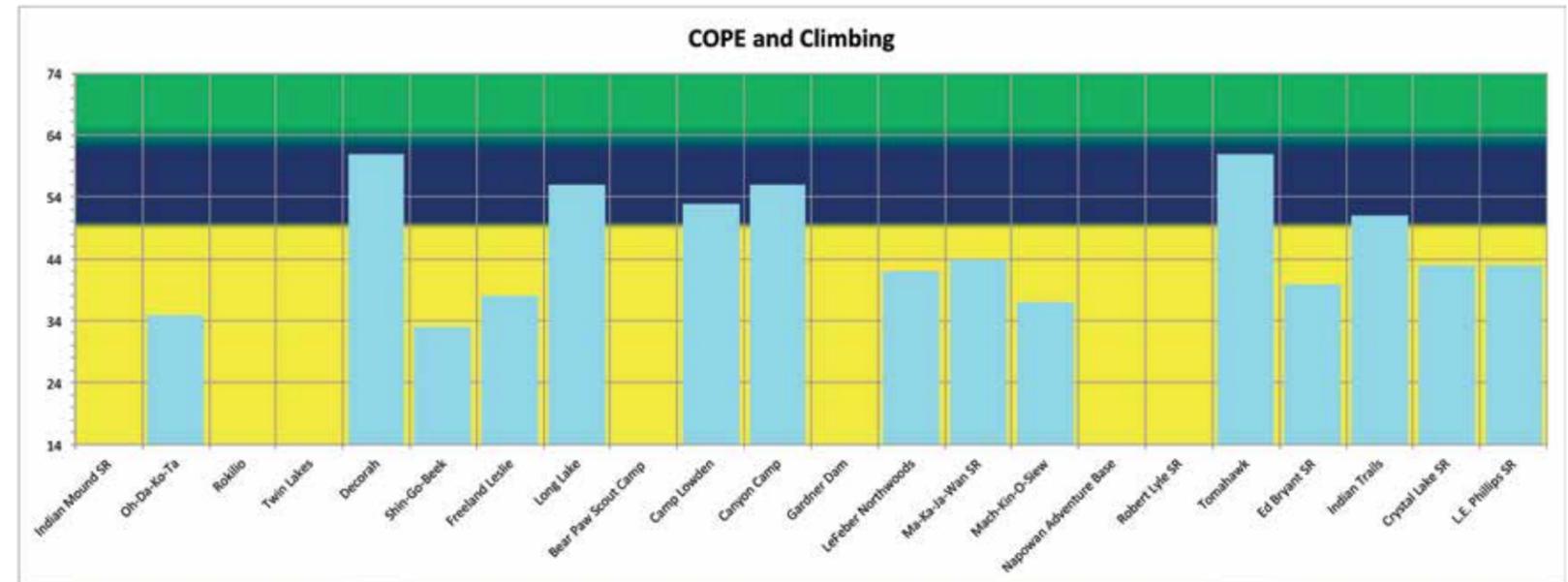


COPE and Climbing

Many of the camps within this study offer climbing towers.

Climbing may be offered either on a tower or in a natural setting. COPE is confined to a constructed course.

COPE should not be considered a must-have program for every camp, but every camp should have access to COPE facilities. All camps potentially could offer the initiative games and low COPE.

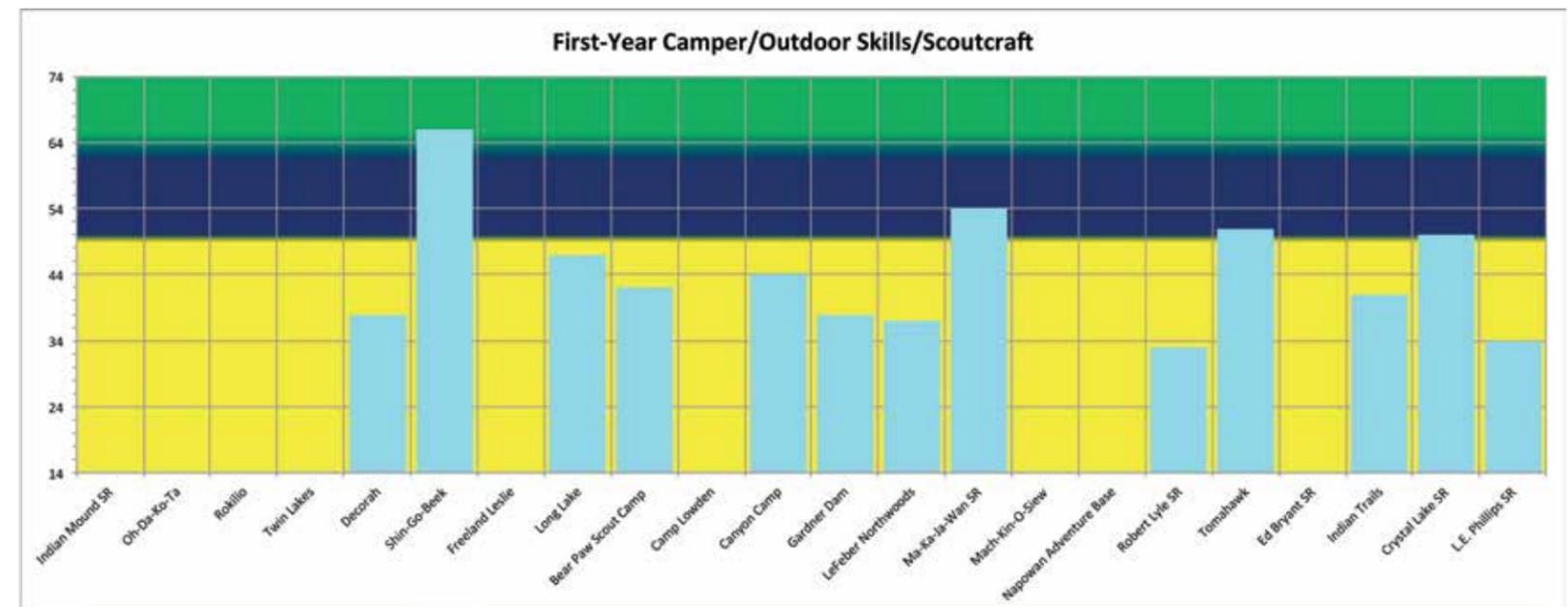


First-Year Camper/Outdoor Skills/Scoutcraft

While there are differences in these three program elements, they can be combined for the purposes of this report.

In many cases, outdoor skills and Scoutcraft were offered in the same location. However, a well-defined area with lots of shade appeared to add to these programs' quality, as did the variety of skill offerings.

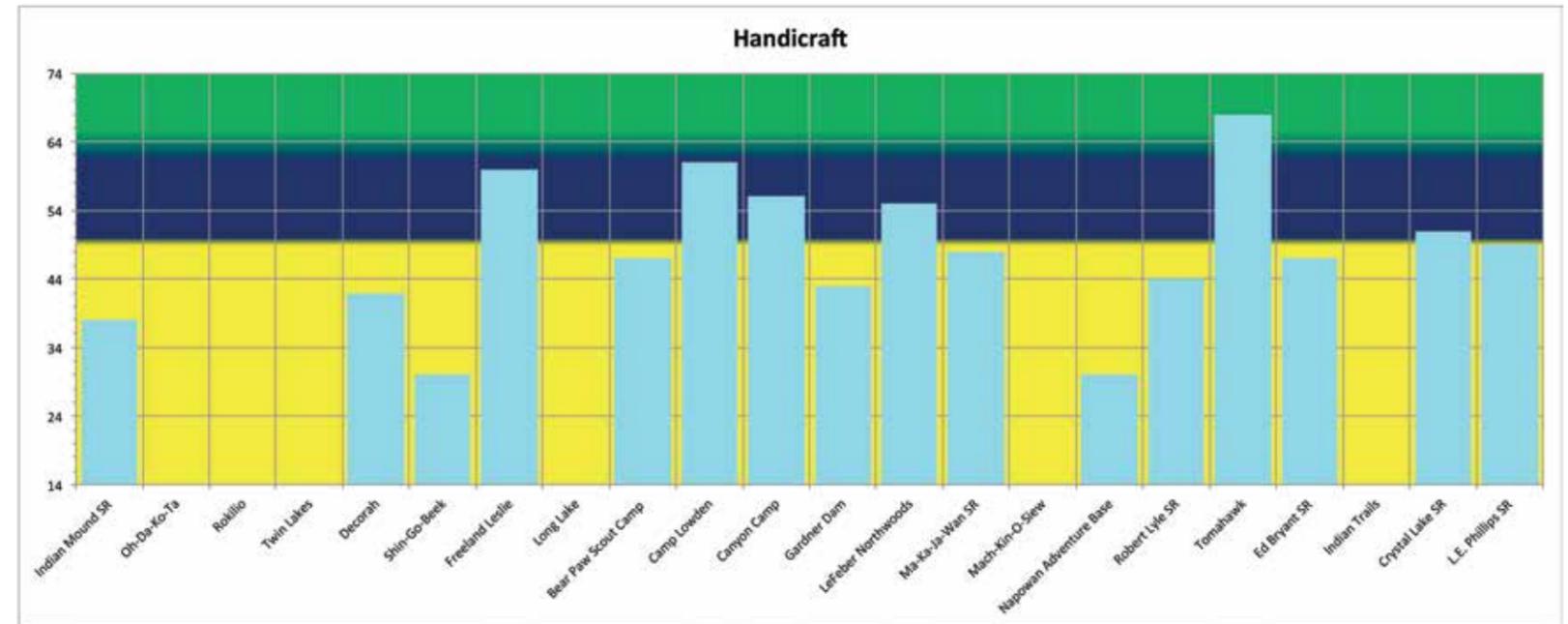
As always, staff makes the biggest difference, and adequate equipment is second in importance.



Handicraft

Staff and equipment significantly affected the scoring for this program.

Handicraft areas varied widely among the camps in this market analysis. Some were the stereotypical tarp, picnic table, and patrol box of old equipment; others had well-equipped, dedicated facilities that included kilns, potter's wheels, art, leatherwork supplies, model-making supplies, and woodworking. This diversity among program offerings created a real challenge for accurately reporting a fair comparison. Adequate and engaged staffing created an additional wide range of results.



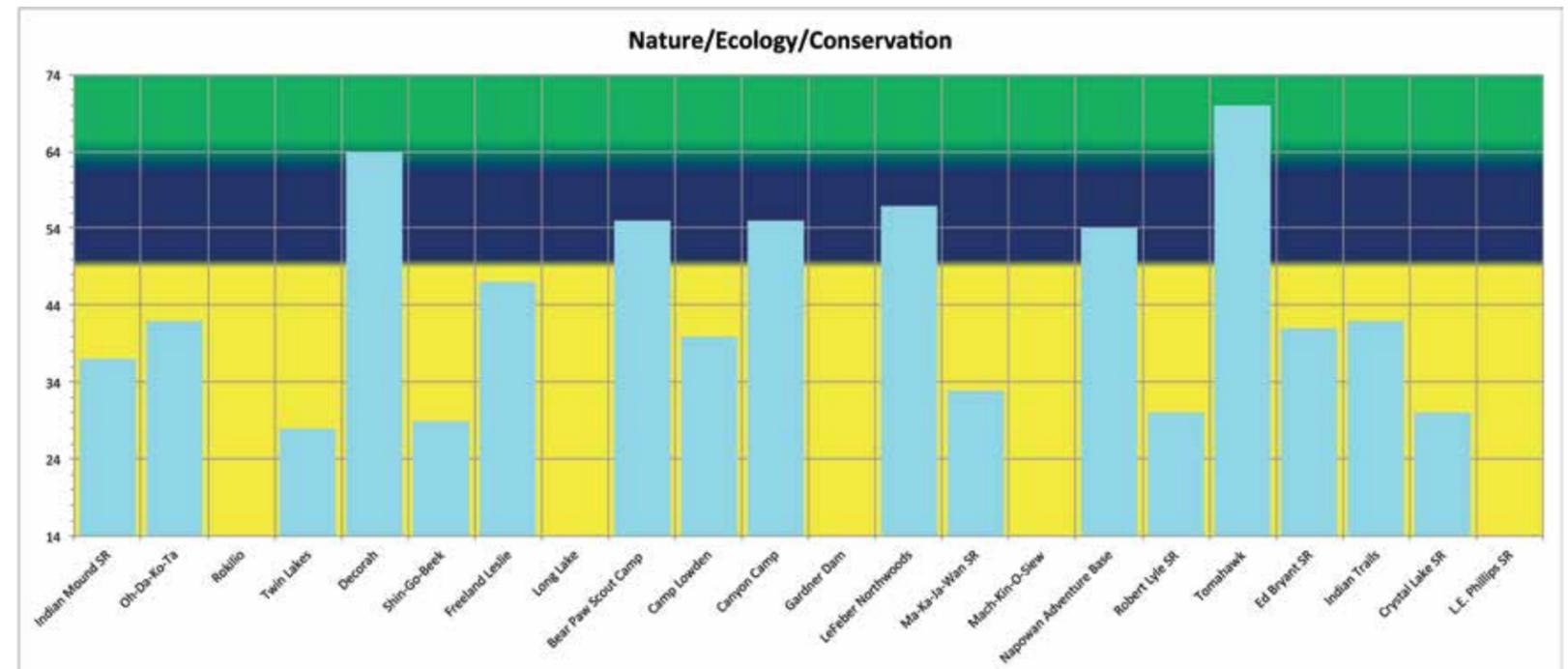
Nature/Ecology/Conservation

Knowledgeable staff was a key to a high rating in this program area.

With the advent of STEM, Nature/Ecology/Conservation is taking on added importance. This category previously centered on biology, but it has broadened to incorporate other sciences, technology, and math.

The team observed several programs that stood out: Top-ranking programs incorporated STEM initiatives into their nature programs. In addition, several camps have developed separate STEM activity areas which provided an additional method for introducing the BSA's STEM program to campers.

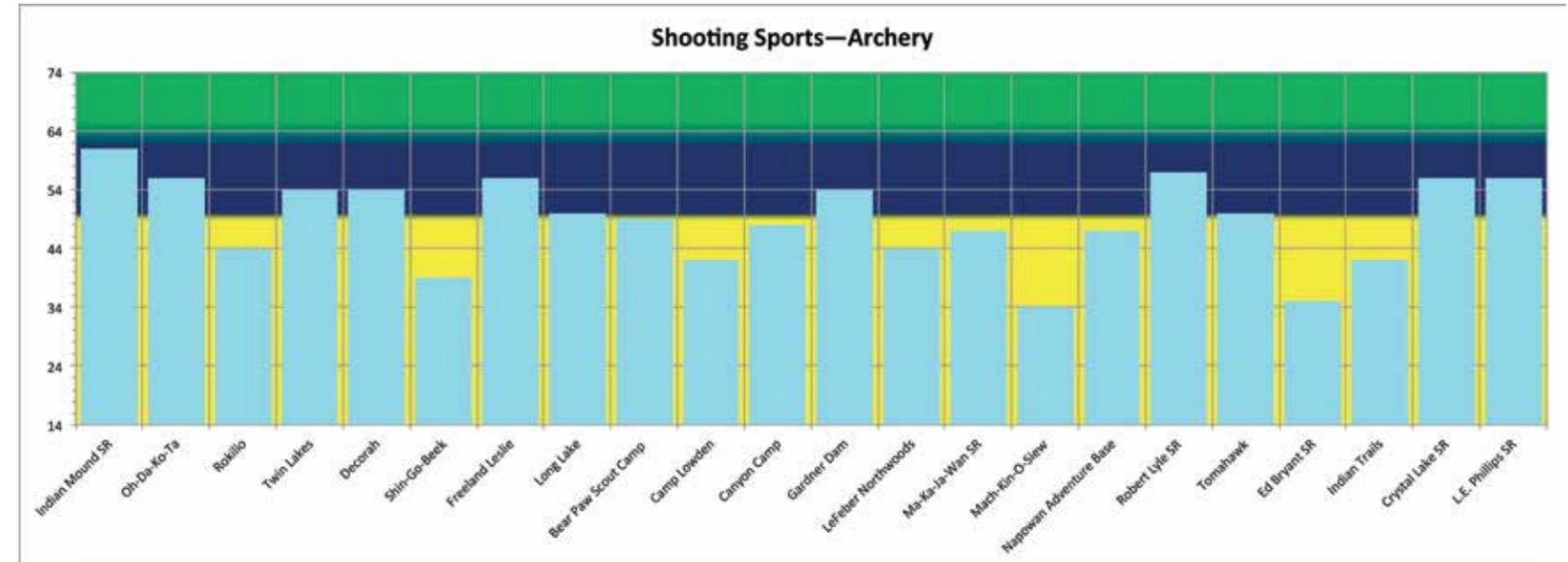
This broadening of the category illustrates the ways in which increased program depth can engage a larger number of Scouts.



Shooting Sports—Archery

Offered for both Cub Scouts and Boy Scouts, this is an easy-entry program. Patient, knowledgeable staff almost guarantees success when coupled with functional and adequate equipment. Both of these characteristics prove to be more important than an archery shelter.

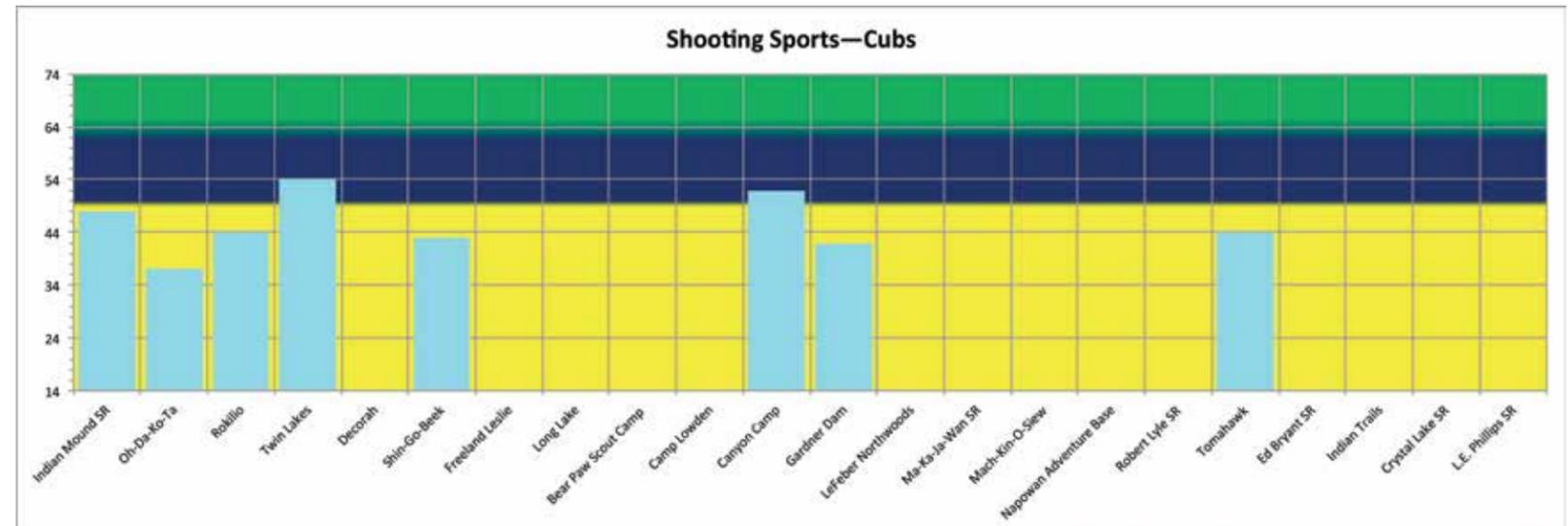
Archery areas differed widely among the camps studied, though each complied with BSA standards. The most successful of these operations had engaged, trained, mature staff members and equipment sheds with updated, top-of-the-line bows, target backings, and downrange backstops.



Shooting Sports—Cubs

Because of their relatively low muzzle speeds, the shooting activities in this program do not have to be conducted on a permanent range, which makes this program easy to incorporate at most camps. This activity is popular with Cub Scouts, too, aiding in engagement and retention.

A SAFE range (whether temporary or permanent), an adequate and attentive staff, and well-maintained equipment contributed to a higher ranking in this program.



Shooting Sports—Rifle

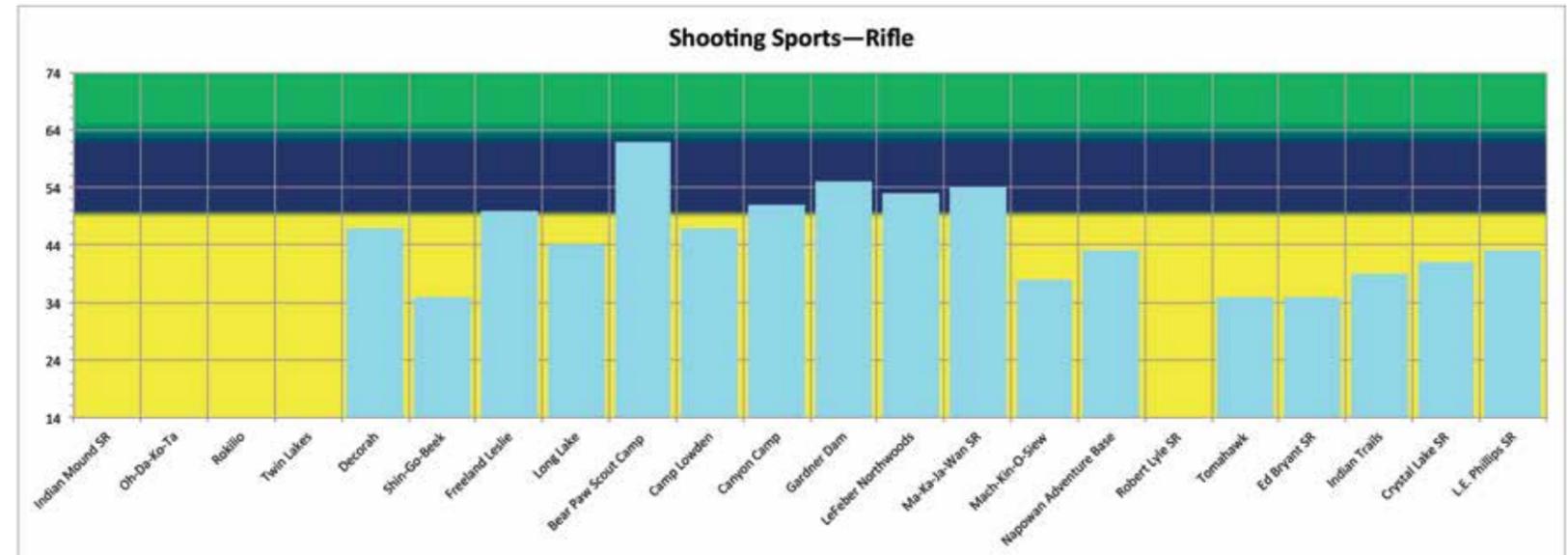
Adequate range control and safety were high priorities for evaluators in this category. To ensure participants' safety, staff needs to be in firm control, and knowledgeable and personable instructors are paramount.

The team observed that camps had one or more shooting locations. Having multiple shooting facilities located around camp can be a drawback, especially if resources that could go toward high-value program equipment is diverted instead to facilities. Spreading the program also can lead to understaffing, as directors cannot be everywhere at once. Many facilities lacked the investment necessary to provide updated equipment, quality range facilities, and trained and engaged staff members.

Black powder would be included here as well.

Shooting Sports—Pistol

This project is still in the pilot phase. Initial reports indicate that while staff is fundamentally knowledgeable in the operation of pistols/revolvers, not all staff members in the study followed the established BSA protocol.

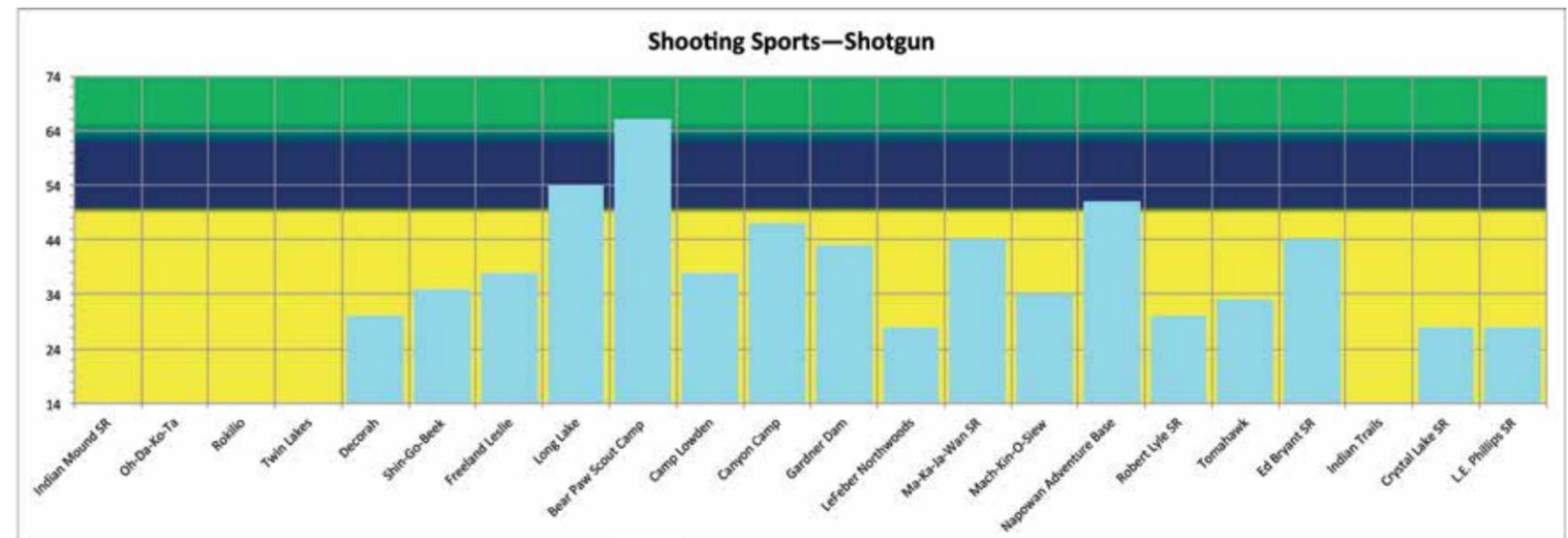


Shooting Sports—Shotgun

All manner of facilities were observed, from multistand to a picnic table with a thrower. A number of camps offered different types of shotguns (pump, over/under, etc.) in a variety of gauges.

Quality instruction with good equipment is key.

A common denominator of success for all shooting sports is program capacity. Less time spent waiting to shoot and more time on the range are important indicators of quality in this area.

