

# Troy Gardens Day Camp Business Plan



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## **A. Mission**

*Growing Food. Growing Minds. Together.* The purpose of the Troy Garden Camp is to provide a fun, safe environment for kids to learn about stewarding the land and their health through growing, cooking, and eating fresh food right in the garden. Children will have opportunities to explore the winding trails of the tall-grass prairie, build forts in the sugar maple woodland, and observe a working CSA farm.

Troy Garden Camp will be a sub-program of the Troy Kids' Garden (TKG). Any revenue earned will off-set our regular Kids' Garden program, which is entirely funded on small annual grants. The TKG program is offered at nominal rates for community centers/school programs.

## **B. Licensing**

Troy Garden Camp will not be licensed for 2017. A camp that limits attendance to children over the age of 7 is exempt from needing a license. A license is required when there are 4 or more children under the age of 7 in care at one time.

We do intend to be licensed in the future, so when possible, we will develop our systems to be in compliance.

## **C. Financial**

- a. Snapshot of pricing for Madison-area summer camps**

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Camp	Camp Price	Hours	Dates	Capacity per Session	Ages
<b>1. Wild Harvest Nature Connection</b>	\$250-\$350 (\$175 for day long)	6 hours (some day-long camps)	June 15- Sept 1 (sessions have 10 days – 2 weeks in between)	??	4-14 years
<b>2. Aldo Leopold Nature Center</b>	Half Day: \$150/week Full Day: \$325/week	Half Day: 9am-12pm 1pm--4pm Full Day: 9am-4pm	June 7 – Aug 26	80, with 12-24 campers off-site	2-16 years
<b>3. Henry Vilas Zoo Camp</b>	\$240-\$450 (1/2 day - full day)	Half-day am/pm, weeklong, 9am-3pm	June 12 – Aug 18	16 campers	K-12 <sup>th</sup> grade
<b>4. Upham Woods, 4H</b>	\$180	4 days overnight, Sat-Tues	June 10- 13 Aug 5th – 8th	??	3 <sup>rd</sup> -6 <sup>th</sup> grade
<b>5. UW Arboretum</b>	\$150	Half days with extended option 9:30am-11:30am 8:30am-12pm	June 14-Aug 9	10- 40 campers	3-14 years
<b>6. Madison School and Community Recreation</b>	\$68 (half day) - \$185	½ day options and full day – 7:45am-5:30pm, 8am-4pm	June 20 – Aug 22	30 per camp	3 years – 8 <sup>th</sup> grade

### b. Troy Garden Camp Pricing Plan

Troy Garden Camp - Pricing Plan, 2017	
Full week (full day): \$365	\$35 per half day program (includes lunch)
Full week (half day): \$215	\$40 per half-day program
Before/after care (8:30 - 5)	\$15/day
Lunch and Play	\$15/day

### c. Proposed budget for Troy Garden Camp, 6/19/17 – 8/12/17

See [Day Camp Budget](#).

### d. Financial assistance plan

Families may sponsor another camper through donating. In subsequent years, we hope to be able to offer a limited number of partial and full scholarships to camp participants in future years.

## D. Program Planning

### a. Timeline for program tasks

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Month	Task	Who
February	<ul style="list-style-type: none"> <li>• Draft budget</li> <li>• Finish business plan</li> <li>• BoD approval for camp</li> <li>• Create marketing materials (brochures, website, mailchimp, postcards, social media posts), by 2/24</li> <li>• Create online registration materials, by 3/1</li> </ul>	<ul style="list-style-type: none"> <li>• Ginny</li> <li>• Ginny</li> <li>• Ginny</li> <li>• Ginny and Anna</li>   <li>• Ginny and Anna</li> </ul>
March	<ul style="list-style-type: none"> <li>• Open registration 3/1</li> <li>• Draft camp policies and procedures</li> <li>• Draft garden educator responsibilities</li> <li>• Ask about getting a community garden plot for Day Camp</li> </ul>	<ul style="list-style-type: none"> <li>• Ginny and Anna</li> <li>• Ginny</li>   <li>• Ginny</li>   <li>• Ginny</li> </ul>
April	<ul style="list-style-type: none"> <li>• Draft and post job descriptions</li> <li>• Secure all necessary insurance policies</li> </ul>	<ul style="list-style-type: none"> <li>• Ginny</li> <li>• Ginny and Karen</li> </ul>
May	<ul style="list-style-type: none"> <li>• Hire garden educators and complete paperwork</li> </ul>	<ul style="list-style-type: none"> <li>• Ginny</li> </ul>
June	<ul style="list-style-type: none"> <li>• Set up facilities               <ul style="list-style-type: none"> <li>○ New seating area in front of land</li> <li>○ Open second kitchen space</li> </ul> </li> <li>• Program Admin               <ul style="list-style-type: none"> <li>○ Camp rosters</li> <li>○ Name tag system</li> <li>○ Purchase supplies</li> <li>○ Daily lesson planning</li> </ul> </li> <li>• Train staff</li> <li>• Commence programming</li> </ul>	<ul style="list-style-type: none"> <li>• Ginny and Alisha and Becca</li>   <li>• Ginny and Becca</li>   <li>• Ginny and Alisha</li> </ul>
July	<ul style="list-style-type: none"> <li>• Programming ends 7/28</li> <li>• Send out program evaluations</li> </ul>	<ul style="list-style-type: none"> <li>• Ginny and Becca</li> </ul>

