

## Badgerland Council Property Review **Planning the Way Forward**





## Overview

The volunteer-led, Long-Range Property Planning Committee (LRPPC) was appointed by the Badgerland Council Board of Directors shortly after the formation of the Council in 2009. The committee was comprised of volunteers and staff. The committee's recommendations are the result of nearly four years of work including data gathering and analysis, site visits to all ten properties and member surveys. In evaluating each property, the committee considered programming potential for today's and tomorrow's Girl Scouts, the cost of bringing the sites up to standards, long term sustainability and Badgerland Council's Strategic Vision.

Now the task before us is to chart a course for each property. At the conclusion of the November Roundtables, the Property Task Group will summarize results of these listening sessions to present at the February 2014 Board of Directors meeting. The Board is expected to vote on the recommendations in June and create a Long-Range Badgerland Council Property Plan informed by what our Girl Scouts want and need—today and tomorrow.

## FAQs

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

The process has actually been underway since Badgerland was formed in 2009. Upon the merging of 3 ½ councils, Badgerland became “property rich” with ten properties used for program and administration services. In order to continue to be successful in our mission, we must ensure each location is well-managed, safe and fulfilling its purpose while considering girl programming needs and fiscal responsibility.

### Why are Badgerland camps under-utilized?

Our council is aligned with a national downward trend away from traditional camping. However, our research pinpoints other reasons why some girls (with decisions also driven by leaders and parents) don't go to camp including rustic conditions and distance.

### Will any camps or service centers be closed?

At this point in the review process, we do not know. The LRPPC evaluation and recommendations do include these options for several properties. The board may vote to accept, amend, delay or deny these recommendations.

### What criteria was used to evaluate the properties?

The properties must support the Girl Scout Leadership Experience by providing a place for safe and meaningful program opportunities. The property must also be well used, ADA compliant and financially sustainable.

### Are these recommendations final?

Not necessarily. The proposals are the result of considerable evaluation by the Long-Range Property Planning Committee. At the conclusion of these Roundtable sessions, the Board of Directors will make final decisions factoring in all comments, recommendations and the Strategic Vision for Badgerland Council.



## SERVICE CENTERS

### Madison Girl Scout Service Center

2710 Ski Lane, Madison WI 53713

#### Site Condition Evaluation

Maintenance and upgrades include windows, doors, drainage, landscaping, electrical upgrade, heating and cooling, exterior upgrades, remodeling for ADA compliance.

Minimum investment required: \$125,000

#### Property Recommendation

- Sell the property and relocate to a leased space that is more suitable

### Beloit Girl Scout Service Center

1201 Big Hill Court, Beloit WI 53511

#### Site Condition Evaluation

Maintenance and upgrades include roofing, siding and landscaping.

Minimum investment required: \$100,000

#### Property Recommendation

- Relocate to a smaller, leased space with a better location to serve the greater Beloit communities

### La Crosse Girl Scout Service Center

2710 Quarry Road, La Crosse, WI 54601

#### Site Condition Evaluation

Maintenance and upgrades include roofing, siding, window repair and interior upgrades.

Minimum investment required: \$60,000

#### Property Recommendation

- Keep the property and make improvements to the building

### Platteville Girl Scout Service Center

305 Business Highway 151, Suite D, Platteville, WI 53818

#### Site Condition Evaluation

Storage upgrades.

Minimum investment required: \$1000

#### Property Recommendation

- No changes recommended



## CAMP PROPERTIES

**Camp Brandenburg** | 6307 Brandenburg Road, Dane WI 53529

### Site Condition Evaluation

Hilltop - siding replacement and repairs, landscaping; Sumac - kitchen and grounds upgrade; Kinderspielen - stain wood; Hawk's Nest - remove barn, landscaping, windows, doors, drainage, electrical upgrade, heating and cooling, exterior upgrades and remodeling for ADA compliance; General - build additional cabins; rejuvenate Lake Katrine  
Minimum investment required: \$100,000

### Property Recommendation

- Keep the property
- Make improvements including enhancements to Hilltop Lodge and Sumac