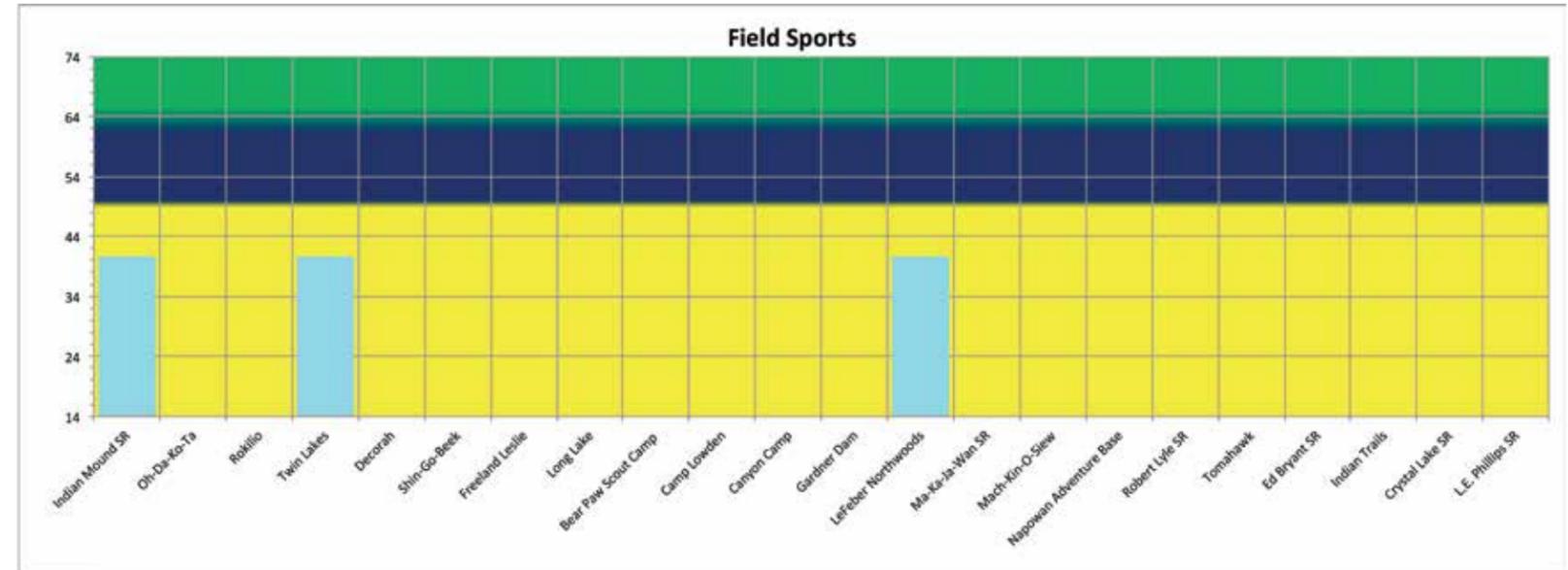


Field Sports

Very few field sports were observed in action at any of the camps. Nearly all of the camps had some equipment, but organized games did not appear to be widely promoted.

One camp did offer a golf merit badge with an opportunity to go to play at a nearby golf course. Another exception was volleyball, in which one camp organized a week-long tournament with troops vs. staff and leaders vs. Scouts.

Field sports can provide an opportunity for fun and physical development, and further consideration of this option could be beneficial. Field sports can give campers the chance to be active and have fun with other Scouts in an informal way that is unrelated to organized troop activities.



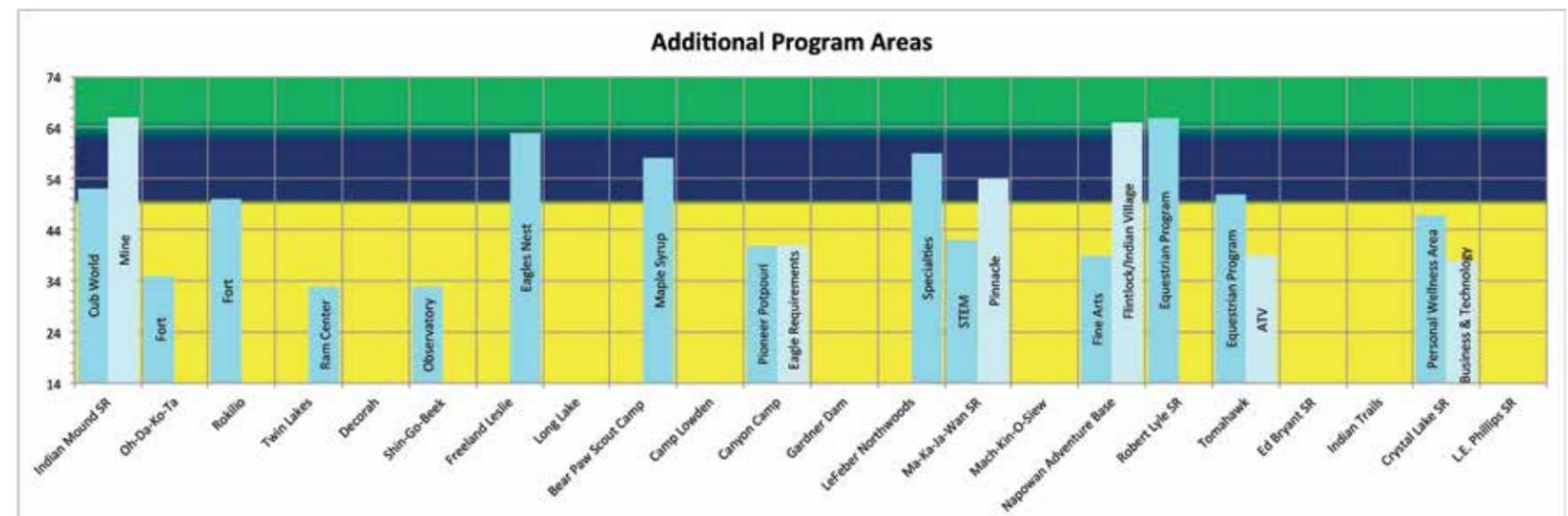
Additional Program Areas

Nine of the 22 camps observed offer specialty programs. In most cases, these areas received high marks.

Examples include:

- A mine designed for Cub Scouts that includes archeology, crafts, and panning for gold
- A flintlock/Indian village
- A frontier area
- Eagles Nest—A dedicated area where Scouts work on Eagle requirements
- Iron springs (forge)
- A maple syrup factory
- Games areas—Several camps had board game areas in high-traffic locations. Chess was common as were campwide board game competitions.

These specialty programs allow camps to differentiate themselves from other properties, creating unique destinations that can aid in retention and engagement.



Program Variety Areas

It is important to balance variety with quality. Variety is important, but not at the expense of quality. To make an honest evaluation, one would have to look at both.

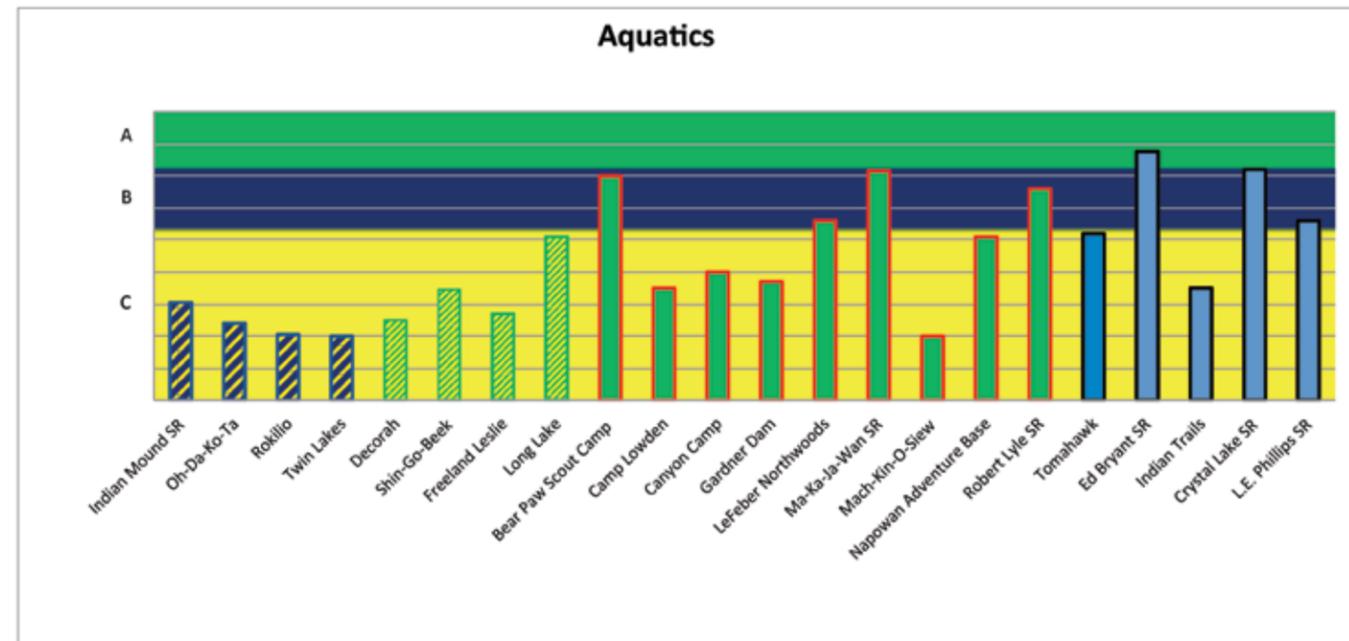
Chart key: In the following charts, the yellow- and blue-striped bars represent Cub Scout/Webelos Scout camps. The green- and yellow-striped bars represent camps that serve Cub Scouts and Boy Scouts. The green bars with a red border represent Boy Scout camps, and the blue bars are camps that serve the Cub Scouts and Boy Scouts and have a high-adventure component.



You will note that across the spectrum of program offerings (aquatics, biking, etc.), Cub Scout camps generally score low in variety. Given the importance of a healthy Cub Scout camping program to the future of the BSA, this is an observation that should be examined. While age-appropriate guidelines must be considered, our Cub Scouts and Webelos Scouts need quality and variety in outdoor programming in order to keep them interested in the camping program—and Scouting.

Aquatics

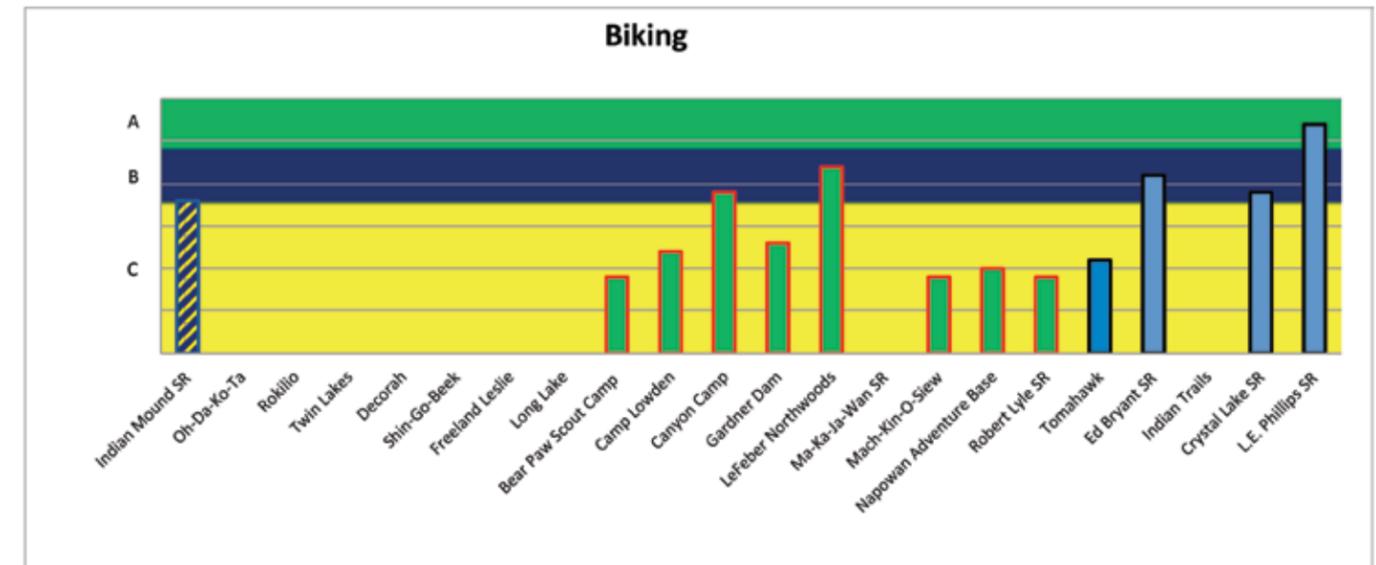
Camps Bear Paw and Ma-Ka-Ja-Wan, Robert Lyle Scout Reservation, Ed Bryant Scout Reservation, and Crystal Lake Scout Reservation all provide a high degree of program variety. These properties tend to have larger lakes which allow for more variety in the watercraft programming made available to the Scouts. Variety can also be achieved through a combination of aquatic activities on lakes, rivers, and in pools. Since lakes and rivers are fixed features, they present an opportunity to attract campers or visitors when they are combined with a high-quality program.



Biking

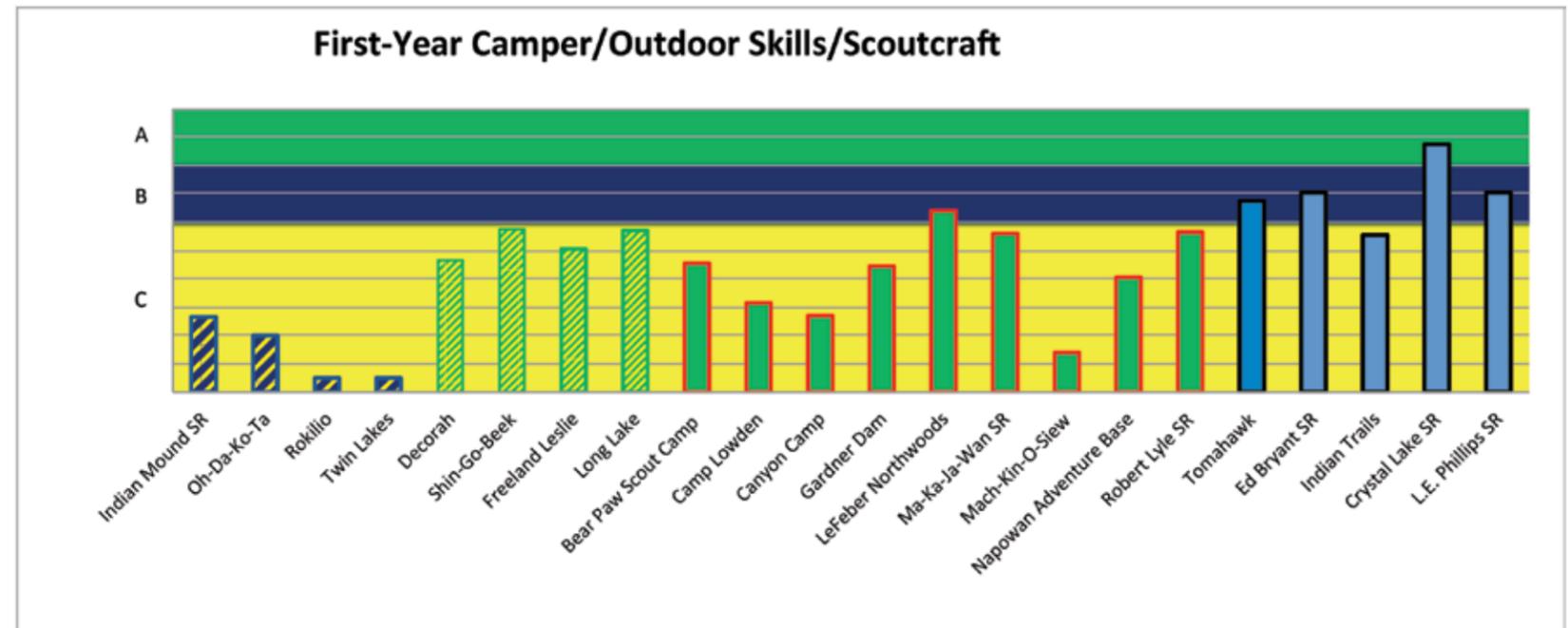
Variety here would primarily refer to the number and length of trails and whether there is a BMX component.

Without getting into very expensive bikes, camps generally have BMX and mountain bikes. Variety can be increased with bike repair facilities and "bike park" structures.



First-Year Camper/Outdoor Skills/Scoutcraft

This is a difficult area in which to demonstrate variety. The basic skills are well defined, but once they have been acquired by the Scout, overexposure and boredom can occur. What matters most in this area is the depth and breadth of program. Hands-on instruction is critical in these areas, and an adequate supply of equipment must be available to handle the demand.



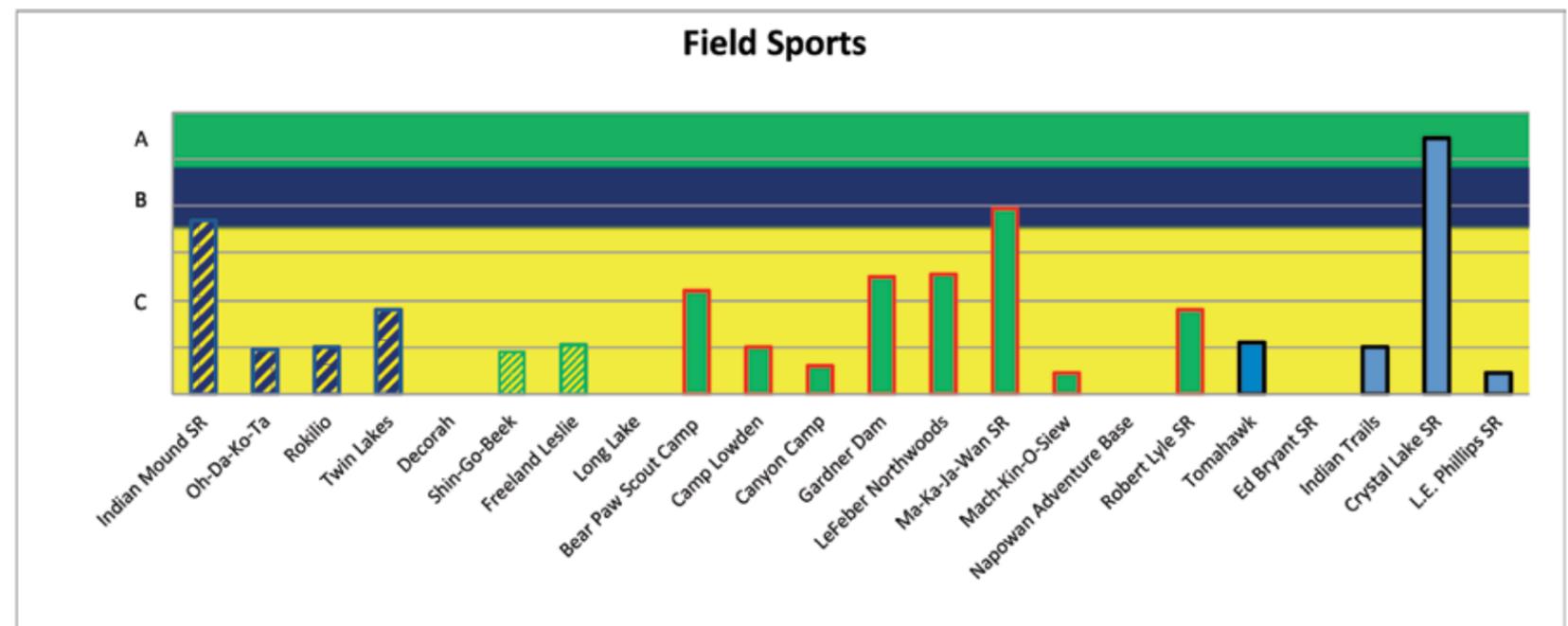
Field Sports

It is not uncommon to hear that BSA membership suffers competition from organized sports. What is suggested here is the potential to embrace and create partnerships in those areas currently viewed as competitors.

Our observation is that while most camps have field sports areas, they are generally little more than open fields. Program equipment is available, but in limited supply. Further, other than the occasional volleyball tournament, there is little coaching and organization.

As a result, you will see variety but the quality ratings are not necessarily apparent.

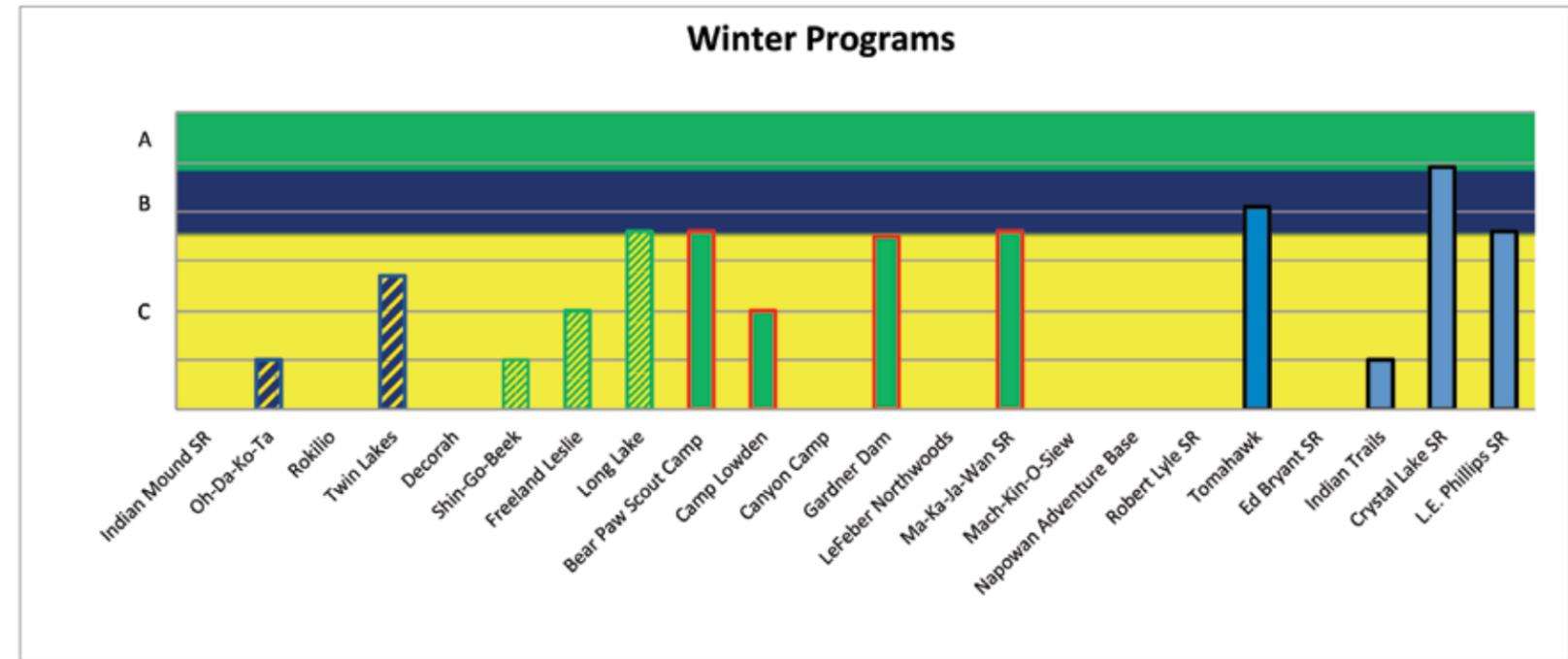
Field sports such as soccer, baseball, softball, lacrosse, and football, to name a few, are fun, but they are not merit badge activities per se. However, these sports present opportunities for physical development, leadership, troop/pack cohesion, and character development. A degree of excellence may lie in the balance between merit badge advancement and the fun and developmental opportunities offered by this collection of programs.



Winter Program

Wisconsin is obviously a good location for winter programs. However, the team was not able to observe these activities in July. Therefore, there are no comparative quality ratings.

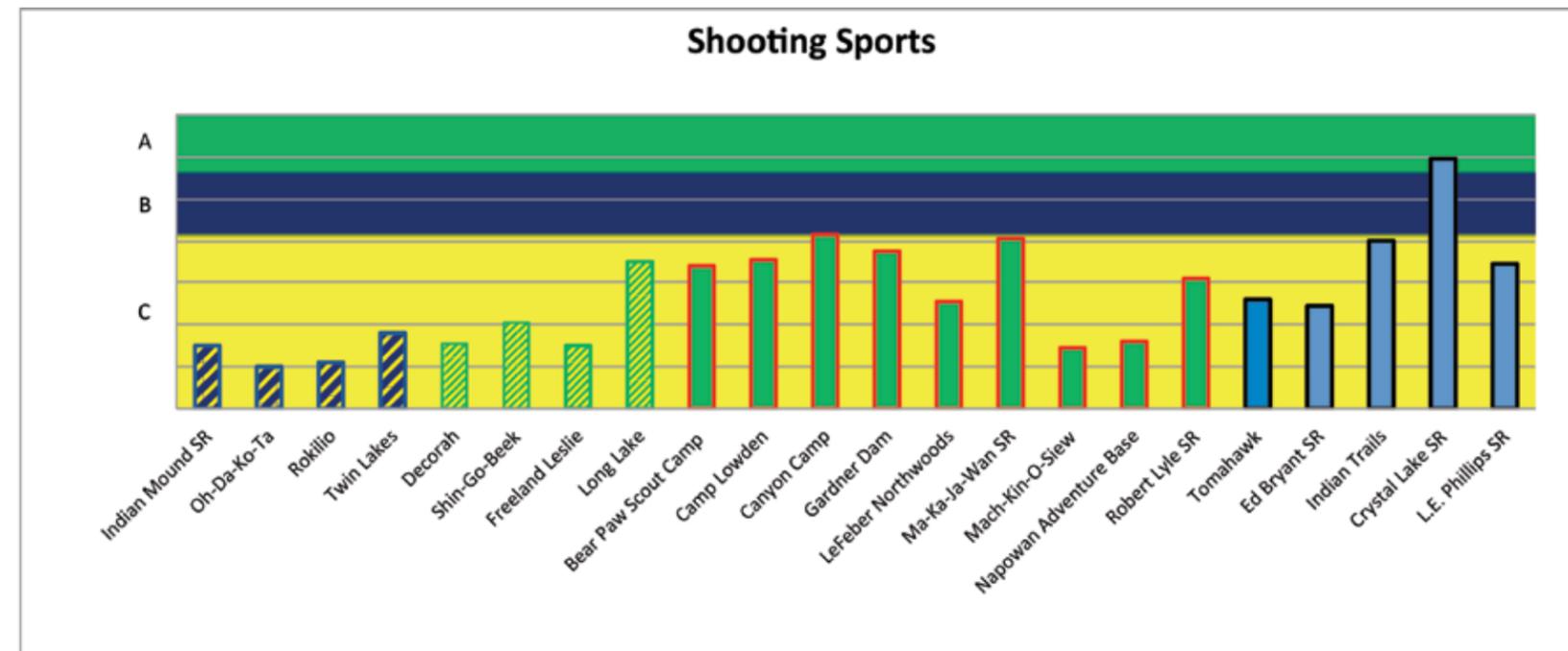
A winter program offers the potential for a lot of variety. It can also be relatively easy to move from camp to camp (with the exception of some ice activities). This programming also provides an opportunity for councils to work together and share resources and knowledge.