### b. 2017 sample daily schedule

Time	Camp Activities	Staffing
8:00 – 8:30	Program set up	Garden Educator
8:30 – 9:00	Morning Meeting with TKG Staff	Garden Educator & Intern

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9:00 9:15	Camp Begins <hr/> Free choice activities	Garden Educator & Intern
9:15 – 9:30	Community Circle with Question of the Day (Mondays = welcome, introductions and group expectations)	
9:30 – 10:15	Morning activity	
10:15 – 11:00	Prepare garden fresh snack and eat together (option to participate in free flow TKG activities)	
11:00 – 11:45	Garden Discoveries in small groups	
11:45 – 12:00	Closing Circle – storytelling/reflection/answer Question of the Day	
12:00 – 2:00	Morning camp ends <hr/> Picnic and Play (campers will bring a sack lunch) with free choice activities after lunch (families welcome on Fridays!)	Garden Educator Intern

### Sample daily schedule – Subsequent Years

Time	Camp Activities	Staffing
8:00 – 8:30		Garden Educator #1: Program set up
8:30 – 9:00	Early care – free choice activities	
9:00 9:15	Free choice activities	Garden Educator #1 & Intern #1
9:15 – 9:30	Community Circle in Maple Café with Question of the Day, Weather Report, Garden Update	
9:30 – 10:30	Morning activity	
10:30 – 11:00	Prepare garden fresh snack and eat together	
11:00 – 11:45	Kids' Garden Activities/Garden discoveries	
11:45 – 12:00	Closing Circle – storytelling/reflection/answer Question of the Day	

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12:00 – 1:00	Morning camp ends Garden Picnic (campers will bring a sack lunch) with free choice activities after lunch (families welcome!)	Garden Educator #1 Garden Educator #2 Intern #1 Intern #2
1:00 – 1:15	Afternoon camp begins Free choice activities	Garden Educator #2 Intern #2
1:15 – 1:30	Community Circle in Maple Café with Question of the Day, Weather Report, Garden Update	
1:30 – 2:30	Kids' Garden Activities/ Garden discoveries	
2:30 – 3:00	Prepare garden fresh snack and eat together	
3:00 – 3:45	Afternoon Activity	
3:45 – 4:00	Closing Circle	
4:00 5:00	After-care with free choice activities	Garden Educator #2

### c. Camp Themes

Come explore, harvest, prepare and enjoy fresh food from the farm, hike, create garden crafts, art and music, play games, and form new friendships! Each week has a different theme and each day begins with farm chores (Chickens, Fresh Fruit Popsicle-making, Farm Update, and Weather Report) and ends with an optional picnic lunch under the maple tree. Families are welcome to join the last Friday afternoon of each session.

Dates	Camp Title	Description
Week #1 June 19-June 23	Movers and Shakers	Can't sit still? In this week of meaningful movement and music in the garden, you don't have to! Climb a mulberry tree, practice garden yoga, or dance to the beat of your own drum. We'll construct musical instruments from natural materials, make music, and groove together from the Mulberry Music Grove to the prairie grotto.
Week #2 June 26-June 30	Garden Chefs!	Future foodies – this camp is for you! It's time to chop, mix, and cook. Be a chef this week as we harvest and taste fruits and veggies straight from the garden. We will spend the week tending the plants that flavor our foods, learning and creating yummy recipes, and making our own book of recipes to take home!
Week #3 July 5-July 7  NO CAMP	Permaculture for Kids	Come immerse yourself within the natural systems of our world. This week we will explore plants and soil up close, observe nature's patterns, and create beautiful works of art. Permaculture experts,

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JULY 3-4!		Kate Heiber-Cobb and Penny Kreibel will lead this engaging and fun-filled camp.
Week #4 July 10-July14	Art in the Garden	Get ready to be inspired by the many colors, scents and textures growing around us in the garden. Relax, write poetry or try your hand at a new culinary creation! Take home nature collages and beautiful bouquets. The week concludes with an Earth Art Show featuring our garden inspired creations.
Week #5 July 17-July 21	Garden Animals	Join us as we practice chicken chores, visit the honeybees at Troy Farm, and inspect the compost pile for signs of life. We'll learn bird-watching, and work together to make a giant bird's nest of our own. Whether we are building habitats, practicing our skills of camouflage or learning how to talk to birds, it is going to be a wild time!
Week #6 July 24-July28	Movers and Shakers	Can't sit still? In this week of meaningful movement and music in the garden, you don't have to! Climb a mulberry tree, practice garden yoga, or dance to the beat of your own drum. We'll construct musical instruments from natural materials, make music, and groove together from the Mulberry Music Grove to the prairie grotto.
Week #7 July 31-August 4	Garden Chefs!	Future foodies – this camp is for you! It's time to chop, mix, and cook. Be a chef this week as we harvest and taste fruits and veggies straight from the garden. We will spend the week tending the plants that flavor our foods, learning and creating yummy recipes, and making our own book of recipes to take home!
Week #8 August 7-August 11	Art in the Garden	Get ready to be inspired by the many colors, scents and textures growing around us in the garden. Relax, write poetry or try your hand at a new culinary creation! Take home nature collages and beautiful bouquets. The week concludes with an Earth Art Show featuring our garden inspired creations.