**Camp Echo Valley** | 1876 County Hwy F, Hollandale, WI 53544

### Site Condition Evaluation

Gray Manor - repair and replace doors and windows; General - remove tent platforms; Whispering Winds - convert into bunk/activity center and re-roof  
Minimum investment required: \$30,000

### Property Recommendation

- Keep the property
- Invest in improvements including replacing platform tents with cabins with flush toilets

**Camp Oakwood Knoll** | W3524 State Road 20, East Troy, WI 53120

### Site Condition Evaluation

Maintenance and upgrades include water quality, kitchen, bathrooms, add showers, improve lighting, convert basement into useable programming space, remove tent platforms and convert to primitive campsites.  
Minimum investment required: \$40,000

### Property Recommendation

- Sell the property after One Tough Cookie has run its course (the fundraiser is tentatively scheduled to be held at the site through 2016)

**Camp Stetler** | 18792 County Highway Q, Richland Center, WI 53581

### Site Condition Evaluation

Maintenance and upgrades include roofing, skylight removal and kitchen.  
Minimum investment required: \$40,000

### Property Recommendation

- Divest of this property
- The land is owned by the Basswood Cemetery Association; explore deeding the land back to the county and selling the house



## RESIDENT CAMP PROPERTIES

*both resident camps will be open and operating in 2014*

### **Camp Black Hawk** | N2674 Blackhawk Road, Elton WI 54430

#### **Site Condition Evaluation**

The property is primarily used for summer resident camp sessions and includes two lakes, horse barn, lodge with dining hall and kitchen, arts building and three resident sleeping areas: Waunagon, Health Center and tent units. High corrective maintenance is anticipated to bring site up to program standards including building tornado shelters in the units, significant building upgrades, winterizing the lodge and adding flush toilets in the units.

Minimum investment required: \$100,000

#### **Property Recommendations**

Three Options Offered:

1. - Keep the camp and invest in updates including adding flush toilets  
- Focus on older girl programming (grades 5-12)  
- Consider adding bus options to transport girls to and from camp
2. - Rest the camp after 2014 until there is more interest from girls
3. - Sell the property after 2014

### **Camp Ehawee** | N9581 Wild Road, Mindoro WI 54644

#### **Site Condition Evaluation**

The property is used for summer resident camp sessions as well as day camps, troop camps, the Badgerland Camporee and is available for rent by outside groups. Facilities include the Hope Lodge Dining and Activity Center, Stry Nature Center, Vafeas Art Studio, swimming pool, three sleeping units with log cabins, platform tents and one yurt. Maintenance and upgrades include building improvements and pool upkeep.

Minimum investment required: \$100,000

#### **Property Recommendations**

Three Options Offered:

1. - Keep the camp  
- Focus on younger girl programming (grades k-4)  
- Consider adding bus options to transport girls to and from camp
2. - Rest the camp after 2014 until there is more interest from girls
3. - Sell the property after 2014



# Survey Says

Adult and girl members of Badgerland Council were surveyed in 2011 and 2012 about camping, properties and outdoor programs.

## Camping

- 60% of adult leaders are "willing to consider" 1-2 nights of overnight camping
- 14% of adult leaders said they would **not** consider camp for their troop

## Distance

- 70% of adults are willing to travel one hour or less to attend any Girl Scout event
- 60% of adults said distance to camp was the main reason their daughter/troop did not attend camp (cost is the next reason)

## Amenities

- 90% of Daisies & Brownies want flush toilets
- 80+% of Daisies & Brownies want electricity
- 70% of Daisies & Brownies want to sleep in cabins or lodges while at camp
- 90% of older Girl Scouts (Juniors through Ambassadors) want flush toilets

# Key Insights

These factors will be considered in decisions moving forward:

- Current girl membership is clustered in the Madison, La Crosse and Beloit markets
- Future data trends indicate a decline in girls ages 5-17 in La Crosse and an increased population of the same ages of girls in Dane County and the Beloit/Janesville region
- Camp participation is driven by troop leaders
- Leaders are seeking more support from the Council for programming
- Leaders want programming delivered in comfortable settings within 60 miles of home
- Today's leaders are career professionals and working mothers with full schedules seeking quality interaction with girls with minimal preparation time

# Property Planning Timeline