Shooting Sports

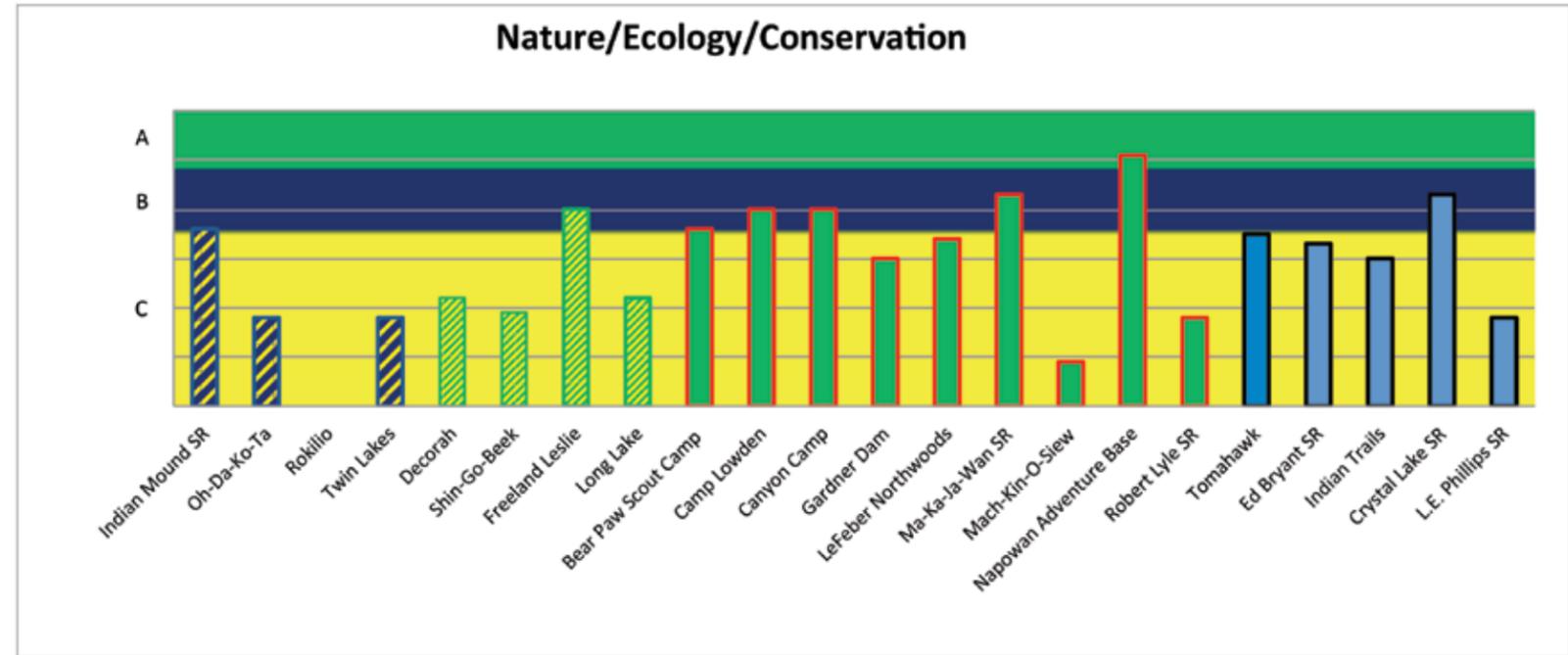
This is one of the few program areas offered at each of the camps the team evaluated. Crystal Lake Scout Reservation obviously is putting the program in operation very well. The other properties, while offering shooting of one sort or another in camp, do so marginally well.

Several factors combine to create a quality shooting sports program. One consideration is the location of the program: It should be set apart from other camp activities to create a safe venue for shooting and also to mitigate sound issues. Other factors include the quantity of equipment, its maintenance, the range itself, and of course the staff administering the shooting program. The factors that created the largest drop-off in quality were the target line and the berms on the three sides. Berms that were too short and poorly developed target lines, especially the mounts and receiving areas, were mitigating factors. Unsafe conditions that were noticed by the evaluators were pointed out to the staff.



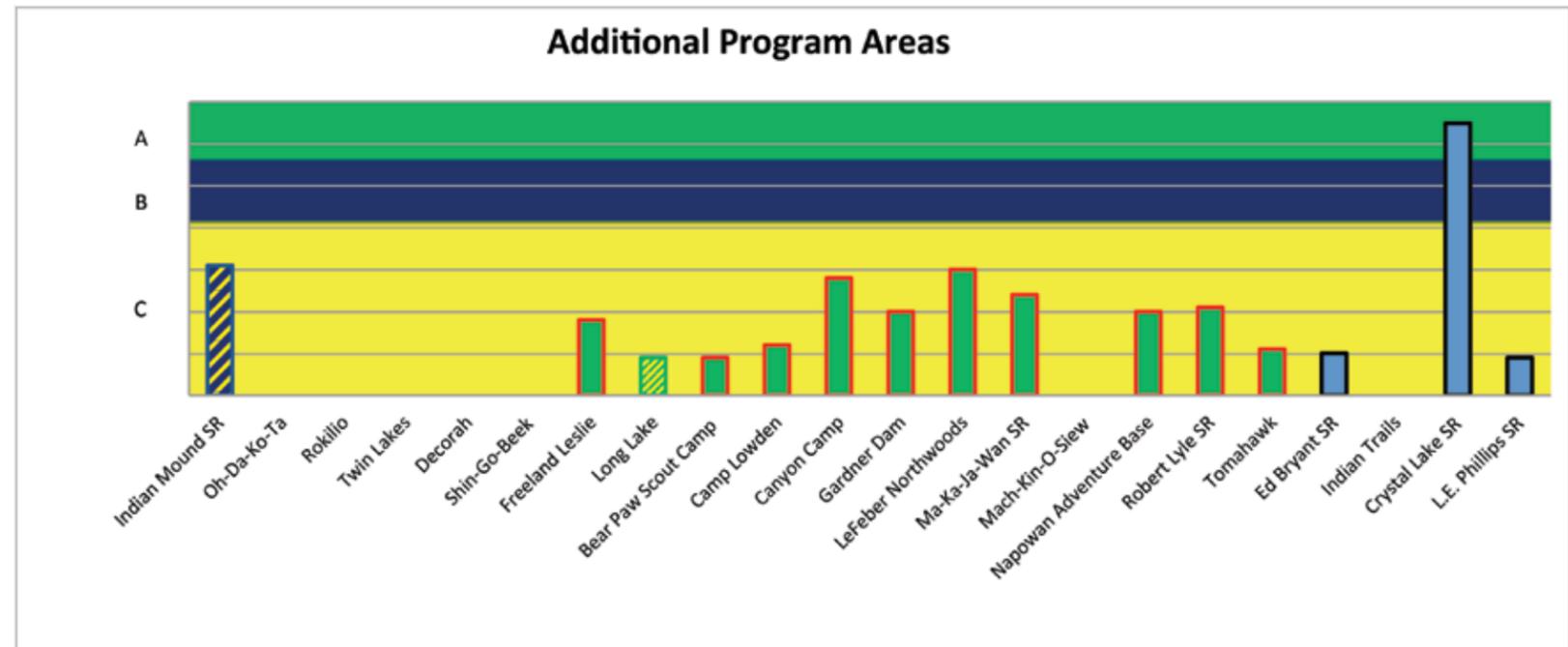
Nature/Ecology/Conservation

As stated in the program quality section, there is a lot of opportunity to offer excellent programs in this area. Studies indicate there is a high degree of interest in this topic among young people, and Boy Scout camps in particular appear to be taking advantage of these opportunities.



Additional Program Areas

The team encountered some very unique program areas and felt it appropriate for this report to reflect those offerings. At locations that have them, these program areas really help to imbue the camps with a special feeling. These added features allow the camp to serve more youth throughout more years, and they also provide a retention tool.



Programs Offered

Observations of Individual Camps

In the following section you will find observations on the individual camps studied.

Each page will contain:

- Camp name
- A map showing the subject camp and other BSA camps within 100 miles of the subject camp
- A recapture of the program quality graph for the subject camp
- A commentary
- A quick-look indicator showing programs:
 - Of note: highly rated, well done, or creative and innovative
 - On the edge: the calculated score puts it on the line between a rating of C and B, or B and A. With just a little attention, the council may be able to raise the program to the next level.
 - Warrant attention: programs that ask these questions:
 - What is needed to raise the level of performance and can the council afford it?
 - Does it make sense to invest resources to improve this program?
 - Can I find another camp that does this well and collaborate with them?
- A camp facts section



Indian Mound Scout Reservation

Commentary

This property is operated as a Cub day camp with weekend activities and features two outstanding programs: a castle and a gold mine. A very attractive field sports area is located close to the parking lot and administration area. However, no organized activities were observed there. This is potentially a missed opportunity.

The camp has frontage on the 217-acre Silver Lake, which is about 40 feet deep. The lake is stocked with panfish, largemouth bass, and northern pike. Visitors also can access the lake from a public boat landing.

The lake water is moderately clear. One measure of a lake's condition is its trophic state, based on the amount of algae in the water. The five-year average of Silver Lake's summer trophic state was 45, which is considered good for this lake.

Another Cub day camp, owned and operated by this council, is located within 50 miles. (See comments on Oh-Da-Ko-Ta below.) Apparently through mergers, there are now two former resident camp properties that only offer day and weekend camping and no Cub resident camps. This would seem to bear further examination.

In this camp the staff is assigned a large group of Cubs, and they lead them around to various program activities. Parents follow to assist, but for the most part the staff delivers the program. The exception is shooting sports and aquatics. This might be a weakness and bears further examination.

The ship is in need of some basic upkeep. The biggest challenge is the hold, the lower section of the ship, which has a low and dangerous clearance (especially for taller youth and adults).

The dining hall is in fairly good shape.

The camp features a miniature golf course, although it is in poor shape.

The troop cabins all need to be renovated if they are going to continue to be used.

SUMMATION:

Programs of note: Special Program—Mine

Programs on the edge: Shooting Sports—Cub

Warrant attention: Biking, Handicrafts, and Nature

FACTS:

Three Harbors Council, No. 636

Offers Cub Scout day and weekend camping

Built in 1917; 297 acres; owned

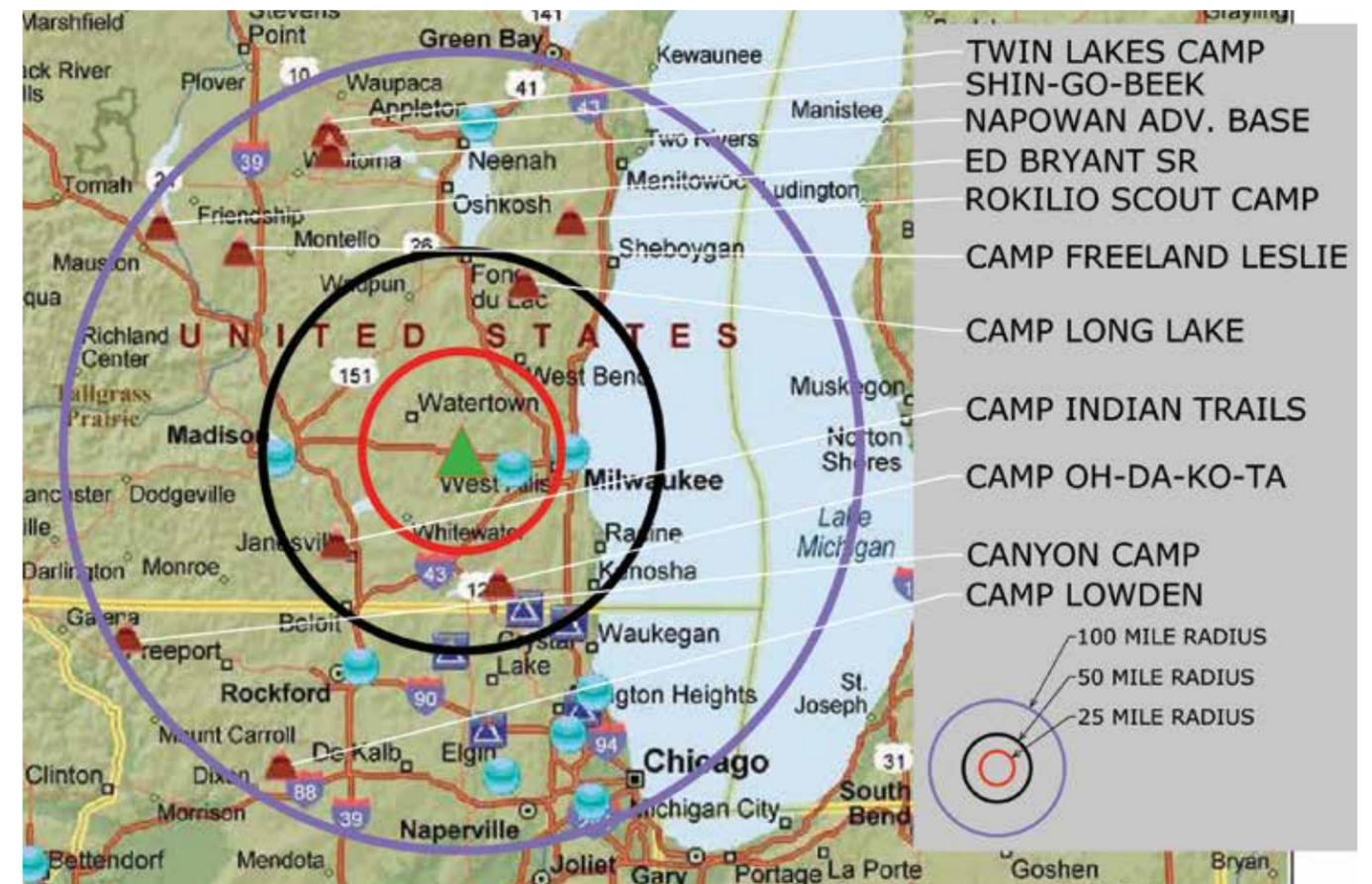
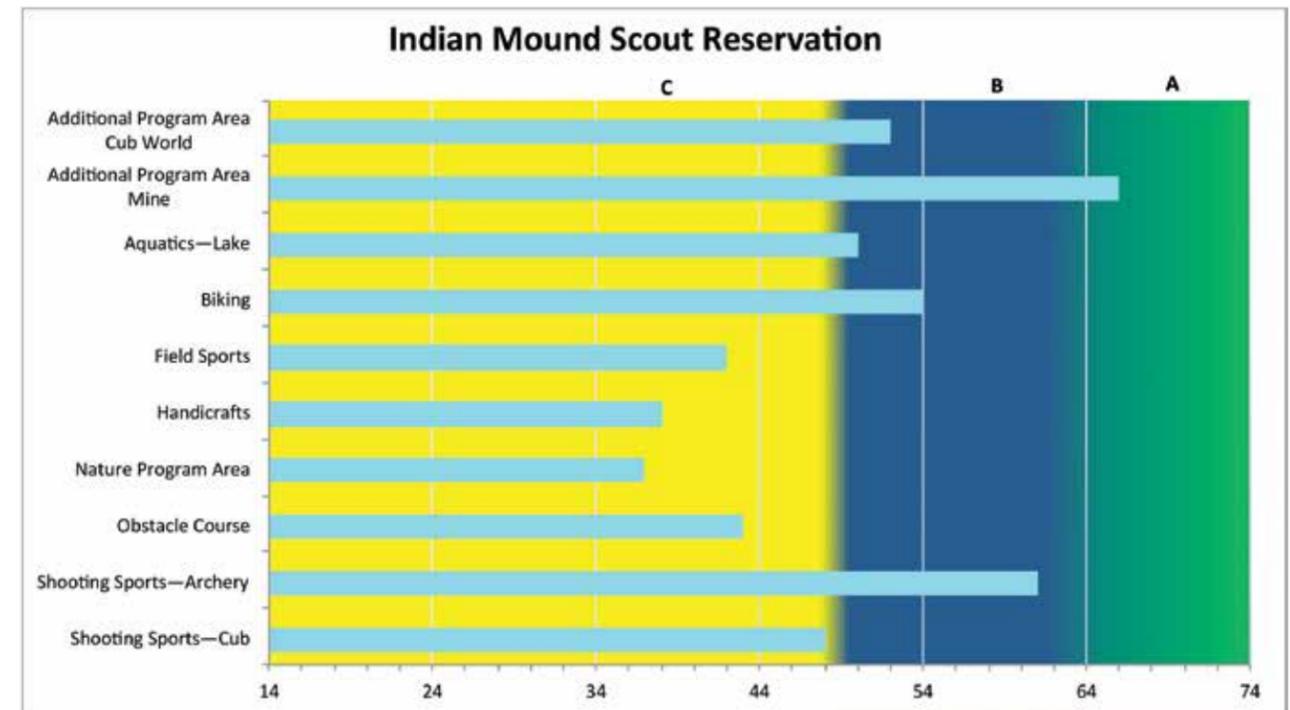
Capacity:

Dining hall, 275

Campsites (32), 400

Program, 300

Operates 8 sessions and 3-day twilights



Camp Oh-Da-Ko-Ta

Commentary

This is a former resident camp that ran only day camp and weekend camping in 2013. This results in a lot of underutilized assets. It has been shown that successful day camps are most often run locally (within the districts) and need not be on BSA property.

A significant factor for Cub facilities is distance. The rule of thumb employed by the BSA design team is 60 minutes. Local conditions may allow stretching this a bit, but not too far. This property is in a good location: Oh-Da-Ko-Ta is within 50 miles of six councils. The size of the property and its location make it a candidate for a multicouncil Cub Scout resident camp.

This camp is located on Dyer Lake, a 61-acre lake about 13 feet deep. It is stocked with panfish, largemouth bass, and northern pike. The lake's water clarity is low.

The archery range is notable with relatively new equipment. Another observation is that the archery range was assembled from temporary elements.

Indian Mound Scout Reservation, which is owned by the same council, features another Cub Scout program located within 50 miles of Oh-Da-Ko-Ta. South of the Wisconsin state line and also within 50 miles are a number of Chicago-area councils with very high population densities.

Few properties in the system have as much unrealized potential as this one has.

SUMMATION:

Programs of note: None

Programs on the edge: None

Warrant attention: All programs other than Shooting Sports—Archery

FACTS:

Three Harbors Council, No. 636

Serves Cub Scouts

185 acres

Ownership: 1/3 council, 1/3 Boys & Girls Club, 1/3 Snap-on Tools

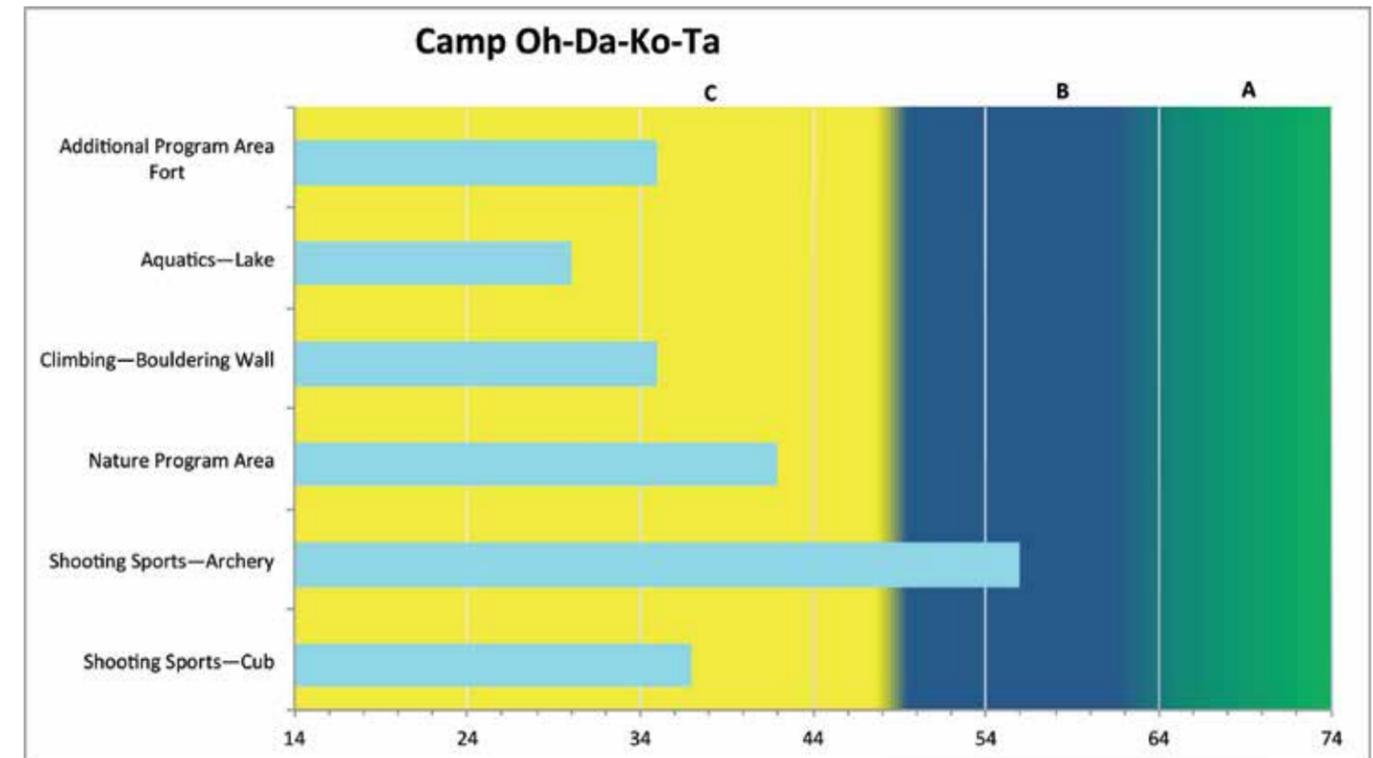
Capacity:

Dining hall, 300

Campsites (20), 400

Program, 300

Operates day and weekend camps only



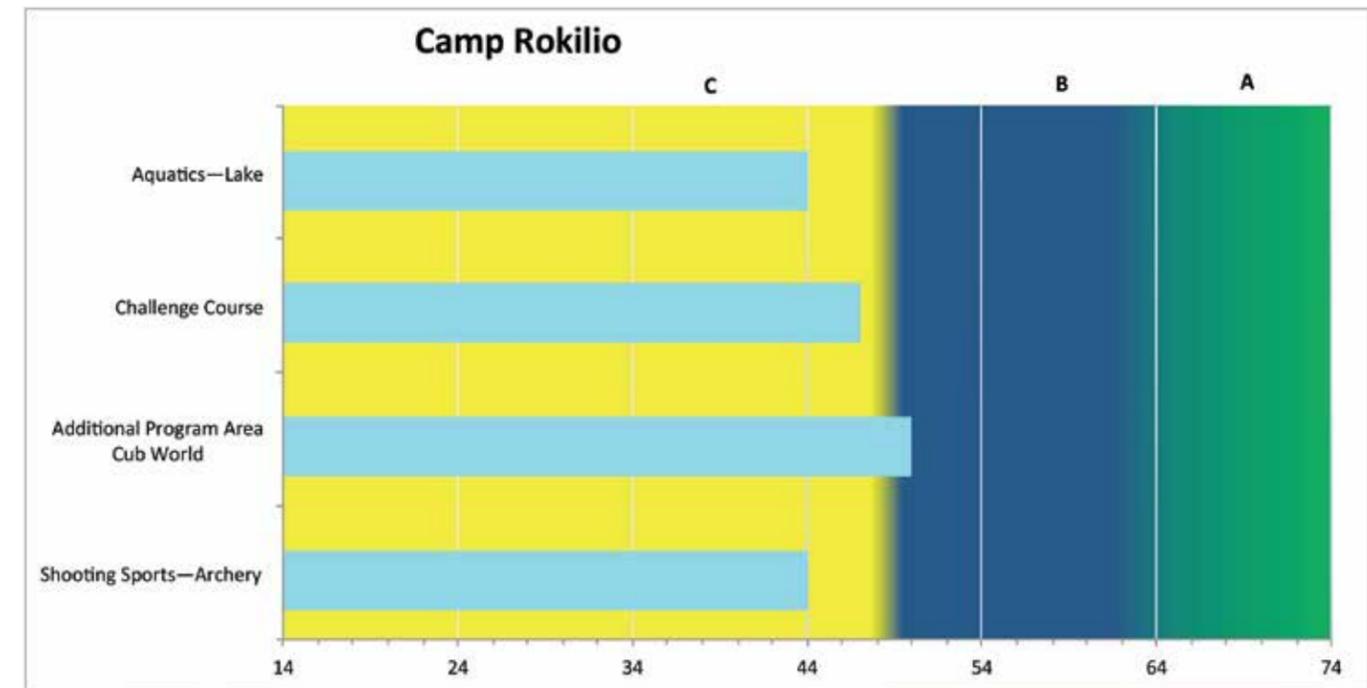
Camp Rokilio

Commentary

This camp fronts on Cedar Lake, a 21-foot-deep lake of about 136 acres. It is stocked with panfish, largemouth bass, and northern pike. The lake's water is moderately clear. Its five-year-average trophic state is 42, which is an excellent rating for this lake. The lake is also accessible by visitors via a public boat landing.

One of the first Cub Worlds in the United States, it is apparent upon entering this property that it is Cub-centered. Five themed program areas provide sleeping and program space. Beyond this, there is little in the way of program offerings.

The council rents the themed structures. The dining hall is very nice and can accommodate 350 per seating. More campers could use the facility if more housing were provided and the themed structures were converted entirely to program. It is understood that this is in fact the plan for the camp's space station in 2014.