## d. Medium and long-term goals

Year	Licensed?	Number of 1/2 day camp options offered each week	Age groups of campers	Gross/Net Income Goal
Year 1	No	1	7 – 10	\$12,000/\$2,400
Year 2	No	2	7 – 9	\$21,000/\$3,700
Year 3	Yes	6	5 – 6 7 – 10 10 - 12	\$63,000/\$21,000
Year 5	Yes	12	Forest Preschool 4	\$126,000/\$43,000

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			5-6 7-9 10-12 13-16	
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## E. Staffing Plan - per half day program

- a. Personnel:
  - i. Morning Camp
    1. Garden Educator (8am – 1pm) + 2 flex planning hours
    2. Intern (8am-1pm)
  - ii. Afternoon Camp
    1. Garden Educator (12pm – 5pm) + 2 flex planning hours
    2. Intern (12pm-5pm)
- b. Training Requirements
  - i. Review of all Day Camp Licensing Regulations outlined by DCF 252.
  - ii. Review of all Camp Policies outlined in camp manual.
  - iii. Job descriptions and responsibilities of each staff member (see appendix for descriptions)
  - iv. Training in the recognition of childhood illnesses and infectious disease control.
  - v. Review of proper hand washing procedures (see appendix)
  - vi. Training in universal precautions for handling body fluids (see appendix)
  - vii. Guidance and suggestions for developing camp activities and plans
  - viii. Review of Emergency Procedures (fire, tornado, missing child, and first aid emergencies)
  - ix. Procedures to ensure that whereabouts of each child under staff care is accounted for at all times
  - x. Training in use of fire extinguishers
  - xi. Review of identification of poisonous plants and animals that may be found locally.
  - xii. Review of child abuse and neglect laws and camp reporting procedures (see appendix)
  - xiii. Information on the care of children with disabilities enrolled in the camp
  - xiv. Procedures for sharing information related to a child’s special health care needs with other staff
  - xv. Child management techniques
  - xvi. Training in shaken baby syndrome prevention
  - xvii. Review of ways to handle crying or fussing children, temper tantrums, and other behavior issues
  - xviii. Training in Standard First Aid, CPR and AED

## F. Site and Facilities Enhancements / Capital supplies Needed

- a. 2 new shaded gathering areas:
  - i. Registration area in front of land for drop off and pick up

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- ii. Near old sandbox in community gardens (Maple Café) picnic tables
- b. Hand washing facilities: (1) near porta potty, and (2) in CAOC
- c. Extra cooking station
  - i. Stainless steel tables (x2)
  - ii. Extra knives/cutting boards
- d. Apply for a community garden plot

### **G. Marketing Plan**

- a. CGW Website
- b. CGW Recruitment List-serves as appropriate
- c. Community gardeners – Yimmuaj/Jill/Shelly
- d. Neighborhood newspapers
  - i. Northside News
  - ii. Isthmus?
  - iii. Willy St. Reader?
  - iv. WORT
- e. MMSD summer calendar of events
- f. School newsletters
  - i. Mendota's school newsletter
  - ii. Lapham
  - iii. Marquette
  - iv. Kennedy
  - v. Crestwood
  - vi. Badger Rock
  - vii. Leopold?
- g. Physical flyers posted: libraries, all Willy St. locations, Manna, east-side coffee shops
- h. Social Media – as part of Youth Programs marketing campaign (workshops, family field trips, volunteering, summer camp)

### **H. Risk management and Insurance**

- a. Parents will sign a medical waiver with immunization records
- b. Recommended insurance policies for day camps
  - i. General liability
  - ii. Accidental medical coverage
  - iii. Property damage
  - iv. Workers Comp
  - v. Business Interruption

### **I. Evaluation**

- a. Feedback to be requested from parents
  - i. Communications
  - ii. Registration process



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- iii. Signage
- iv. Camp hours
- v. Before/after care
- vi. Garden Picnic (lunch option)
- vii. Cost
- b. Feedback to be requested from campers
  - i. Favorite activities
  - ii. Favorite memories
  - iii. What they learned at camp
- c. Data to be collected by CGW staff:
  - i. Hours worked
  - ii. Daily quotes, stories, suggestions
  - iii. End of season reflections on successes and opportunities for the future
  - iv. Feelings bucket - upon coming in and leaving for all campers and staff
  - v. Profit and loss statements