SUMMATION:

Programs of note: Cub World – Fort Keller, Kohler Castle, Oertle Train Station, Knauf Space Station, and Gunderson Village

Programs on the edge: Aquatics—Swimming and Archery

Warrant attention: Aquatics—Boating and Waterfront

FACTS:

Bay Lakes Council, No. 635

Serves Cub Scouts

213 acres

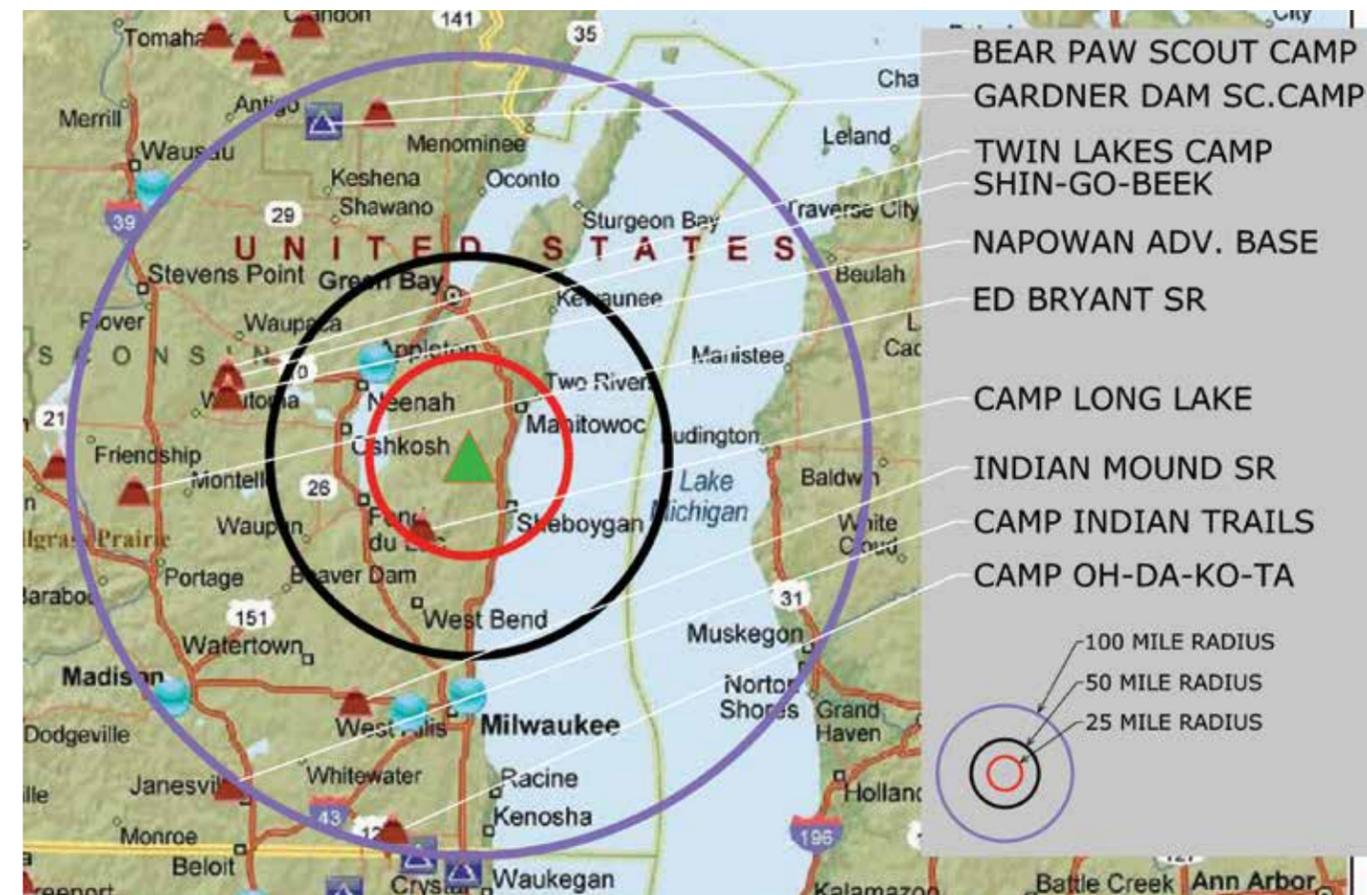
Capacity:

Dining hall, 350

Campsites, 400

Housing, 160 youth; 77 adults

Operates 7 weeks, 2 sessions per week



Camp Twin Lakes

Commentary

Twin Lakes offers many of the programs that surrounding camps offer. The resident program is geared for Webelos.

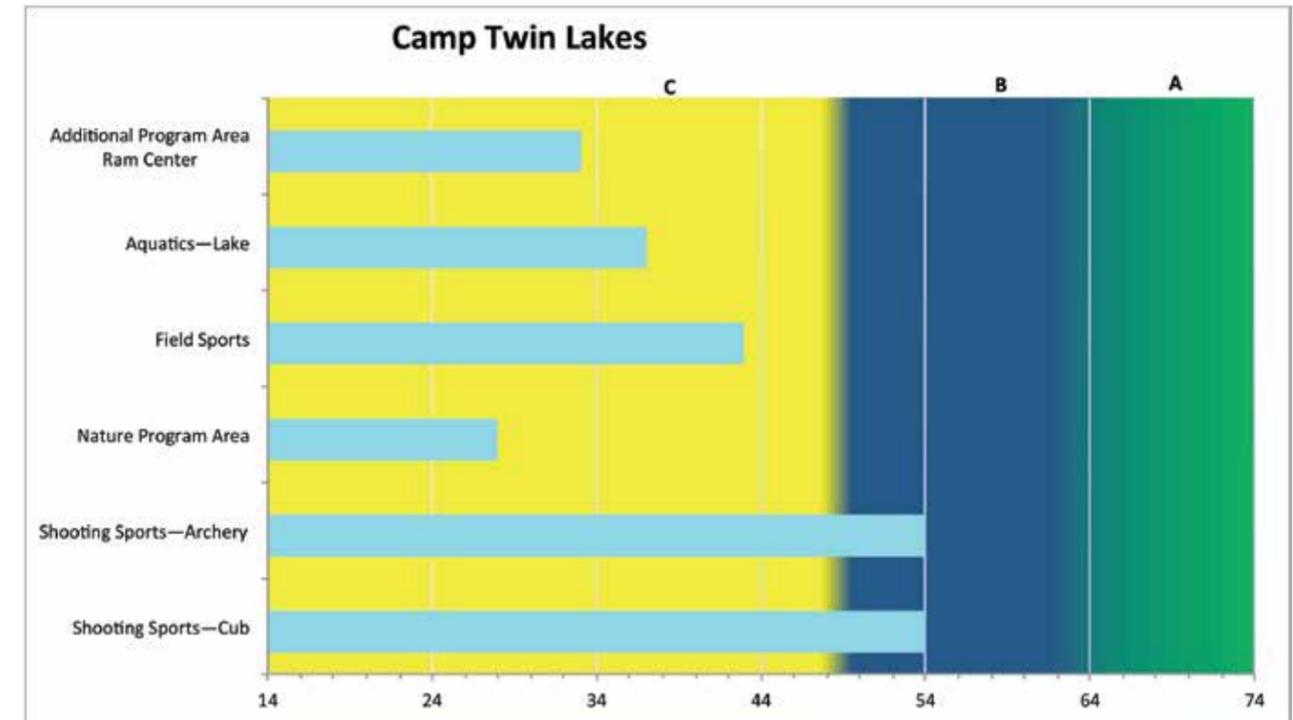
There are 12 other BSA camps within a 100-mile radius of this property. Camp Shin-Go-Beek (Des Plaines Valley Council) shares the lake and has adjacent property lines.

Camp Twin Lakes has shoreline access to Twin Lake, a 93-acre lake of about 13 feet in depth. It is stocked with panfish, largemouth bass, and northern pike. Its five-year-average trophic state is 48, a good rating for this kind of lake. Visitors can also access this lake from a public boat landing.

Although Twin Lake's five-year-average trophic state is rated good, the lake is in an advanced state of sedimentation. The resulting shallowness allows sunlight to penetrate to the lake bottom, causing an excess of vegetation.

The northern part of the property was at one time set aside for development of a family camp. This plan was not implemented, and that part of the property is underutilized.

With the exception of the BB and archery ranges, the facilities are tired. A limited CFET evaluation gave the property a C-; a more comprehensive evaluation would lower this score.



SUMMATION:

Programs of note: None

Programs on the edge: None

Warrant attention: Nature, Skills—Ram Center, and Aquatics

FACTS:

Bay Lakes Council, No. 635

Serves Cub Scouts and Webelos Scouts

Built 1928; 425 acres; owned

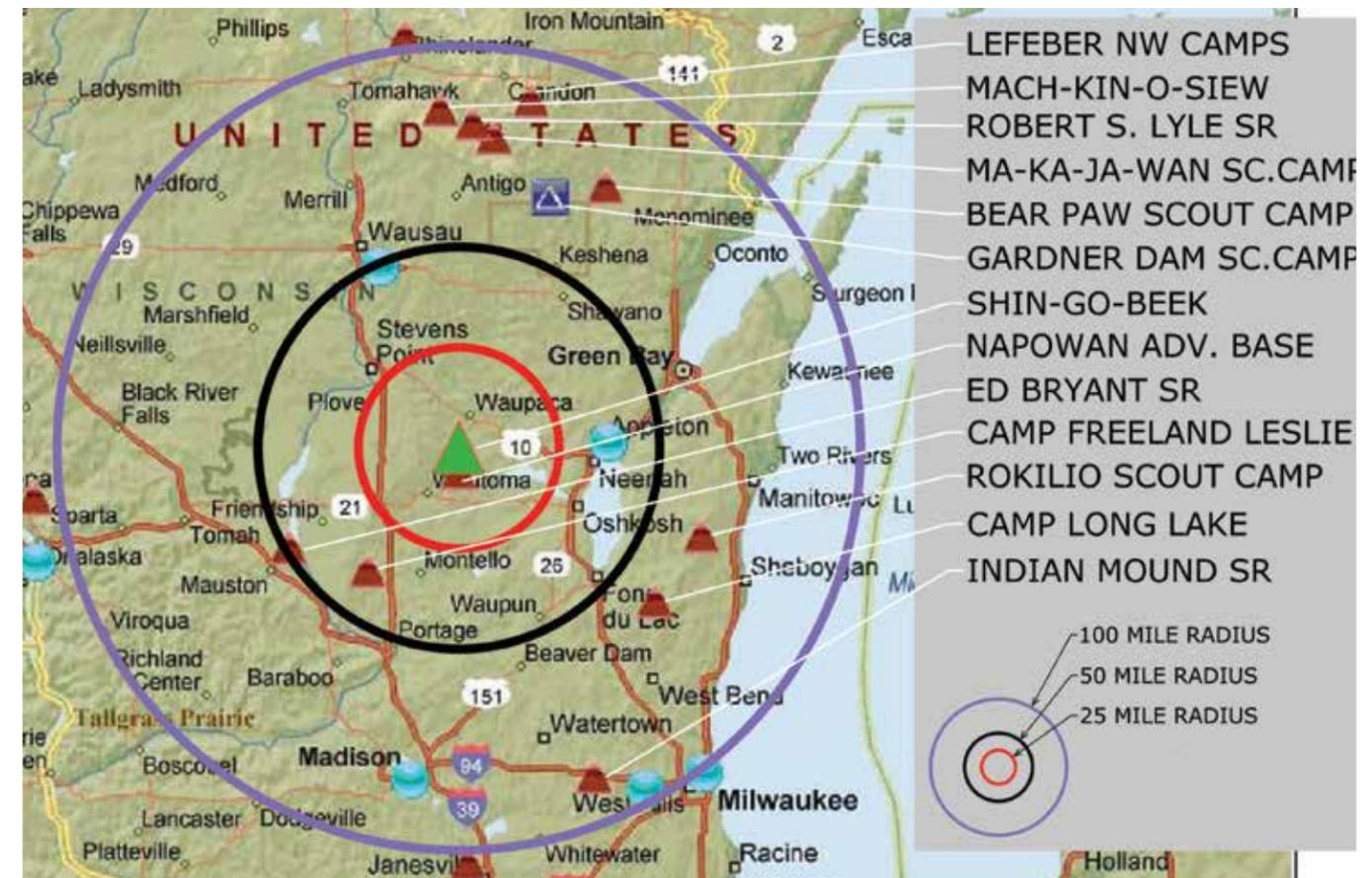
Capacity:

Dining Hall, 125

Campsites (3), 125

Housing, 160 youth; 77 adults

Operates 7 weeks, 2 sessions per week

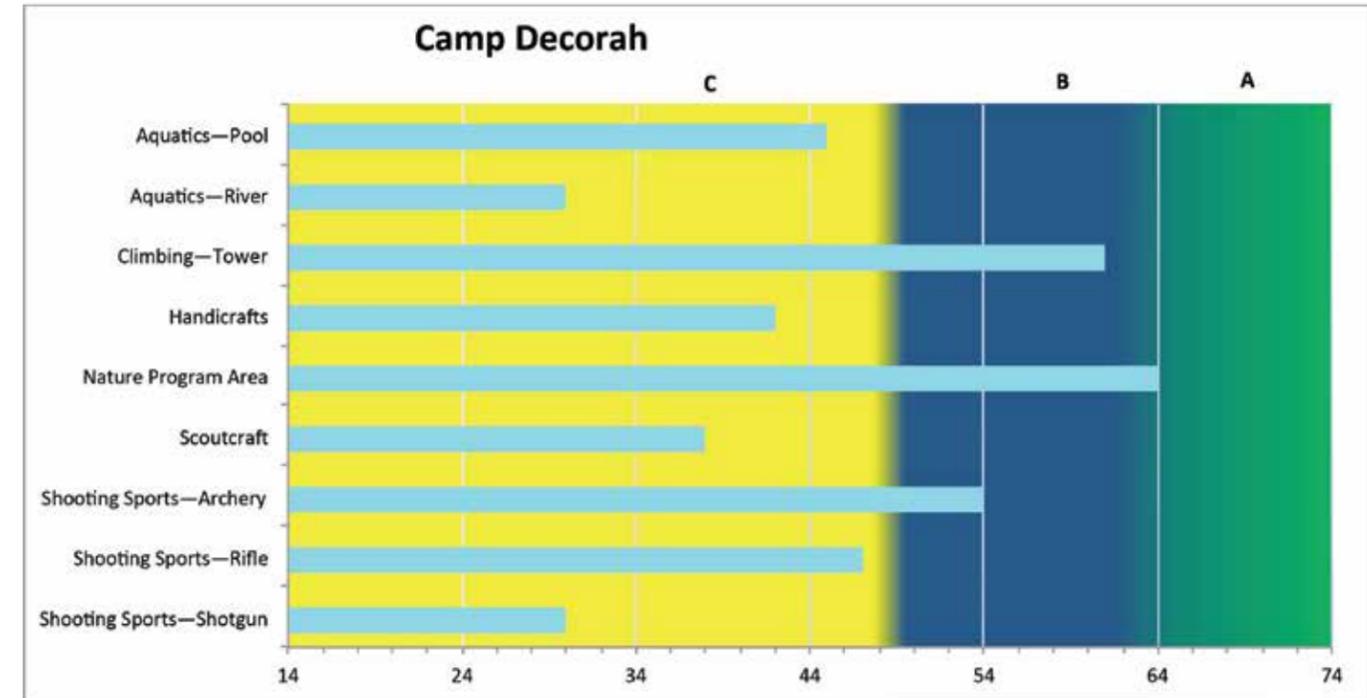


Camp Decorah

Commentary

Located on the Black River, this property boasts many buildings and facilities that are five years old. These new improvements are the result of a capital campaign that was undertaken to fund the replacement of all the major buildings. The camp amphitheater is outstanding.

The property serves Cub Scouts and Boy Scouts in a resident and day camp environment.



SUMMATION:

Programs of note: None

Programs on the edge: Nature

Warrant attention: Shotgun and Aquatics—River

FACTS:

Gateway Area Council, No. 624

Serves Webelos Scouts and Boy Scouts

Built 1928; 330 acres

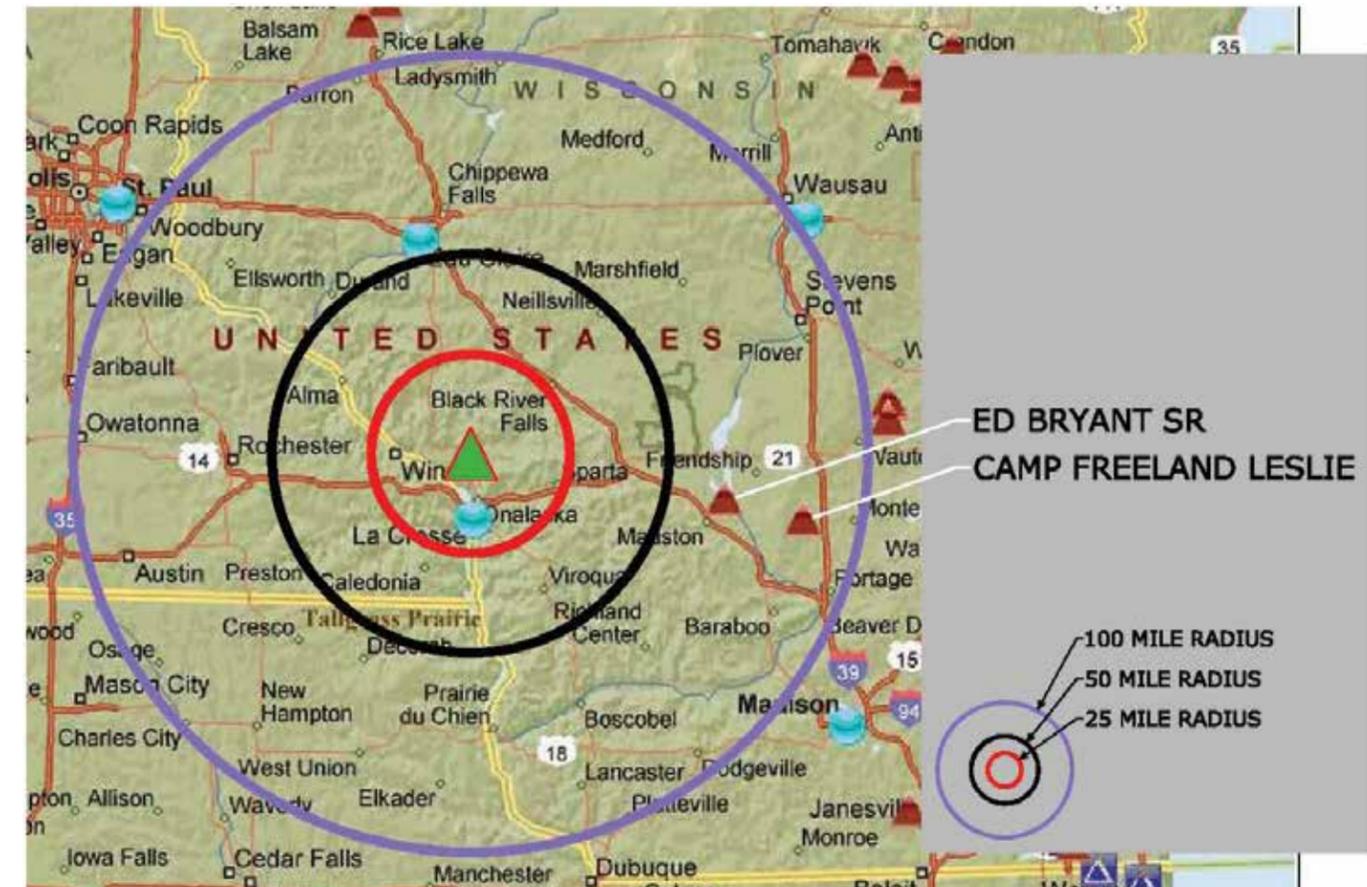
Capacity:

Dining hall, 300

Campsites, 330

Program, 250

Operates 5 weeks for Boy Scouts and 2 sessions for Webelos Scouts



Camp Shin-Go-Beek

Commentary

This property is a typical resident camping property, but it is in generally poor condition, and camp attendance is low.

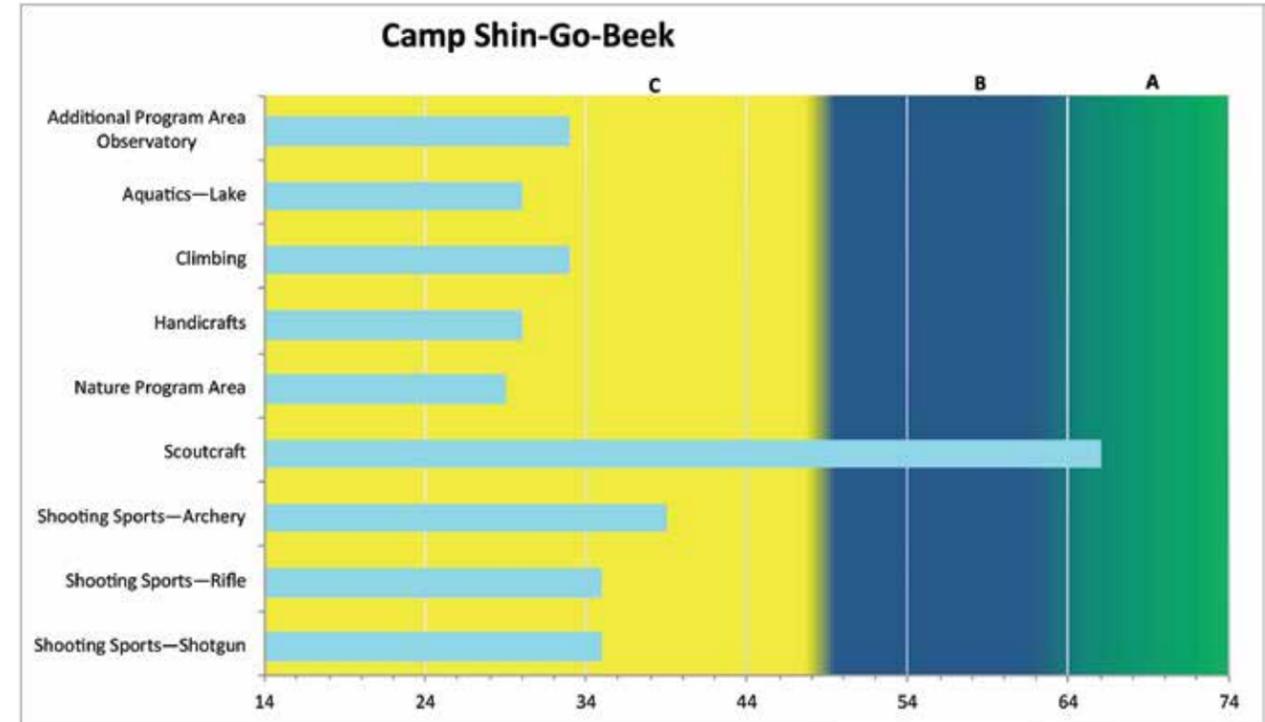
Twelve other BSA camps are within a 100-mile radius of this property. Camp Twin Lakes (Bay Lakes Council) and Shin-Go-Beek share Twin Lake and have adjacent property lines.

Camp Shin-Go-Beek has shoreline access to this lake of 93 acres and about 13 feet in depth. It is stocked with panfish, largemouth bass, and northern pike. Visitors can also access this lake from a public boat landing.

Although Twin Lake's five-year-average trophic state is rated good, the lake is in an advanced state of sedimentation. The resulting shallowness allows sunlight to penetrate to the lake bottom, causing an excess of vegetation. It also appears that private landowners along the lakeshore have begun to encroach on the camp property.

The property offers three weeks of Boy Scout camping and two weeks for Cub Scouts, although this property is very far from its council for Cub Scouts. It is approximately a 3 1/2-hour drive from the council service center in LaGrange.

The Scoutcraft area is a bright spot in the camp's program. The Scoutcraft program area was clean and organized, lashings were on display and were well done. The staff had experience and depth.



SUMMATION:

Programs of note: Scoutcraft

Programs on the edge: None

Warrant attention: Aquatics—Waterfront, Climbing, Handicrafts, Nature, Observatory, and Shooting Sports (all)

FACTS:

Des Plains Valley Council, No. 147

Serves Webelos Scouts and Boy Scouts

Built in 1947; 550 acres

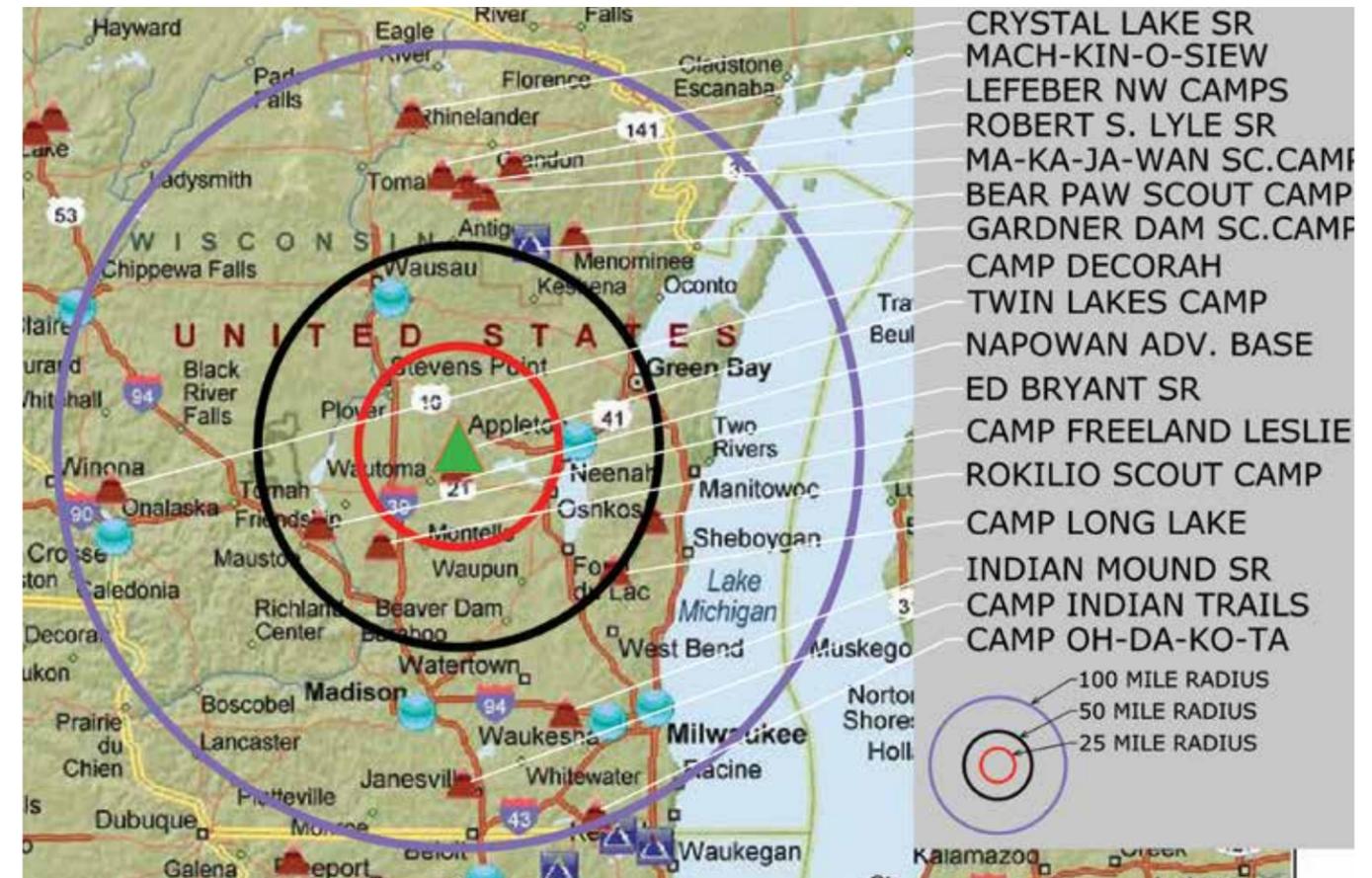
Capacity:

Dining hall, 125

Campsites, 250

Program, 250

Operates 3 weeks for Boy Scouts and 2 sessions for Webelos Scouts



Bear Paw Scout Camp

Commentary

Within 100 miles of Bear Paw Scout Camp are nine other Scout camps with programs. Two council service centers lie within about 70 miles of the camp. Within the 50-mile zone are five Scout camps with programs. Gardner Dam (Bay Lakes Council) is located within 10 miles of this property.

The camp is located on the 47-acre Bear Paw Lake in Oconto County. Its depth is 20 feet, and it is stocked with panfish, largemouth bass, and northern pike. Visitors have access to the lake from a public boat landing in the Chequamegon-Nicolet National Forest.

The lake's five-year average trophic state was 46, a good rating for a lake of this type.

A Triathlon event is held at Bear Paw and includes swimming, running, and biking.

The camp offers a maple syrup production program.

The camp does not have a large cross section of programs, but what they offer is better than average.



SUMMATION:

Programs of note: Shooting Sports—Shotgun

Programs on the edge: Shooting Sports—Archery and Rifle

Warrant attention: None

FACTS:

Bay Lakes Council, No. 635

Serves Boy Scouts

Built in 1945; 325 acres

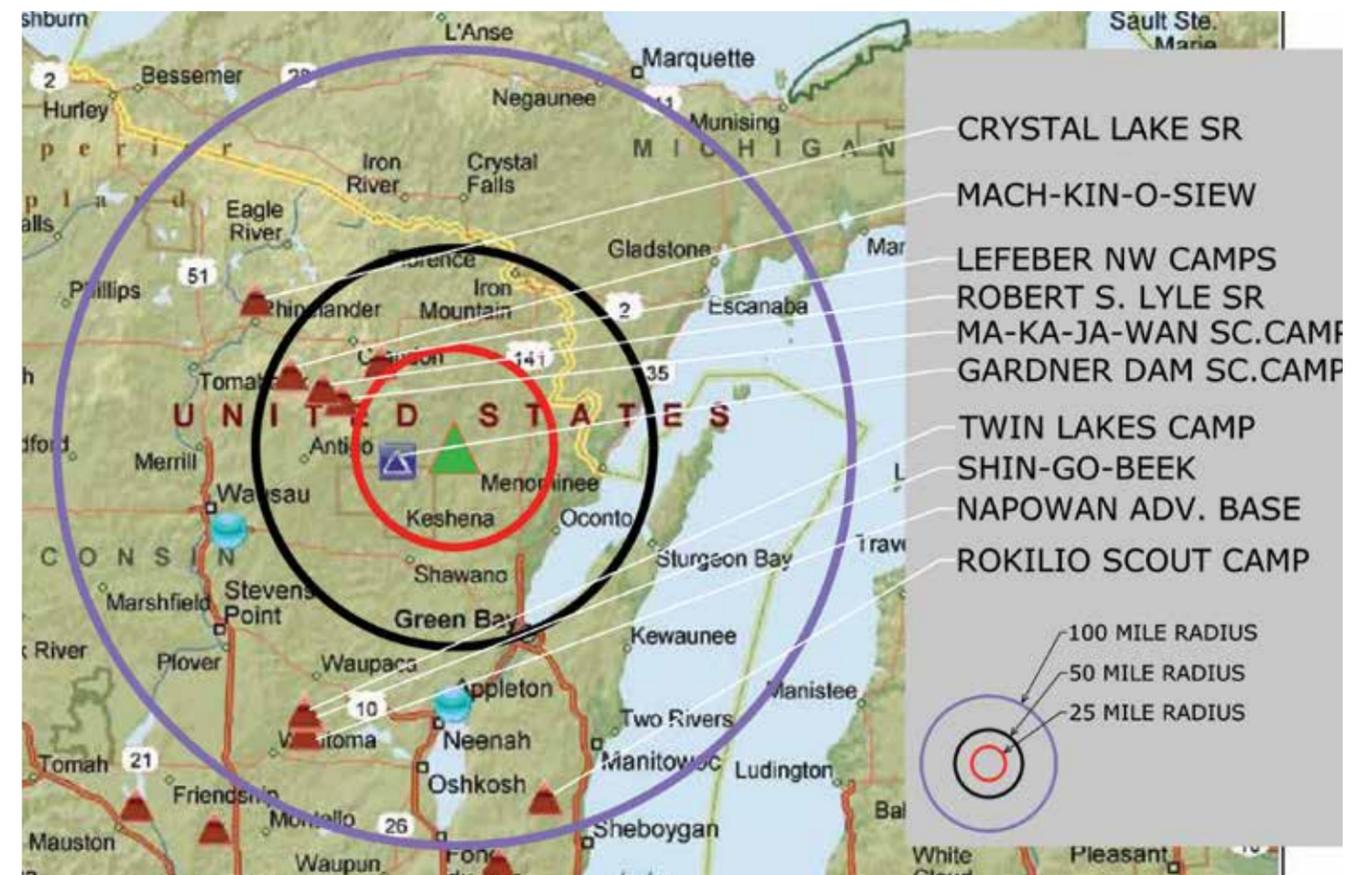
Capacity:

Dining hall, 599

Campsites, 450

Program, 300

Operates 7 weeks for Boy Scouts and 5 specialty weekends.



Camp Lowden

Commentary

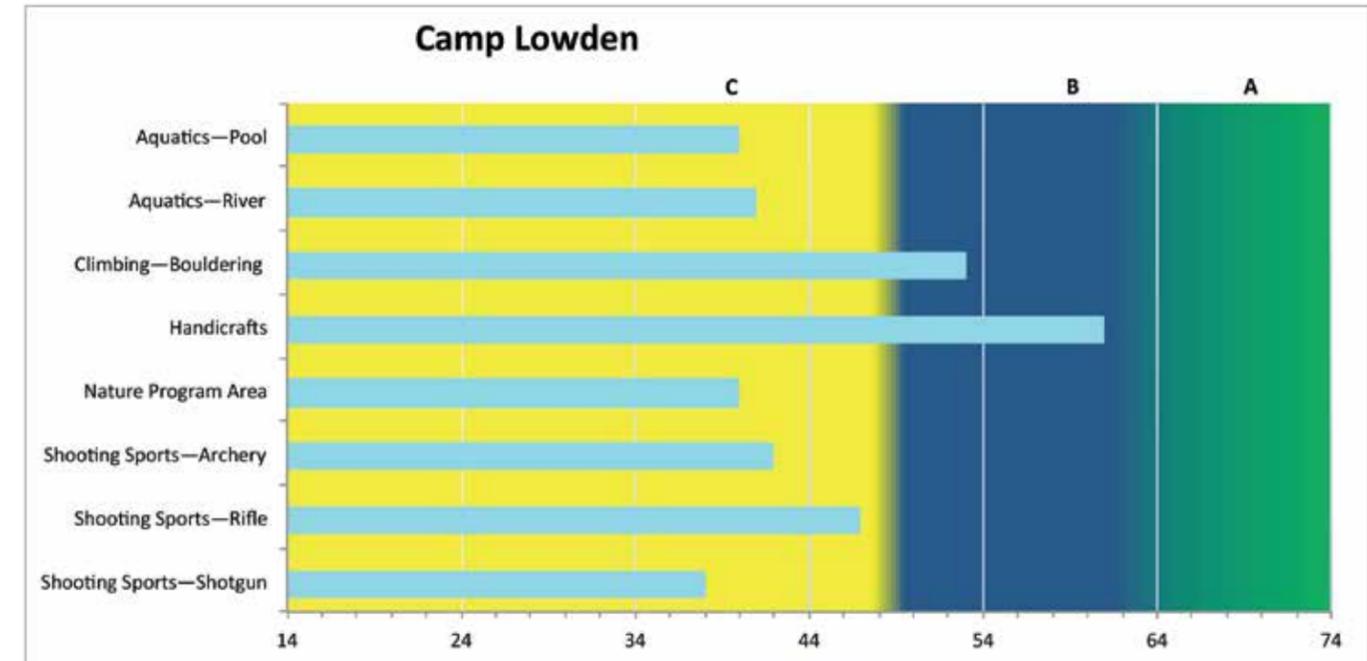
Camp Lowden (Oregon, Illinois) is not located in Wisconsin, but was included in the study at the request of the area director.

This relatively small camp is located near the Rock River and runs a river program there. The camp has an access agreement that permits travel from the camp to the river.

The camp has a pool and a new training facility that is very attractive. The training center features a small kitchen, training and eating space, and a dormitory.

Camp Sol Crown (Northeast Illinois Council) has a larger training facility within 75 miles of this property, though it does not have indoor housing.

The camp has a significant collection of Native American artifacts.



SUMMATION:

Programs of note: None

Programs on the edge: Handicraft

Warrant attention: None

FACTS:

Black Hawk Council, No. 660

Serves Boy Scouts and Cub Scouts

Built in 1940; 250 acres

Capacity:

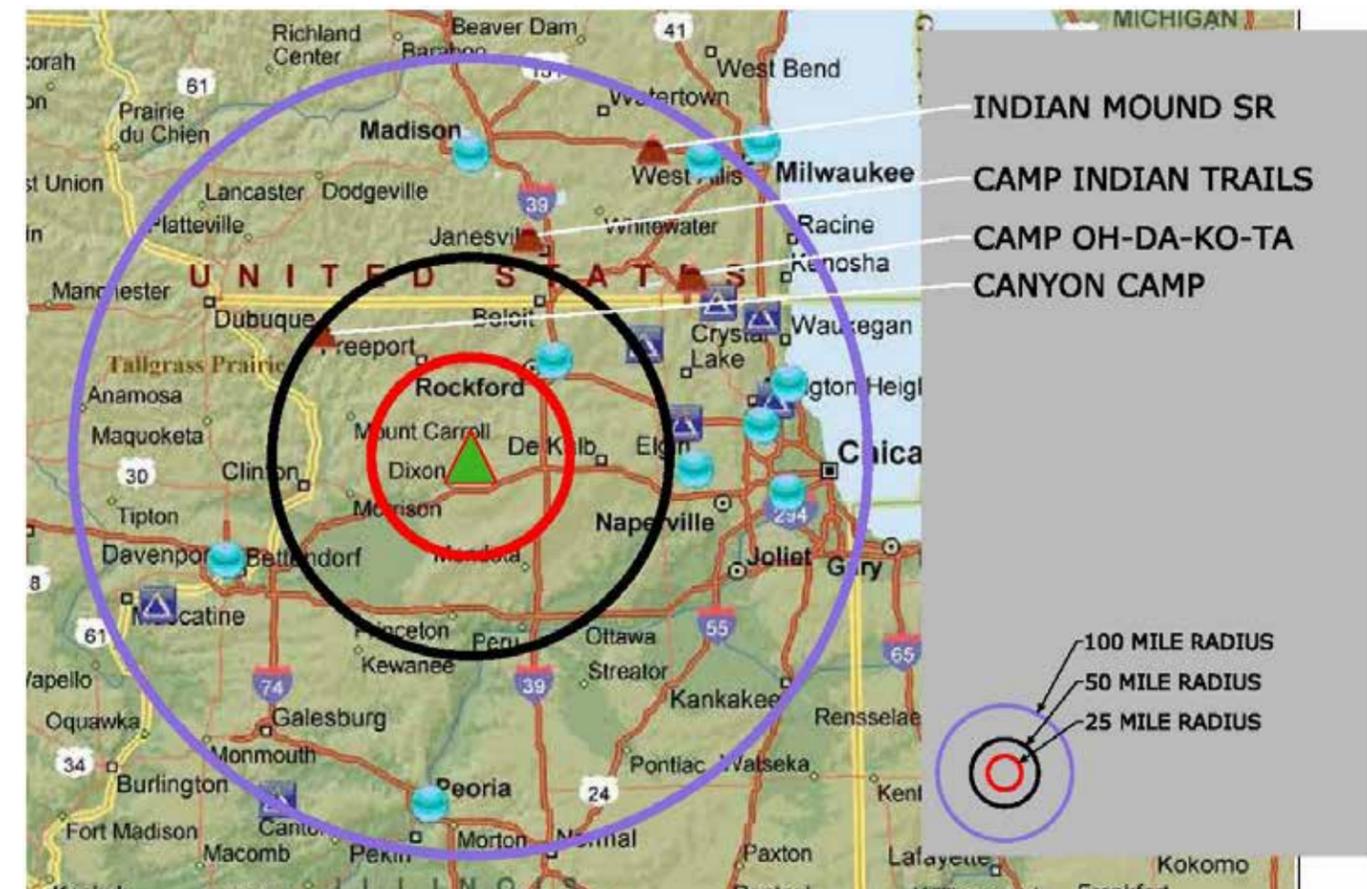
Dining hall, 280

Campsites, 300

Program, 200

Average attendance in 2013 was 144 Scouts per week.

Operates 5 weeks for Boy Scouts and 2 sessions for Webelos Scouts, plus specialty weekends



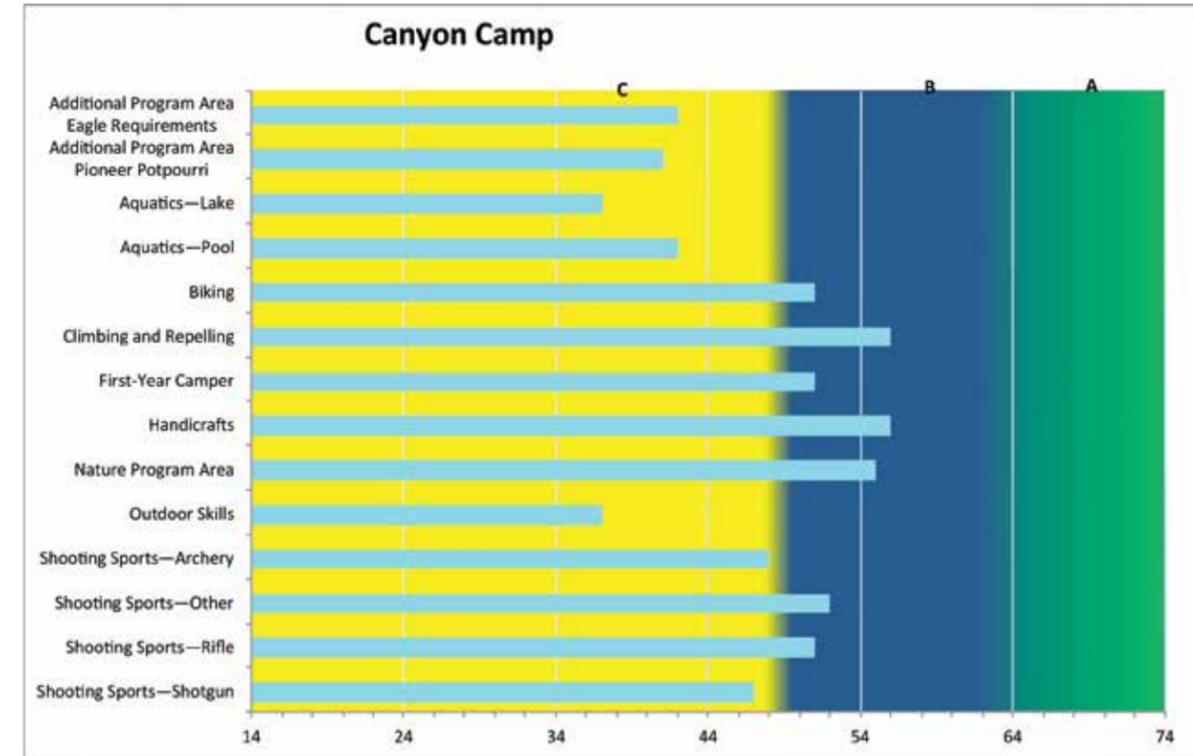
Canyon Camp

Commentary

Canyon Camp (Stockton, Illinois) is not located in Wisconsin, but it was included in the study at the request of the area director.

The camp has a pool; it also has a small pond on which it teaches kayaking, row boating, and canoeing. Treks on the Mississippi River (located approximately 15 miles from camp) are also available.

The camp offers nighttime fluorescent paintball target shooting, which is very attractive to Scouts. Canyon Camp also offers a Ga-Ga Pit, a popular attraction during camp.



SUMMATION:

Programs of note: None

Programs on the edge: Shooting Sports—Archery and Shotgun

Warrant attention: Aquatics—Lake, and Outdoor Skills

FACTS:

Black Hawk Council, No. 660

Serves Boy Scouts and Cub Scouts

Built in 1936; 300 acres

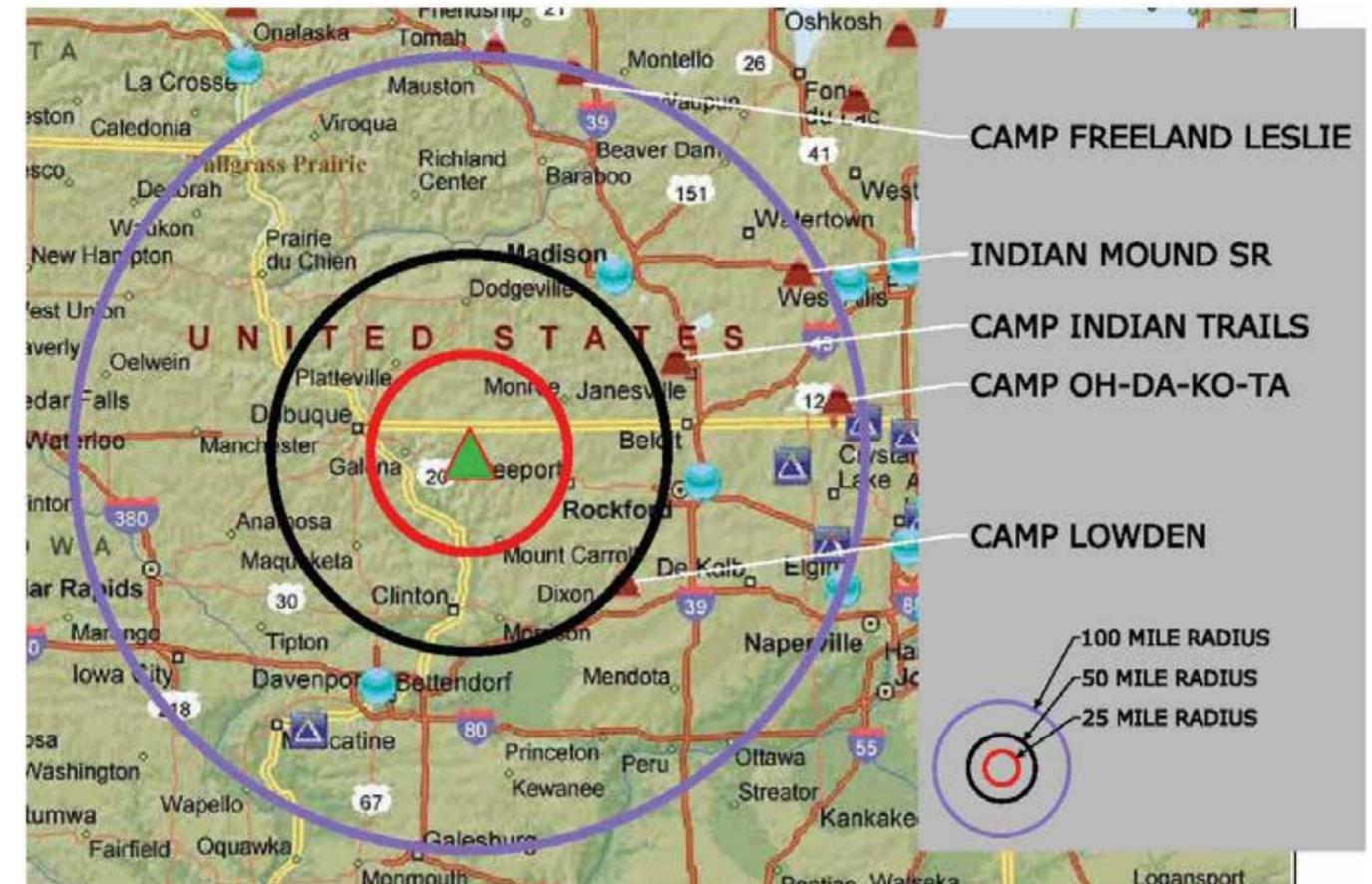
Capacity:

Dining hall, 192

Campsites, 250

Program, 150

Operates 6 weeks for Boy Scouts and 2 sessions for Webelos Scouts, plus specialty weekends



Camp Freeland Leslie

Commentary

The nearest camp, Ed Bryant Scout Reservation, is approximately 25 miles away. Twin Lakes, Shin-Go-Beek, and the Napowan Adventure Base all lie in the 30- to 40-mile range.

The camp offers a metalworking program in the Handicrafts—New Frontier program area and includes a forge.

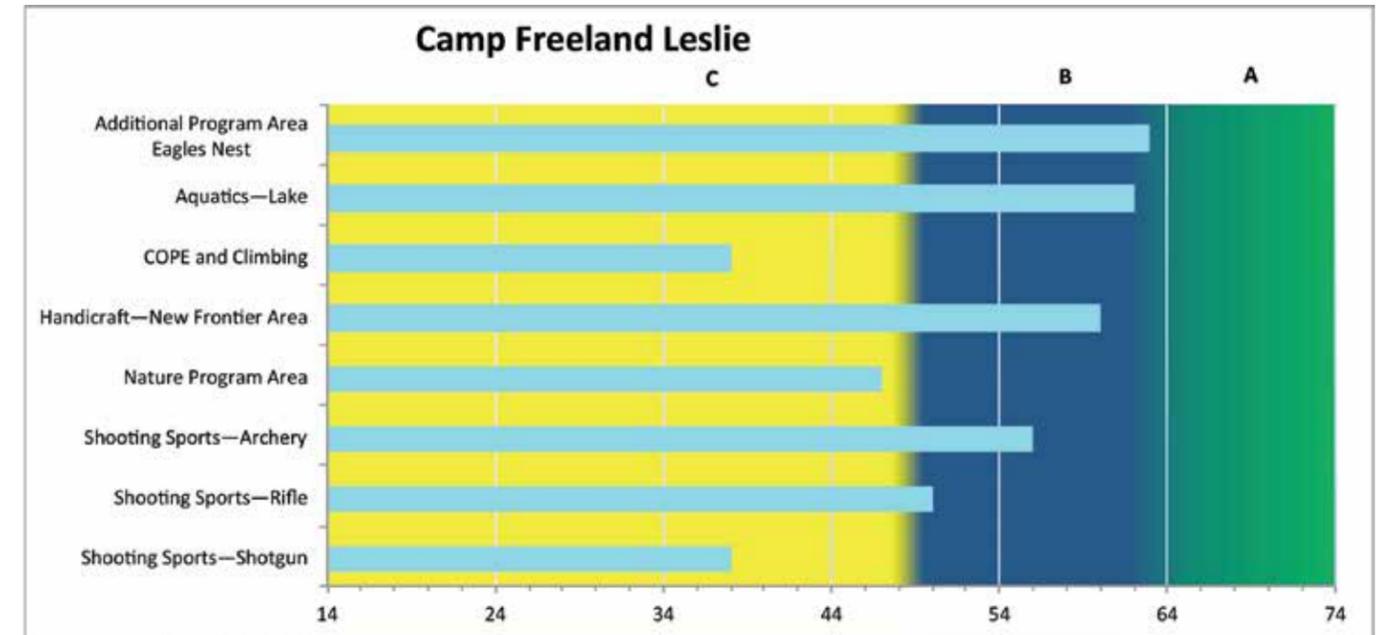
The camp has a robust aquatics program located on Emrick Lake, a 32-acre lake with a maximum depth of 79 feet. It is stocked with panfish and largemouth bass.

Camp food service is by the patrol method only. There is no dining hall. There is a small staff kitchen.

The camp supports the community by hosting a K9 program as well as an outdoor education program for local schools.

Deicke Visitors Center is available for rental during the off-season for unit outings. This modern building is complete with bunks, central heating, an equipped kitchen, and indoor toilet and shower facilities.

There are ski resorts in the area which makes this a popular base camp for many units during the winter.



SUMMATION:

Programs of note: Scoutcraft

Programs on the edge: Aquatics—Lake, Archery range, Special Program—Eagles Nest, Rifle range, and Nature

Warrant attention: COPE and Shooting Sports—Shotgun

FACTS:

Three Fires Council, No. 127

Serves Cub Scouts and Boy Scouts

Built in 1970, 500 acres

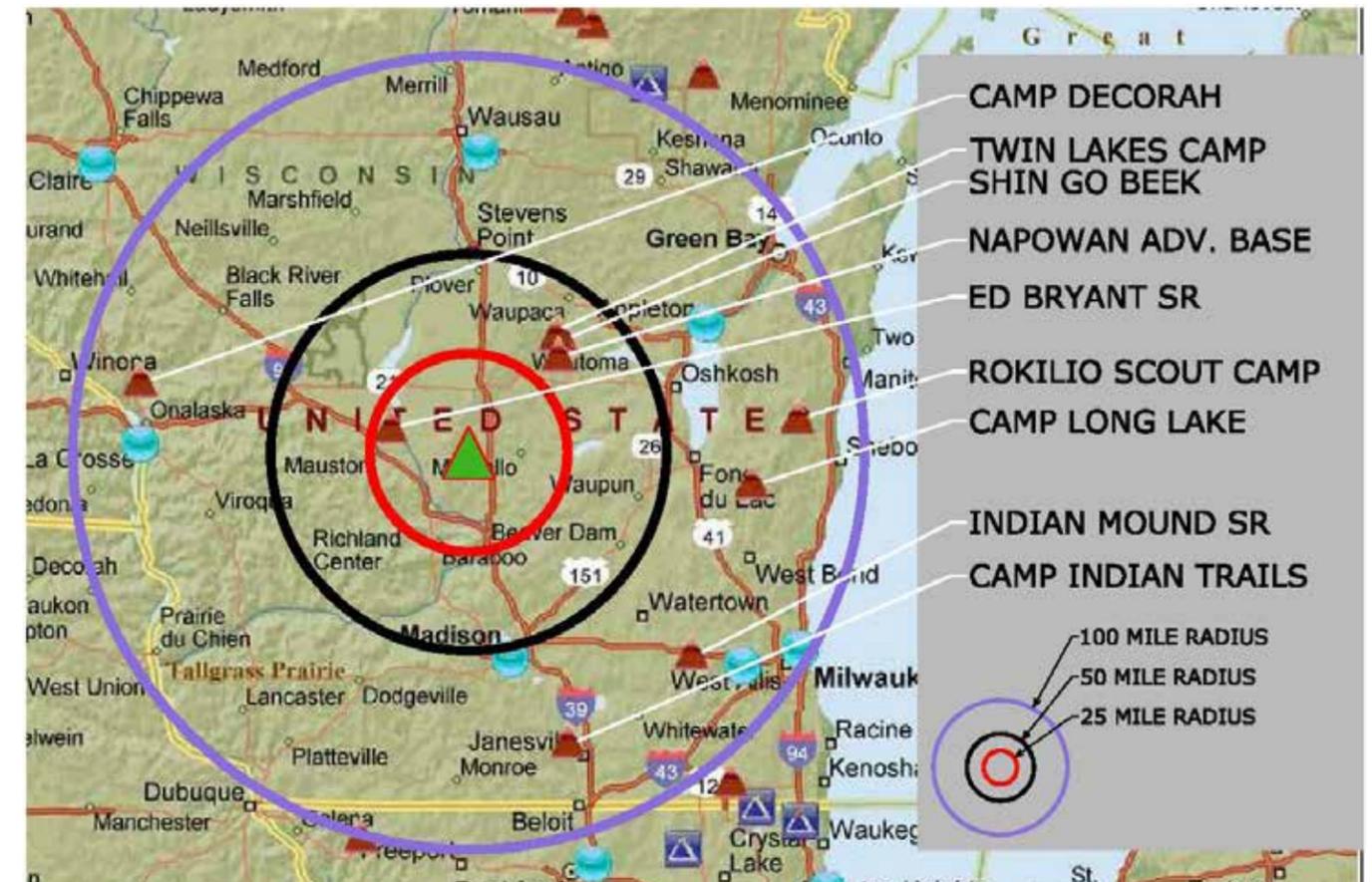
Capacity:

Campsites, 400

Program, 150

No dining hall

Operates 6 weeks for Boy Scouts and 3 sessions for Webelos Scouts, plus specialty weekends



Camp Gardner Dam

Commentary

The Wolf River runs through this camp. Program areas are located on one side and campsites are on the other. The camp offers very robust biking and river aquatics programs. The camp features 75 miles of bike trails.

Food service is by patrol method only. There is no dining hall, though there is a dining area reserved for the staff.

A number of newer facilities are located on this property including:

- Strayer Lodge—Meeting space, administration
- Wisconsin Electric—Sleeping
- Hectrodt Outfitting Center—Bikes, bike repair, watercraft, snow equipment
- Wausaw Homes Adventure Lodge—High-end housing
- Rifle range

Within 100 miles of Gardner Dam Scout Camp are nine other Scout camps with programs. Two council service centers lie within about 70 miles of the camp. Within the 50-mile zone are five Scout camps with programs. Camp Bear Paw (Bay Lakes Council) is located within 10 miles of this property.

SUMMATION:

Programs of note: None

Programs on the edge: Shooting Sports—Archery and Shotgun

Warrant attention: Aquatics—Lake, and Outdoor Skills

FACTS:

Black Hawk Council, No. 660

Serves Boy Scouts and Cub Scouts

Built in 1936; 300 acres

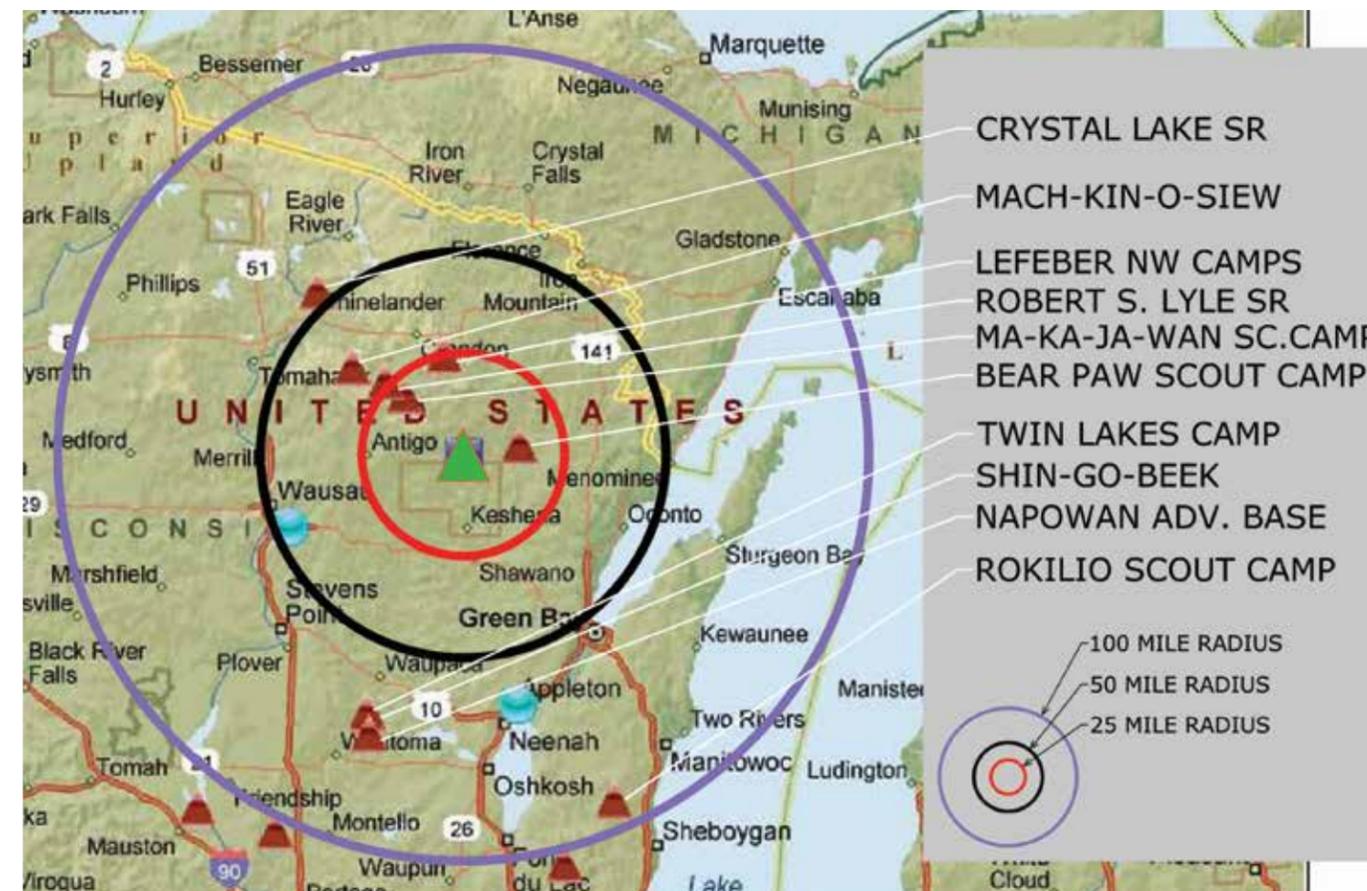
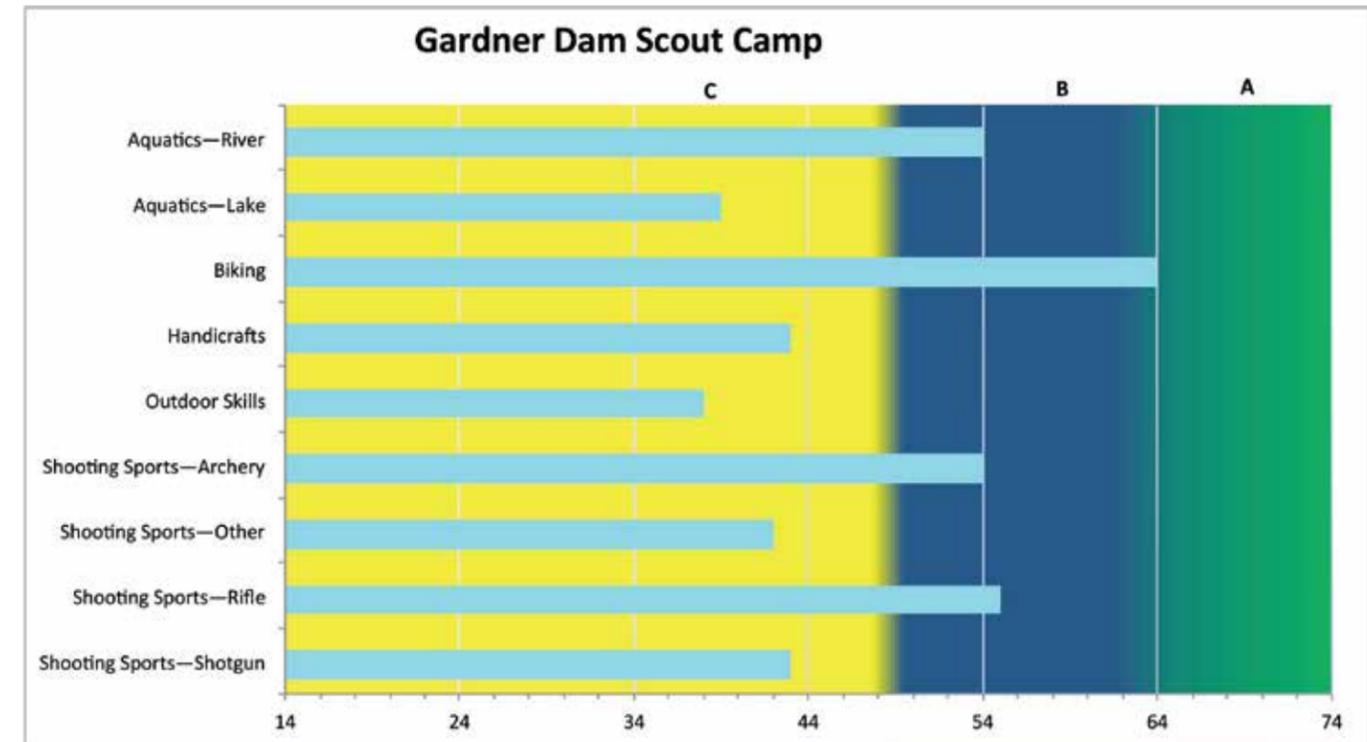
Capacity:

Dining hall, 192

Campsites, 250

Program, 150

Operates 6 weeks for Boy Scouts and 2 sessions for Webelos Scouts, plus specialty weekends



LeFeber Northwoods

Commentary

There are three other resident camping properties within 25 miles of this camp and six within 50 miles.

The camp offers a rafting program on the Kosir River. This program was not observed.

Food service is done by patrol method only. There is no dining hall.

The camp is located on the 75-acre Hardwood Lake. It has a maximum depth of 25 feet and is stocked with panfish, largemouth bass, and northern pike. Lake water is moderately clear. Visitors have access to the lake from Chequamegon-Nicolet National Forest.

The camp is open April 1 through November.

The camp offers some specialty programs which include:

- Two recognition/award systems for achievement
- Equestrian program
- Golf merit badge
- Radio station
- Paddleboard
- Whitewater rafting
- River trek
- Blowgun

SUMMATION:

Programs of note: None

Programs on the edge: None

Warrant attention: Shooting Sports—Shotgun

FACTS:

Three Harbors Council, No. 636

Serves Boy Scouts

Built in 1930; 1,120 acres

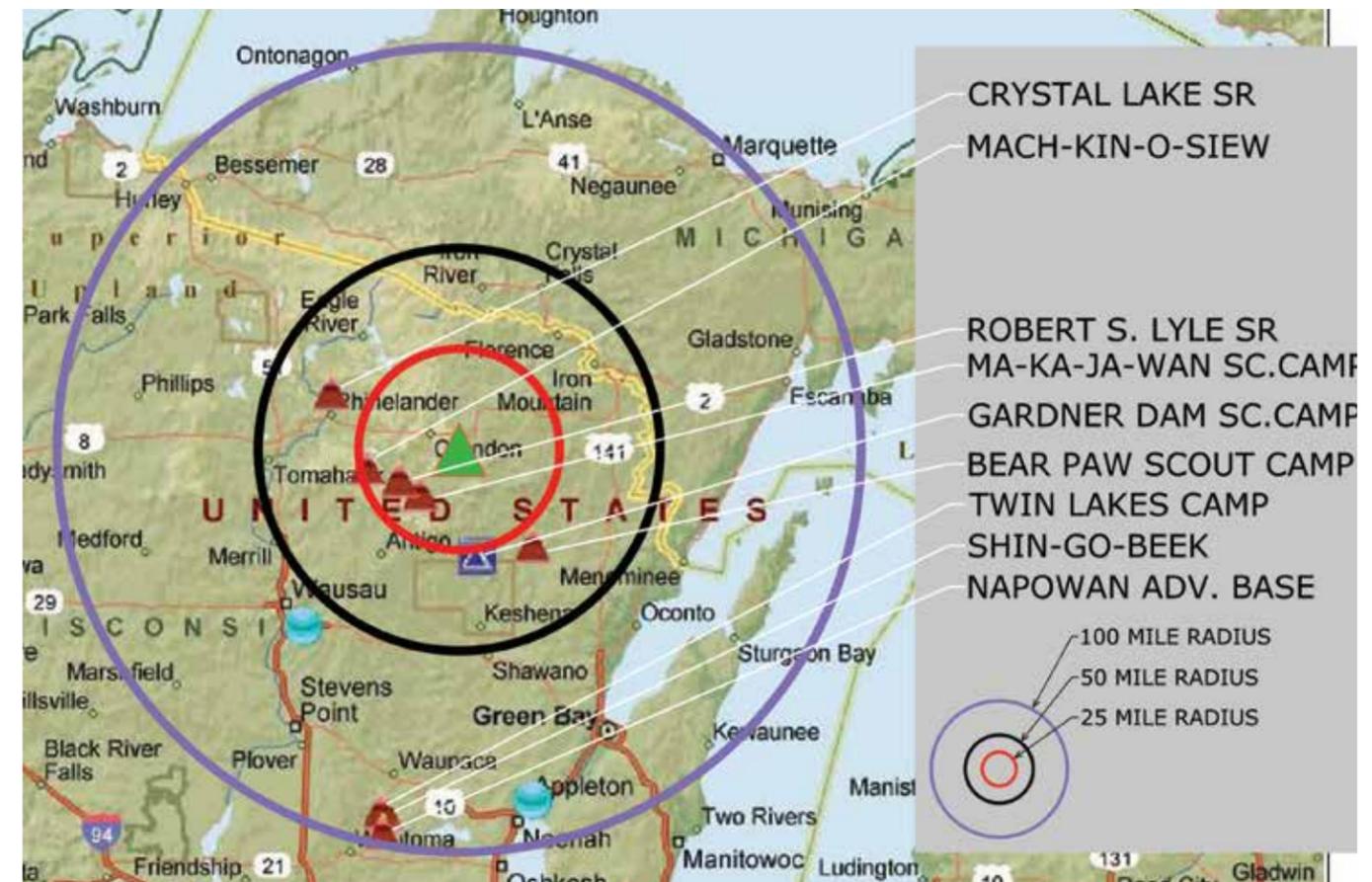
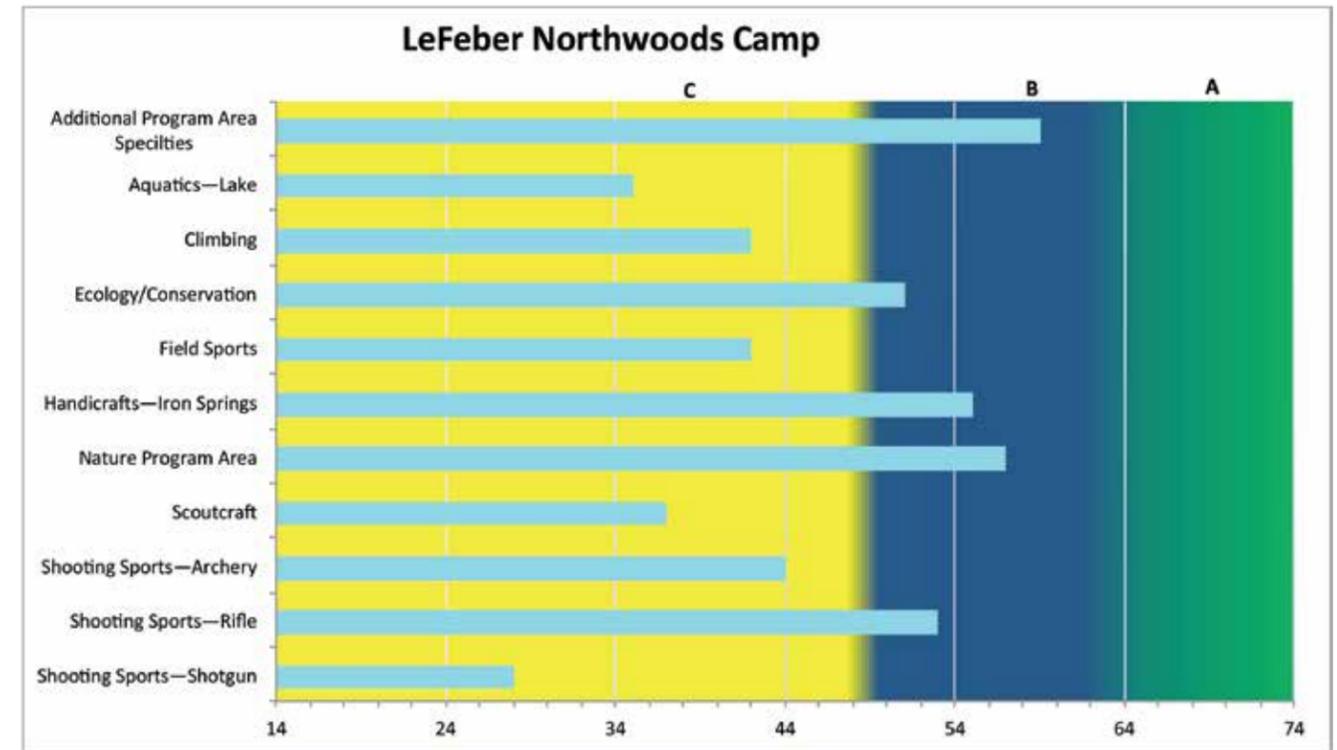
Capacity:

Dining hall, 150 (staff only)

Campsites, 550

Program, 270

Operates 5 weeks



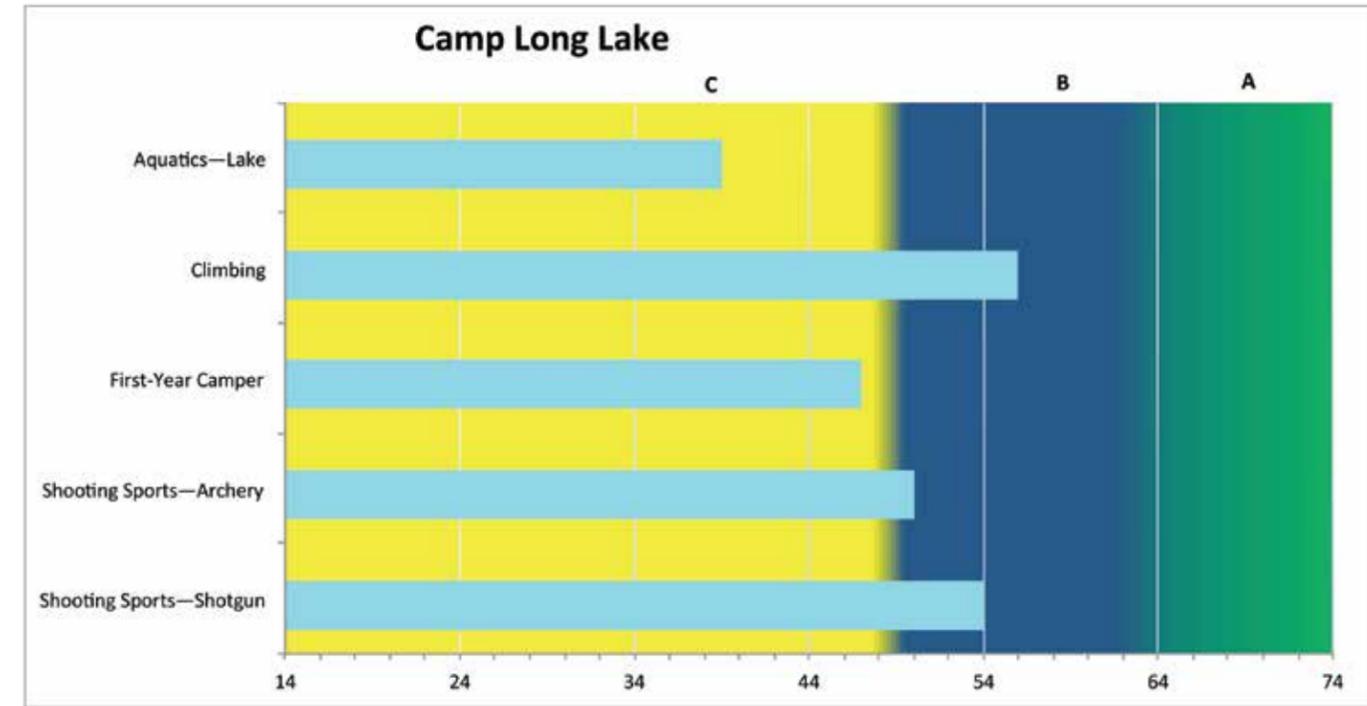
Camp Long Lake

Commentary

This camp features shoreline access to the 423-acre Long Lake. It has a maximum depth of 47 feet and it is stocked with panfish, largemouth bass, northern pike, and walleye. Lake water is moderately clear. Visitors have access to the lake from a public boat landing, public beaches, and public land within 1,000 feet of the lake (Kettle Moraine State Forest—Northern Unit).

The camp has a 700-foot zip line and also features wind surfing. Winter program includes ice fishing and sledding.

The property is just over one hour from Waukesha.



SUMMATION:

Programs of note: None

Programs on the edge: First-Year Camper

Warrant attention: Aquatics—Lake

FACTS:

Potawatami Area Council, No. 651

Serves Cub Scouts and Boy Scouts

Built in 1946; 203 acres

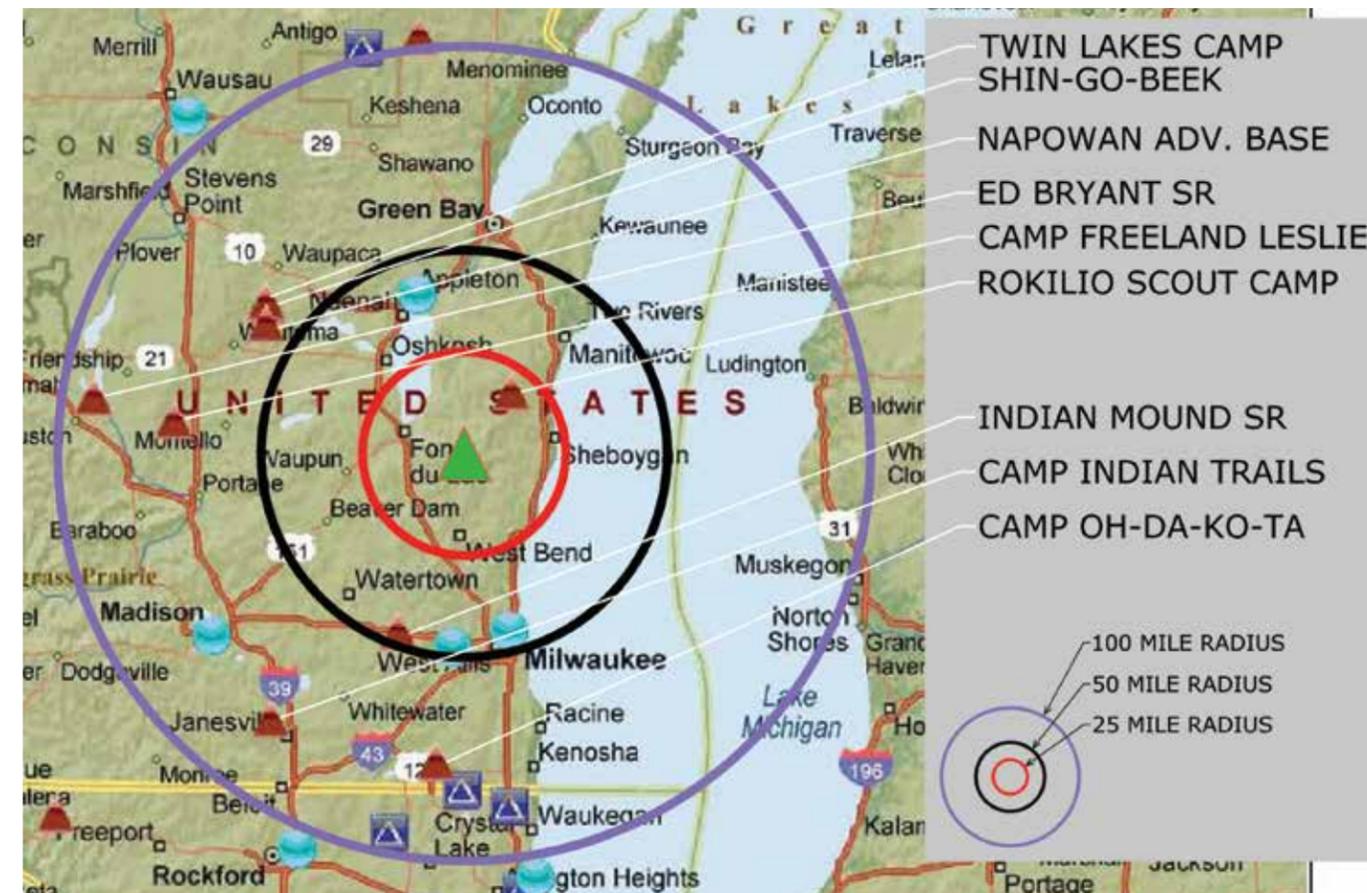
Capacity:

Dining hall, 300

Campsites, 500

Program, 270

Operates 6 weeks for Boy Scouts and 3 weeks for Cub Scouts



Camp Mach-Kin-O-Siew

Commentary

There are four other resident camps located within 25 miles of this property and six within 50 miles.

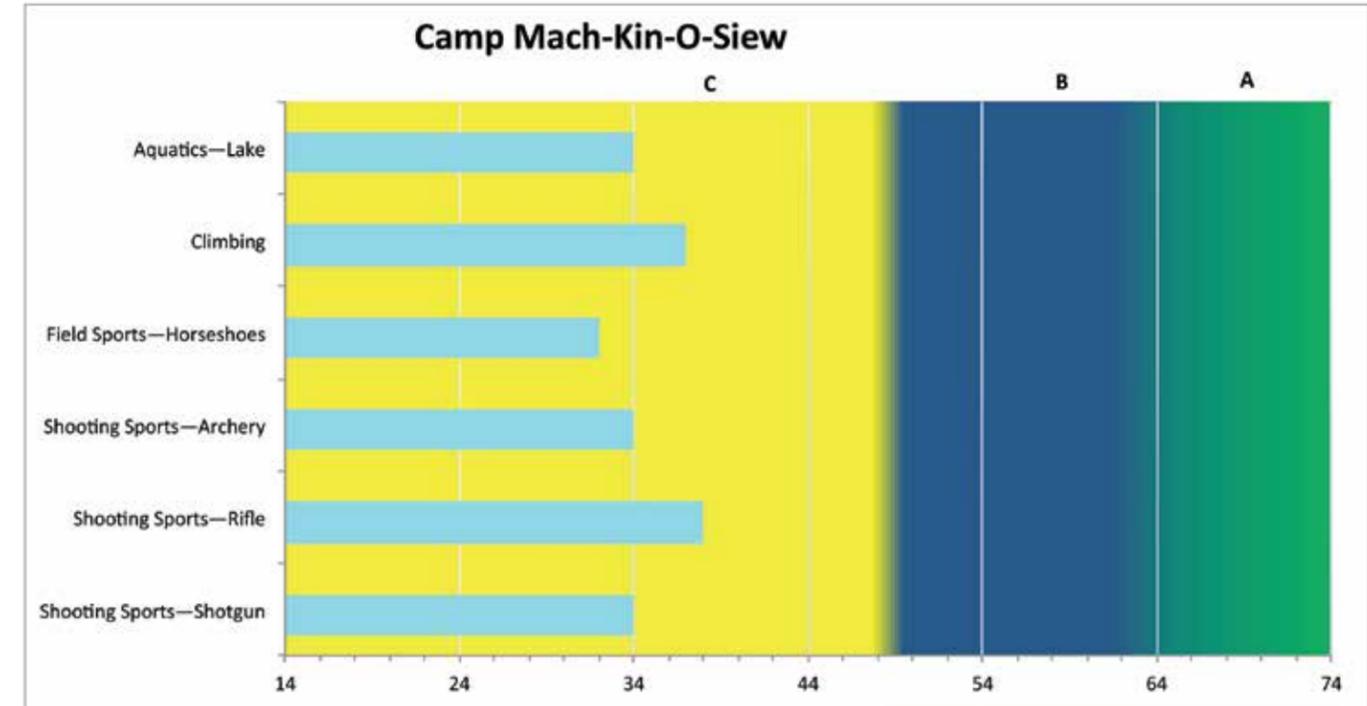
This property is located approximately 350 miles, about a 5 1/2 hour drive, from Des Plaines where the council service center is located.

The camp has shoreline on the 509-acre Lake Enterprise. It has a maximum depth of 27 feet. Fish include muskie, panfish, largemouth bass, smallmouth bass, northern pike, and walleye. The lake's water clarity is low. There is non-Scout encroachment on this lake. Visitors have access to the lake from public boat landings and from a public area or park within 1,000 feet of the lake (state-owned islands).

Two other lakes, Big and Little Apple (or East and West Apple), are on the property and each is approximately 6 acres or less in size. Big Apple has a maximum depth of 23 feet and has panfish and largemouth bass. The lake's water is moderately clear. Little Apple is a 2-acre lake of about 9 feet in depth, and is stocked with panfish.

A CFET evaluation scored the reservation at F+ for facility brand impact.

Food service is by patrol method. There is no dining hall.



SUMMATION:

Programs of note: None

Programs on the edge: None

Warrant attention: All

FACTS:

Des Plaines Valley Council, No. 147

Serves Boy Scouts

Built in 1954; 540 acres

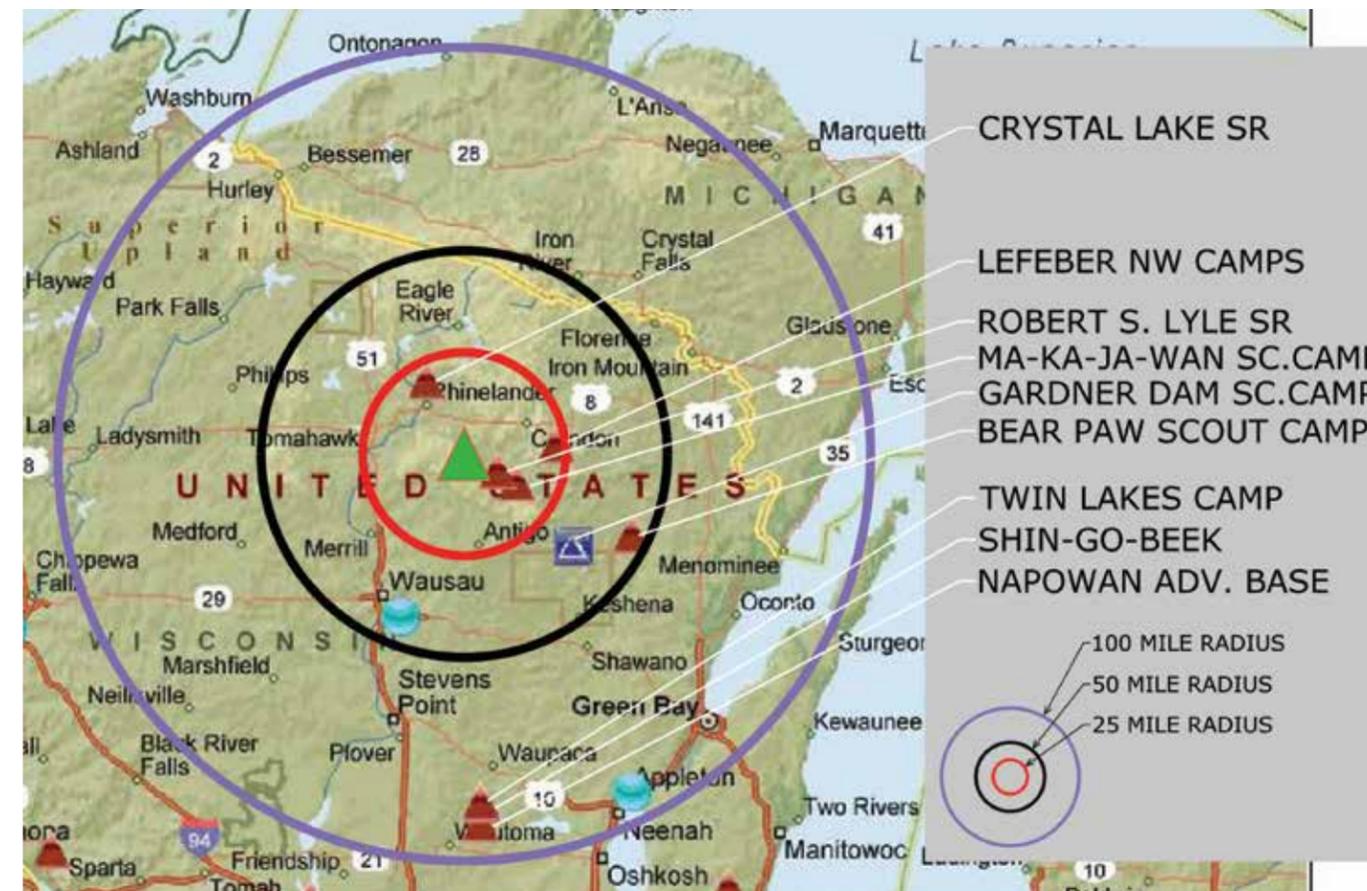
Capacity:

Campsites, 300

Program, 300

No dining hall

Operates 2 weeks for Boy Scouts



Napowan Adventure Base

Commentary

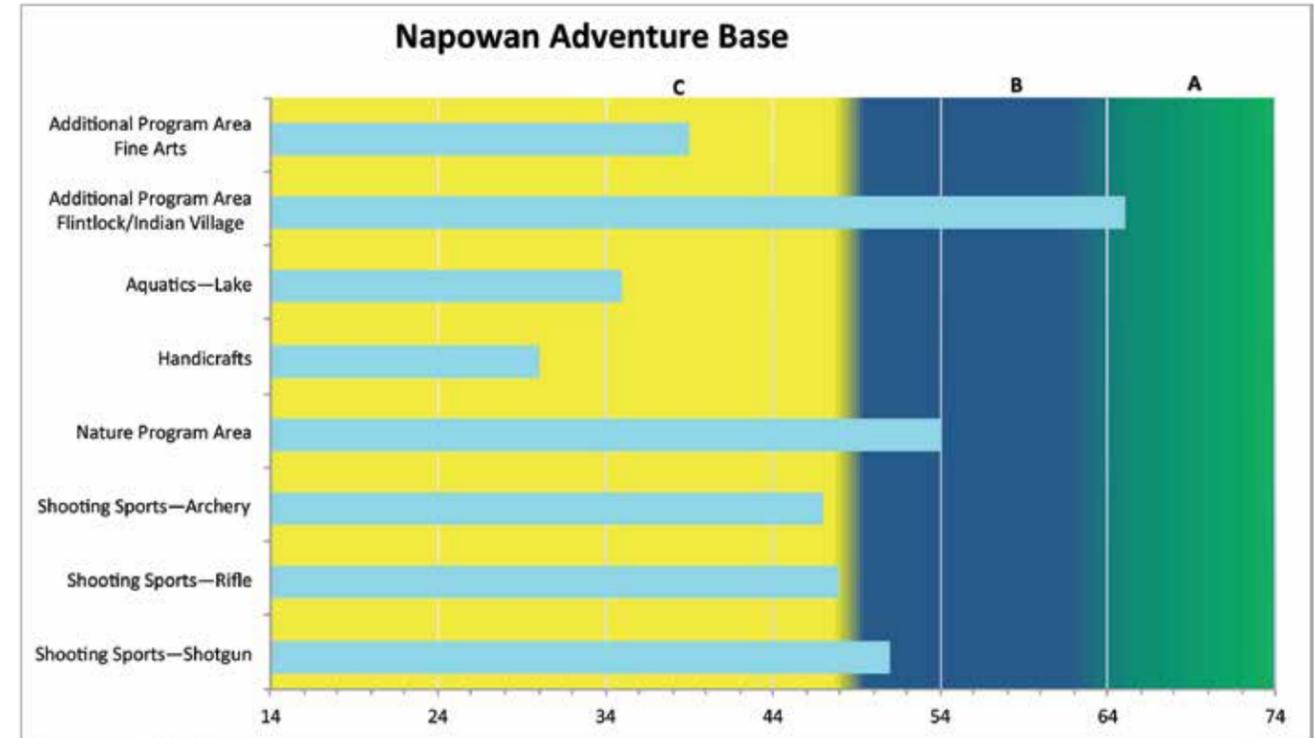
There are two resident camps in close proximity to Napowan: Twin Lakes (Bay Lakes Council) is approximately 6 miles north, and Shin-Go-Beek (Des Plaines Valley Council) is approximately 4 miles northeast. Two other camps are within 50 miles.

The camp has frontage on 52-acre Lake Napowan which has a maximum depth of 18 feet. Fish include panfish, largemouth bass, and northern pike. The lake water is moderately clear. Visitors have access to the lake from a public boat landing.

A second lake, Hills Lake, is 125 acres and has a maximum depth of 22 feet. Fish include panfish, largemouth bass, northern pike, and walleye. The lake water is moderately clear. Visitors have access to the lake from a public boat landing.

Actor Harrison "Harry" Ford camped here as a youth.

A CFET evaluation gave the reservation a C- for facility brand impact.



SUMMATION:

Programs of note: Flintlock and Indian Village

Programs on the edge: Shooting Sports—Archery and Rifle

Warrant attention: Handicrafts and Aquatics

FACTS:

Northwest Suburban Council, No. 751

Serves Boy Scouts and Cub Scouts

Built in 1946; 400 acres

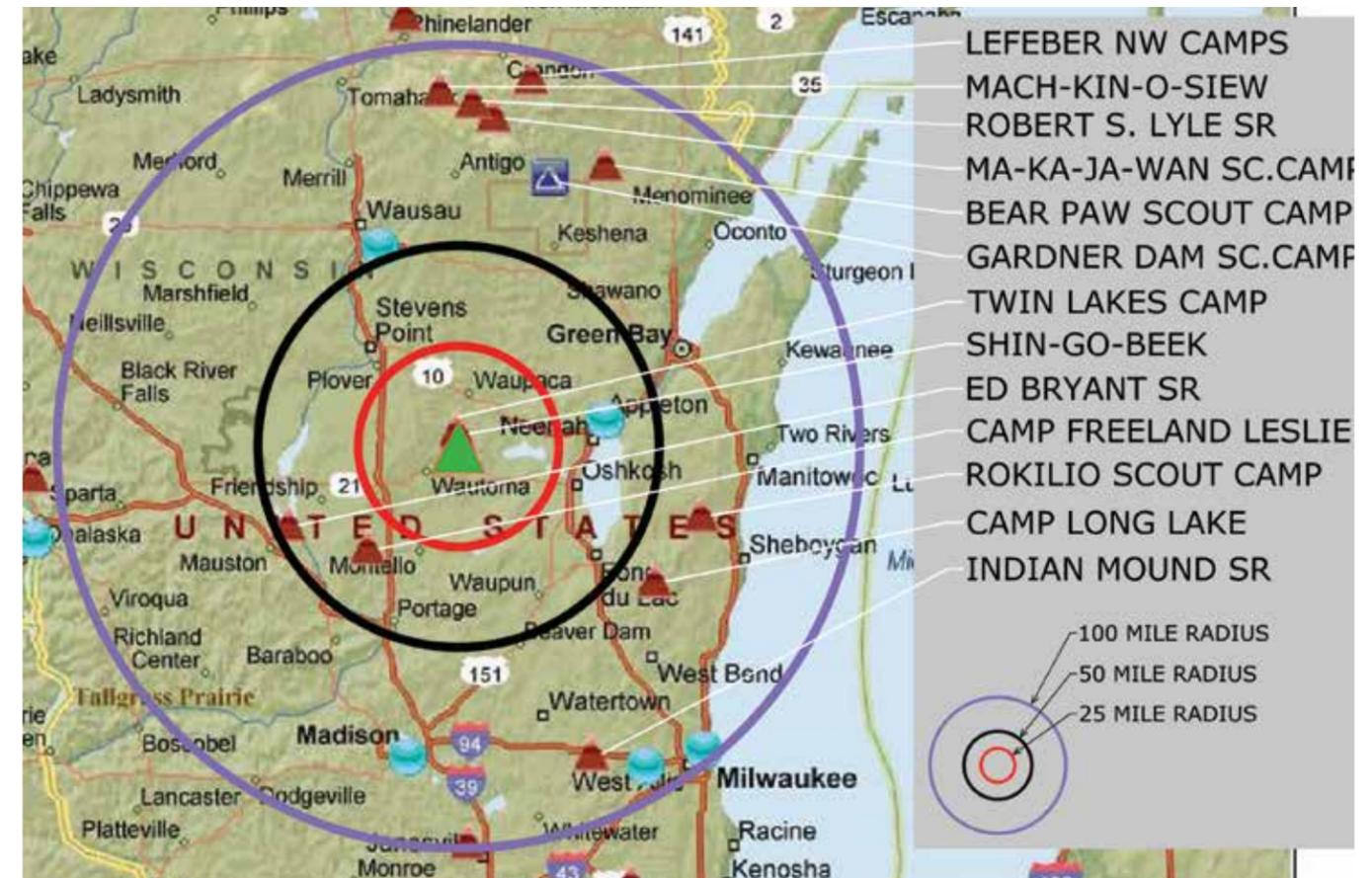
Capacity:

Dining hall, 500

Campsites, 300

Program, 300

Operates 7 weeks for Boy Scouts, 1 session for Cub Scouts, and 2 specialty camps



Robert S. Lyle Scout Reservation

Commentary

There are three resident camps in close proximity to RSL:

- Mach-Kin-O-Siew (Des Plaines Valley Council)
- LeFeber Northwoods (Three Harbors)
- Ma-Ka-Ja-Wan (Northeast Illinois)

Three additional camps are within 50 miles.

The camp has frontage on Aninnan Lake which is 39 acres and has a maximum depth of 22 feet. Fish include panfish and largemouth bass. The lake water is moderately clear.

A second lake, Perch Lake, is 11 acres in size and has a maximum depth of 15 feet. Fish include panfish and largemouth bass.

The lake water is moderately clear.

Food service is by patrol method. There is no dining hall. There is an outside pavilion for staff meals.

By comparison to the other camps included in this study, RSL offers few facilities.

This is not a true reservation as the name implies, as there is only one camp.

The camp advertises access to the Wolf River, but no program was in evidence.

SUMMATION:

Programs of note: Equestrian

Programs on the edge: None

Warrant attention: Nature, Scoutcraft, and Shooting Sports—Shotgun

FACTS:

Three Harbors Area Council, No. 636

Serves Boy Scouts and Cub Scouts

Built in 1963; 640 acres

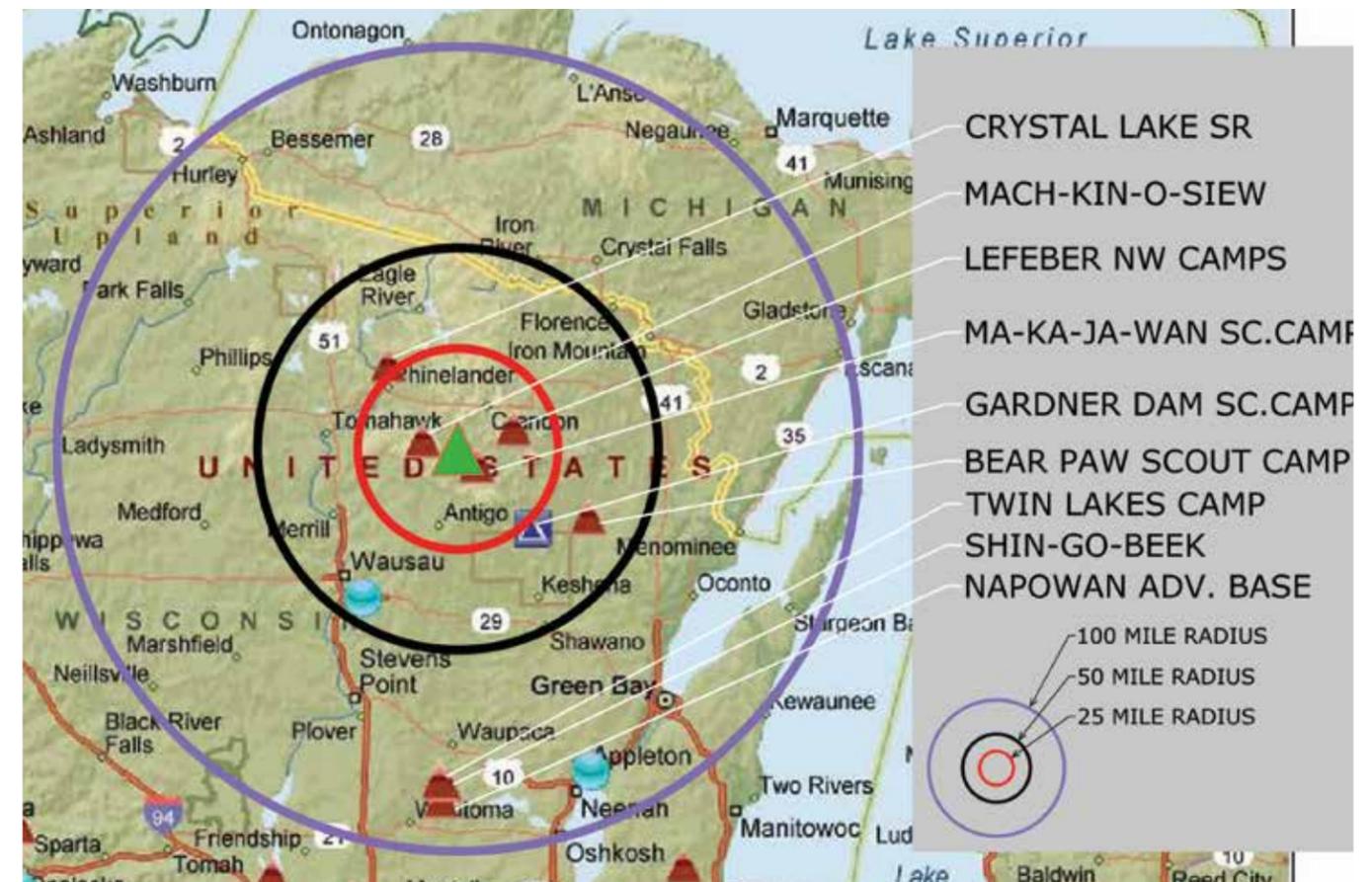
Capacity:

Campsites, 400

Program, 300

No dining hall

Operates 3 weeks for Boy Scouts and 2 sessions for Cub Scouts



Tomahawk Scout Reservation

Commentary

Tomahawk Scout Reservation includes three Boy Scout camps, a high-adventure base, and a Cub Scout camp called Navaho. The Boy Scout camps are White Pine, Chippewa, and Sioux.

L.E. Phillips Scout Reservation (Chippewa Valley Area Council) is about 8 miles from Tomahawk, and Camp Newman is approximately 55 miles to the north.

Crystal Lake, Mach-Kin-O-Siew, Lyle Scout Reservation, and Ma-Ka-Ja-Wan all lie between 110 and 135 miles east.

Tomahawk Scout Reservation features a logging camp where Scouts provide services such as hauling water for dishes, weed-wacking with hand tools, and splitting firewood. Their work earns them beads which can be used to purchase program gear for activities—forging small tomahawk heads or candle making, for example—or to purchase items such as root beer. The area is well used and Scouts are actively engaged in the activities.

The reservation enjoys 15 miles of shoreline along Long Lake. The lake is 3,478 acres and has a maximum depth of 74 feet. Fish include panfish, largemouth bass, smallmouth bass, northern pike, and walleye. The lake's water clarity is low. Visitors have access to the lake from public boat landings and one public land or park within 1,000 feet of the lake (Dory's Bog and Hunt Hill State Natural Area).

One measure of a lake's health is the trophic state, which indicates the amount of algae in the water. The average summer trophic state for the last five years was 52 (eutrophic) which is considered **Fair**.

The reservation's kitchen is located in the central service area. Meals are heater-stacked to the camps.

SUMMATION:

Programs of note: Handicrafts and Nature

Programs on the edge: None

Warrant attention: Shooting Sports—Shotgun and Rifle

FACTS:

Northern Star Area Council, No. 250

Serves Boy Scouts and Cub Scouts

Built in 1953; 3,000 acres

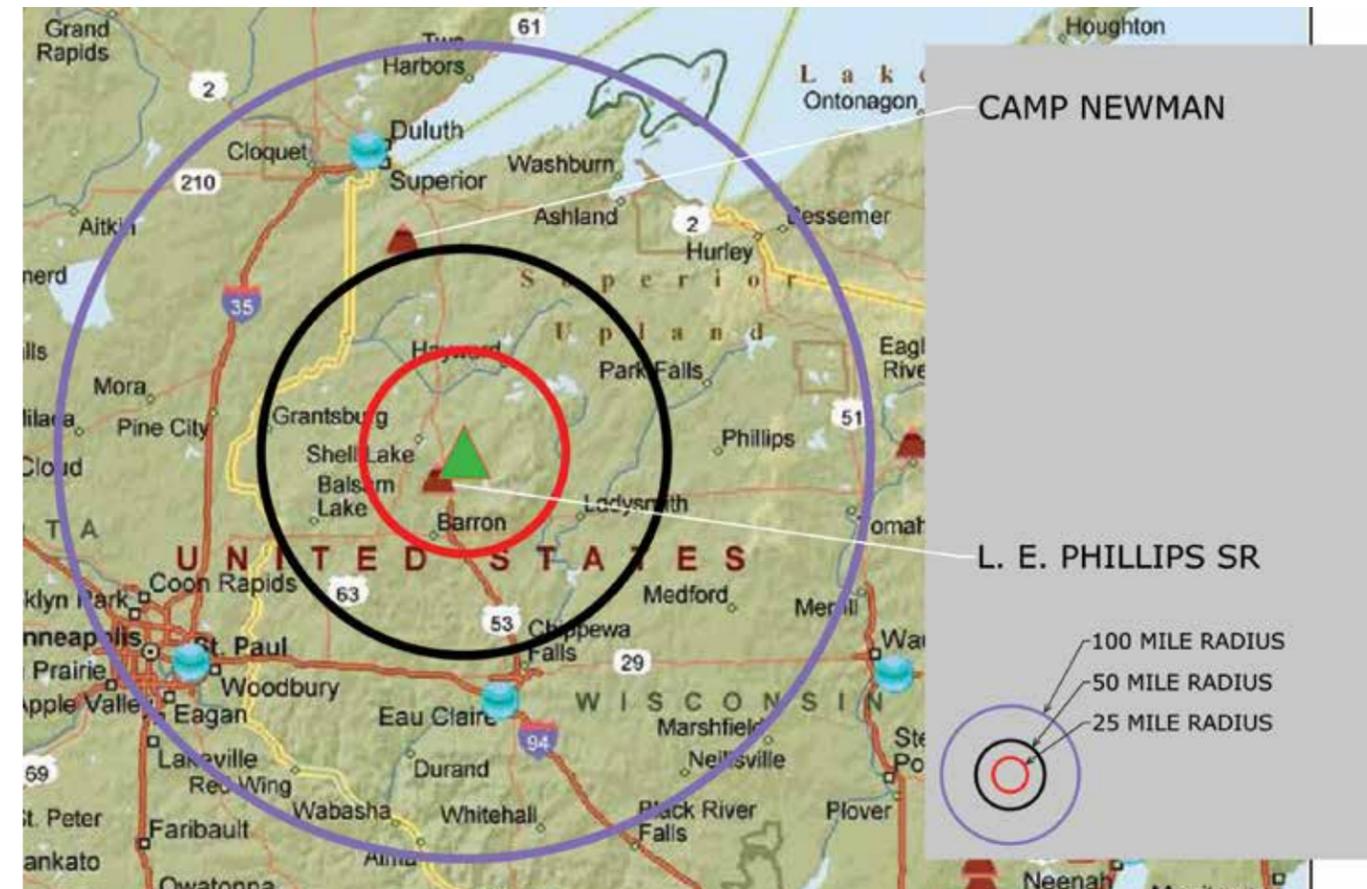
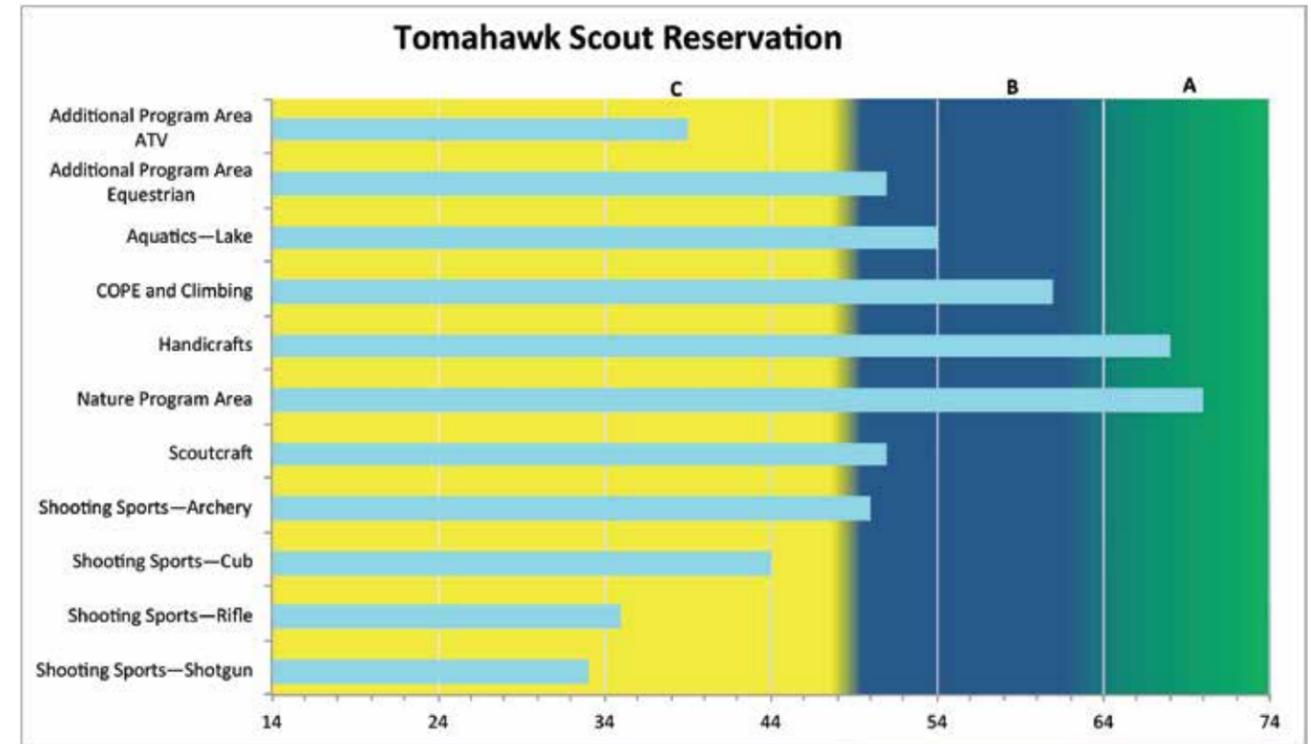
Capacity:

Dining hall, 1,200

Campsites, 1,500

Program, 1,000

Operates 9 weeks for Boy Scouts, 8 sessions for Cub Scouts, and offers winter camp



Ed Bryant Scout Reservation

Commentary

The Ed Bryant Scout Reservation is located near the middle of the state which provides great access for a number of troops.

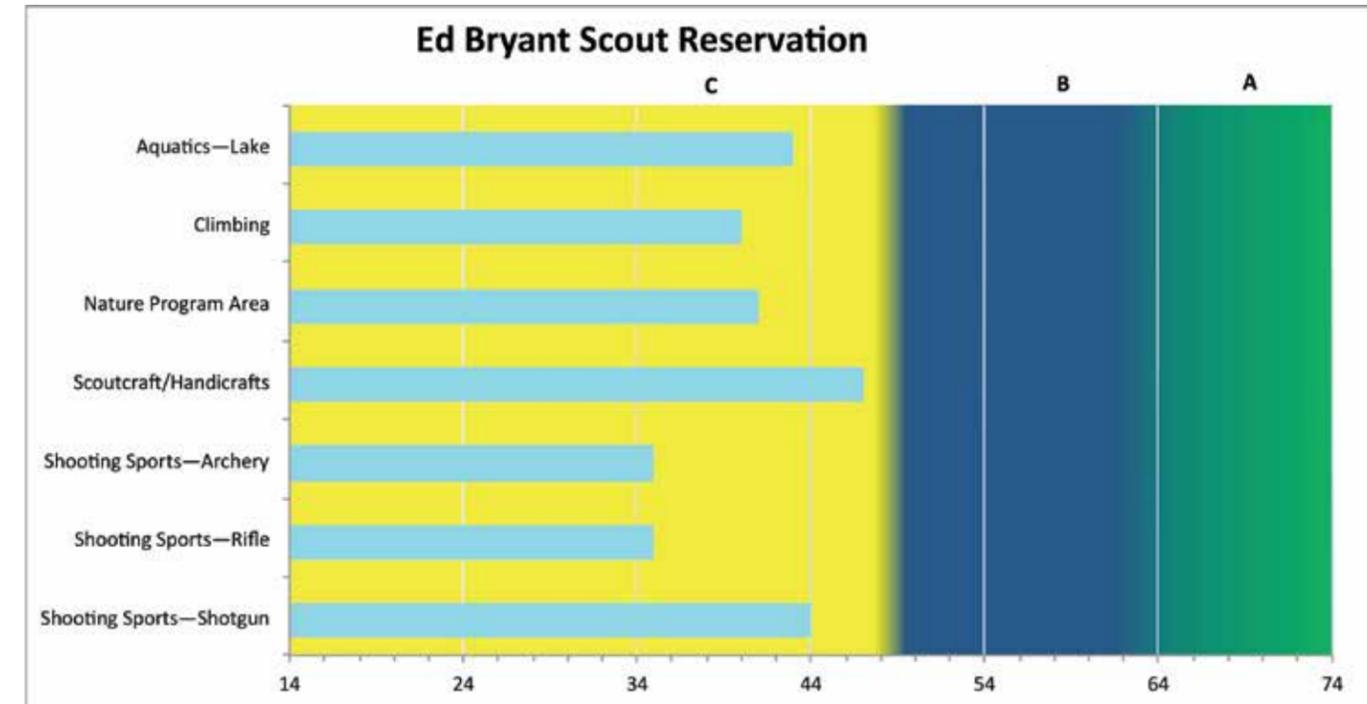
Camp Freeland Leslie, Twin Lake, Shin-Go-Beek, Napowan, and Camp Decorah are all located within 70 miles.

The camp enjoys frontage on Castle Rock Lake, the largest in the study at 12,981 acres. This location translates into very high program potential as it opens the property up to an expanded aquatics program. The lake has a maximum depth of 35 feet and is stocked with muskie, panfish, largemouth bass, smallmouth bass, northern pike, walleye, sturgeon, and catfish. The lake's water clarity is low. Visitors have access to the lake from public boat landings, public beaches and public lands, or parks.

The camp has a relatively new dining hall and central showers and latrine (2002), all of which are in excellent condition. The property has many hard-housing options, although the conditions of the facilities are generally not brand-positive.

The campwide game trophy is innovative.

This is not a true reservation as the name implies, as there is only one camp.



SUMMATION:

Programs of note: None

Programs on the edge: Scoutcraft/Handicrafts

Warrant attention: Shooting Sports—Archery and Rifle

FACTS:

Glacier's Edge Area Council, No. 620

Serves Boy Scouts and Cub Scouts

Built in 1959; 229 acres

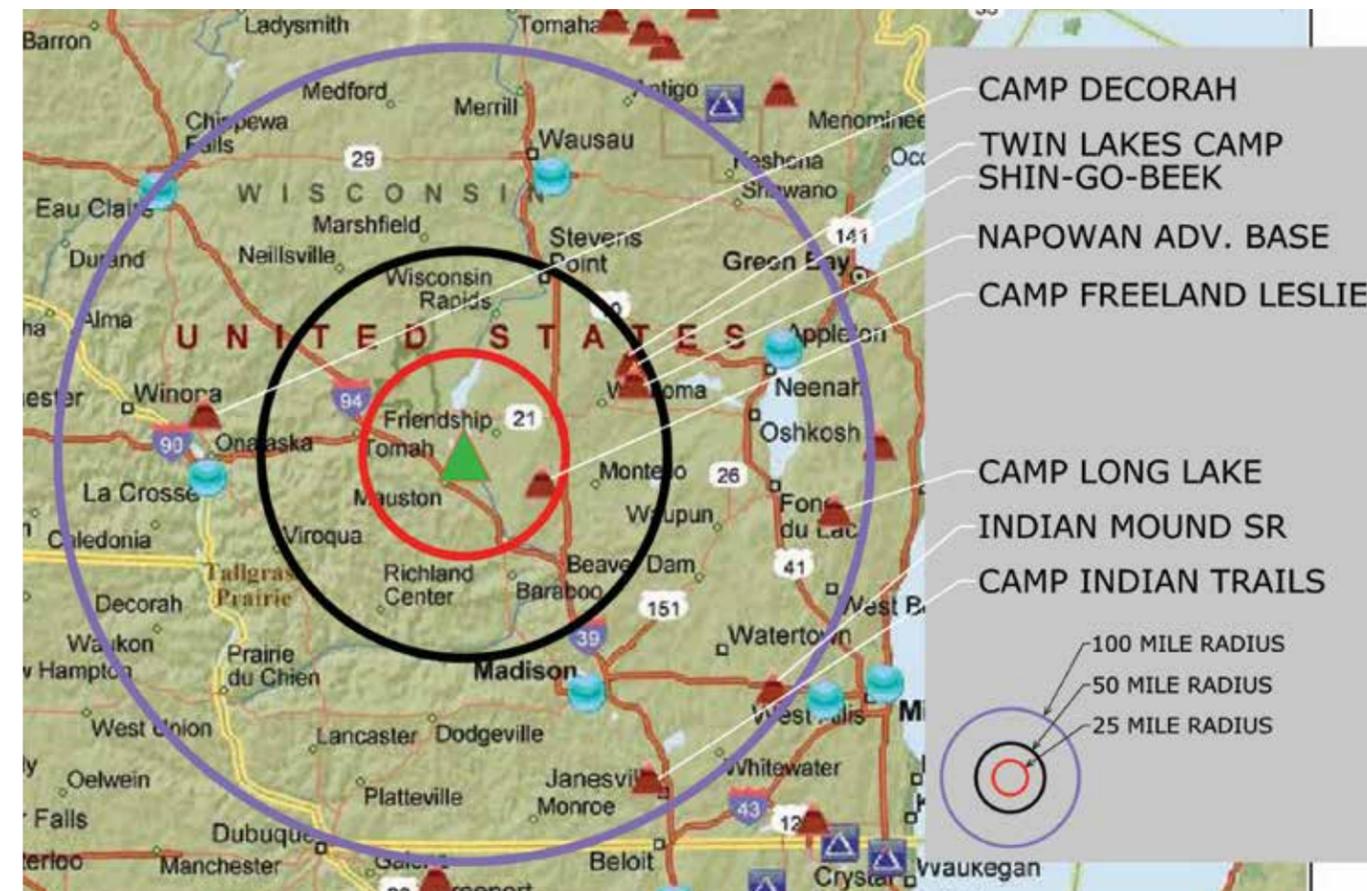
Capacity:

Dining hall, 450

Campsites, 300

Program, 300

Operates 5 weeks for Boy Scouts, 1 session for Cub Scouts, and offers leader training



L.E. Phillips Scout Reservation

Commentary

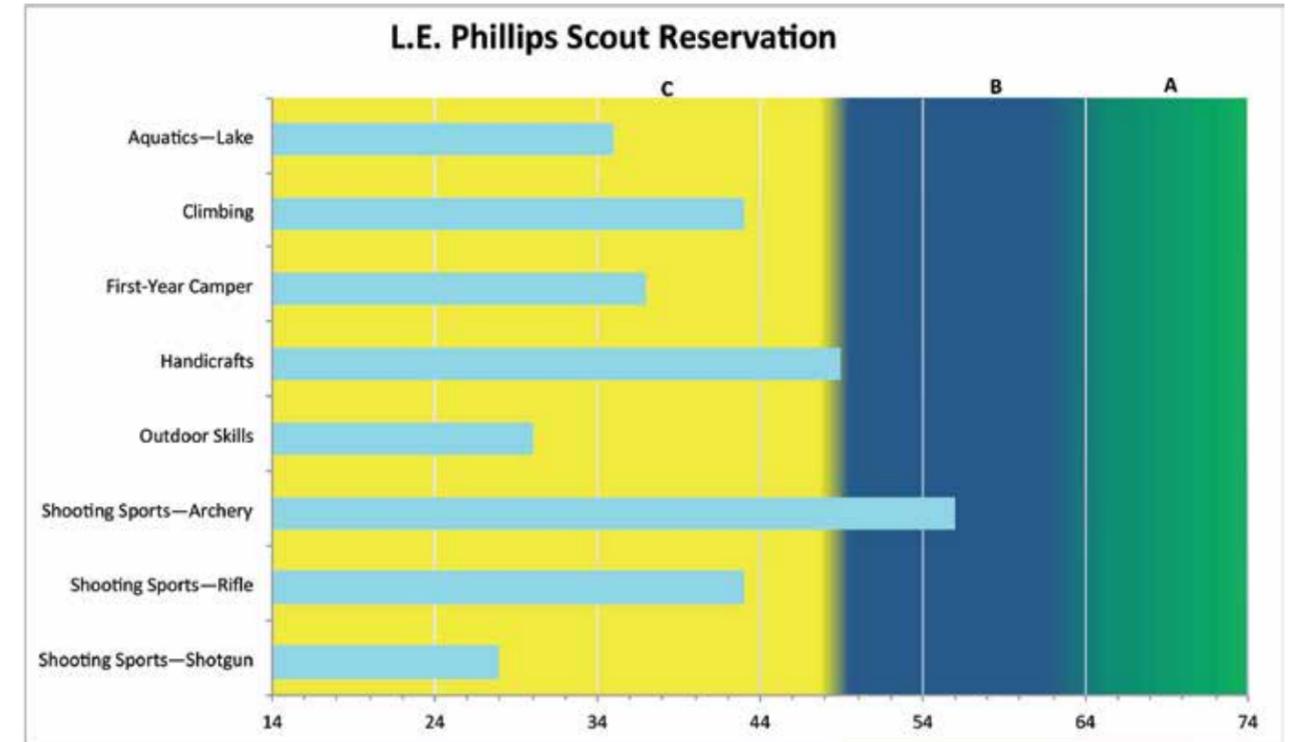
The L.E. Phillips Scout Reservation is made up of a Boy Scout camp, a Cub World, and an Explorer base.

Tomahawk Scout Reservation (Northern Star Area Council) is located approximately 8 miles from L.E. Phillips. The next closest camp in Wisconsin is Camp Newman, approximately 55 miles to the north. Crystal Lake, Mach-Kin-O-Siew, Lyle Scout Reservation, and Ma-Ka-Ja-Wan are all located 110 to 135 miles away.

Six lakes are under the council's jurisdiction, the largest of which is Mitchell Lake, at 29 acres. It has a maximum depth of 14 feet and is stocked with panfish and largemouth bass. The lake's water is moderately clear. The 19-acre Round Lake has a maximum depth of 16 feet, and it has panfish. The lake's water is moderately clear.

Crooked Lake is 18 acres and has a maximum depth of 10 feet. Panfish inhabit the lake's moderately clear water.

The 30-acre Bass Lake has public access. It has a maximum depth of 21 feet, and its fish include panfish, largemouth bass, and northern pike. The lake's water is moderately clear. At 1,348 acres, Bear Lake is the reservation's largest and it also has the greatest use by the public. It has a maximum depth of 87 feet and is stocked with panfish, largemouth bass, smallmouth bass, northern pike, and walleye. The lake's water clarity is low. No public records were found for Lake Helena, which appears to be about 5 acres in size. The property features more than 100 cabins and no tents.



SUMMATION:

Programs of note: None

Programs on the edge: Handicrafts

Warrant attention: Outdoor Skills and Shooting Sports—Shotgun

FACTS:

Chippewa Valley Area Council, No. 637

Serves Boy Scouts and Cub Scouts

Built in 1935; 1,450 acres

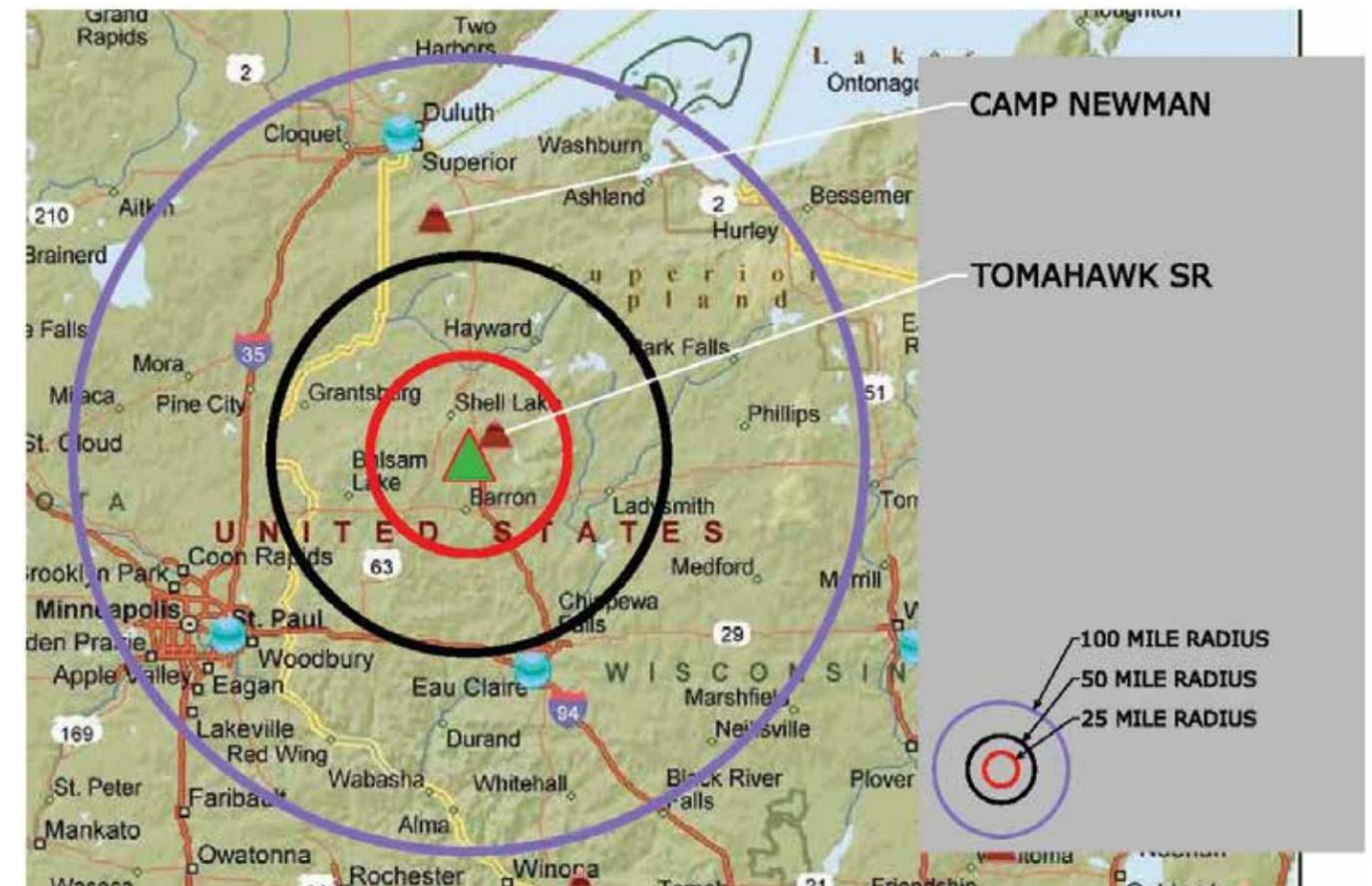
Capacity:

Dining hall, 300

Campsites, 500+

Program, 350

Operates 7 weeks for Boy Scouts, 8 two-day sessions for Cub Scouts, and 1 three-day session for Webelos Scouts



Outcomes

The assessment team hopes this report provides the impetus for councils to evaluate their programs and those of surrounding camps, then to think and plan strategically. The team hopes this report will be viewed as a tool whose use will result in excellence in the outdoor program experience for our Scouts.

Specifically, it is our hope that after considering the data, councils will do one of three things:

- a. Share resources and services.
- b. Improve their outdoor program with resources available and the guidance of this report.
- c. Decide that a quality outdoor program is beyond the council's reach and partner with another council, thereby removing the burden of a situation that is draining the council's resources and providing an unacceptable program to our Scouts.

The team made a conscious effort to evaluate only what was seen firsthand. Programs that were not observed are most likely not included in this report.

The team's observations revealed a number of excellent program offerings and a number of poor ones. Characteristically, the majority of camps provide a C-rated program. A very clear finding is that almost all of the camps offer the same basic, core program. Based on the information in this report, it is hoped that the councils will take the opportunity to improve their programs and properties in collaboration with one another in the pursuit of "excellence in the outdoor experience."

Another observation made while developing this report is the interdependence of the four elements—quality staff, quality program equipment, program depth, and brand-positive facilities—and that each can be part of the program solution for a particular camp.

Our analysis of the properties indicates there are a few camps that have limited program offerings, and there is another set of camps that have fairly extensive offerings. There appears to be a strong correlation between acreage (such as that found at a Scout reservation) and program variety.

Another significant observation is that the team did not see a great deal of variety in the Cub Scout resident camping program. This lack of variety could be due to the BSA's age-based program guidelines or to the fact that program offerings tend to focus on Boy Scouts. Whatever the reason, it is clear that Cub Scouts are our largest customer segment, one that has suffered deep declines in membership. Further, the Webelos-to-Scout transition is the point at which we lose the most Scouts. If the value of the outdoor program for the youngest members can be increased, that option should be explored. This is an area that bears further consideration, not only in Wisconsin but for Scouting in general.

Next Steps

The Outdoor Programs and Properties team will provide notes and commentary to the Scout executives of the individual councils whose camps were evaluated for this report. You may contact Jennifer Bevis at jennifer.bevis@scouting.org and she will provide you copies. You may also ask to speak with any of the evaluators. Jennifer can put you in contact with them.

The Outdoor Programs and Properties team is available to assist in taking this information and working with the individual councils as they turn the data into plans for action. Should this assistance be desired, the council should contact the area director.

Separately, the process used to score the quality and variety of the camp programs will be further developed into an evaluation process that councils can self-administer. This process will be submitted to the NCAP committee for review, evaluation, and possible incorporation into the NCAP process. With or without NCAP involvement, the process will be ready for distribution in the first quarter of 2014.

The tool for this process, called the Program Self-Assessment Tool, or PSAT, will use an A through F scale for measuring quality and variety. In addition, the variety score will be simplified, and the 1, 2, or 3 choice will be eliminated. Finally, individual programs will not be scored for variety, but the overall camp will be.

Properties Evaluated

Camp Property	Physical Address
Bear Paw (CFET complete)	14000 Bear Paw Camp, Mountain, WI 54149-0128
Crystal Lake Scout Reservation	5403 Spider Lake Road, Rhinelander, WI 54501
Mach-Kin-O-Siew	W11925 Outlet Drive, Elcho, WI 54428
Ma-Ka-Ja-Wan SR (CFET complete)	W6500 Spring Lake Road, Pearson, WI 54462-8133
Robert S. Lyle SR.....	N10571 Clear Lake Road, Elcho, WI 54428
LeFeber Northwoods.....	6875 Boy Scout Road, Laona, WI 54541
Gardner Dam Camp	N2940 Gardner Dam Road, White Lake, WI 54491
Twin Lakes (CFET complete)	N7104 County Road K, Waupaca, WI 54981
Shin-Go-Beek	N7015 24th Lane, Waupaca, WI 54981
Napowan Adventure Base (CFET complete)...	N4789 24th Ave., Wild Rose, WI 54984
Rokilio (CFET complete)	14404 Rokilio Road, Kiel, WI 53042
Long Lake	N4350 Boy Scout Road, St. Cloud, WI 53079
L.E. Phillips SR.....	2900C 16th St., Rice Lake, WI 54868
Indian Mound SR.....	37650 Forest Drive, Oconomowoc, WI 53066
Indian Trails.....	5801 North River Road, Janesville, WI 53545
Canyon Camp.....	4856 E. Townsend Road, Stockton, IL 61085
Camp Lowden	4418 S. Scout Road, Oregon, IL 61061
Oh-Da-Ko-Ta	3363 Dyer Road, Burlington, WI 53404
Camp Decorah.....	W7520 Council Bay Road, Holmen, WI 54636
Freeland Leslie	105 Fawn Drive, Oxford, WI 53952
Ed Bryant SR.....	N6960 County Road G, Mauston, WI 53948
Tomahawk	N1910 Scout Road, Birchwood, WI 54817

Properties Not Evaluated

Camp Property	Physical Address
Flambeau Canoe Base	No camp operation with program
Eau Pleine Slopes	Rustic campgrounds
Erv Romansky Family Camp.....	Family camp operation only
Four Mile	Rustic campgrounds
Fred C. Anderson.....	Weekend camping and training only
Camp Barksdale	Single lodge on small acreage
Camp Sol R. Crown	Training camp only
Camp Oakarro.....	Day camp operation
Lamp Lakota	No resident camp operation
Jax Camp	Rustic campgrounds
Camp Maywood Wilderness.....	Rustic campgrounds





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