



Girl Scouts of Ohio's Heartland Council Property FAQs for Camp Wakatomika

KEY MESSAGES:

- Following an in-depth property assessment, Girl Scouts of Ohio's Heartland Council Board of Directors made the difficult decision to sell Camp Wakatomika. The purpose of our property assessment and subsequent decisions are to continue to evolve programs of the largest girl-led organization, sustain and maximize the use of our properties so more girls, more troops and more members can experience quality STEM and outdoor programming.
- All recommendations regarding property were made to enable us to provide new outdoor leadership development programs to fulfill our mission. Girl Scouting is not about the buildings or the property but the thousands of girls and volunteers, and a leadership experience that helps build girls of courage, confidence and character who make the world a better place.
- The Board of Directors was presented usage statistics of all properties, current and future maintenance cost, along with programmatic/facility needs before making the decision. Use of the proceeds from the sale will go toward enhancing camp properties within the Council to better serve our membership today and in to the future.

General Questions/Decision:

Why are we divesting Camp Wakatomika?

There are currently five (5) camp properties under GSOH ownership: Beckoning Trails, Crooked Lane, Ken-Jockety/Elam Environmental Center, Molly Lauman, and Wakatomika. These properties represent a significant asset for GSOH and provide meaningful program opportunities for our girls. In 2012, the Council developed a long-range property plan which recommended resting Camp Wakatomika. At that the request of membership, the council then agreed to keep the camp open and monitor usage. Unfortunately, the usage of this property by our troops has continued to diminish over the years, resulting in the decision to sell the property.

Property sales ultimately position the council to use its resources more efficiently, invest in our future, and provide long-term superior outdoor educational leadership opportunities for even more girls including underserved communities.

Who developed the recommendation to divest?

Analysis of all properties has been ongoing annually since Property Committee 2.0 completed their work in 2012. Throughout this time, we have represented the views of our stakeholders including: girls, volunteers, outdoor program staff, property staff, executive team members, property committee members and the Board of Directors.

What process was used to determine this decision?

Recommendations were based upon information gathered from previous property committee recommendations including an in-depth review of asset analysis, current and

future programming goals, demographics and a need to create a sustainable model for operation of the council's outdoor programs. The following data points were considered when determining the future of all of our properties:

- Previous property committee studies
- Demographic data (current and projected) of girl members and potential girl members within jurisdiction
- Cost analysis for each property
- Past and current usage of camp property
- Functionality of each property
- Girls' desire for specific camp facilities through membership surveys of outdoor programming and facilities

Currently, Camp Wakatomika is used for one week of Day Camp, Troop Camping and Core Camp. Total usage for the property is around 1104, with approximately 900 coming from Day Camp and Core Camping (Council Sponsored) events.

What will be done with the proceeds from the sale?

Proceeds from the sale of Camp Wakatomika will go toward expansion of programs and facilities within existing camps. An immediate focus would include the addition of a shower house and additional sleeping quarters at Camp Crooked Lane where requests for usage continue to expand.

Location:

Did you consider locations and how far people would have to travel?

Yes, many components of location were considered. Travel distance continues to be one component of location, along with accessibility and ability for year-round use.

Selling Camps/Property:

What is the process for selling the property?

Multiple brokers have submitted a proposal to be considered. Based on experience in technology to facilitate efficient effective marketing and communications as well as past performance in similar sales, Ohio Equities has been chosen to list the property on June 1, 2019.

Have we previously sold Girl Scout property?

Yes, Property Committee 1.0 recommended the sale of one property Falls Run (Washington County), which occurred in spring 2011. This property was outside the council boundary after realignment. The Property Committee evaluated the remaining seven properties and made recommendations for the future of each in 2012. As part of this plan, the following properties were divested: Camp Cornish (2013), Tea Qui Mead (2013), and Lakeview Ranch (2014). Camp Wakatomika was set to be rested however after discussions with membership it was decided to keep the camp open and monitor usage. Since this decision, usage of the site remains low and maintenance needs are high resulting in the difficult decision to sell the property. The board of directors approved this action at their recent board of directors meeting.

Closing Camps:

When would camps close? What is the timeline for closing camps?

We are currently working on finalizing the closing strategy and timelines however some dates will be decided once a buyer has been identified. We will continue to communicate with our membership and key stakeholders throughout the process to keep them informed of our progress.

Will the sale disrupt current outdoor programming?

Property sales should be seamless yet will result in improved facilities and/or better options for more girls to participate in activities.

How will you make sure that sentimental items at camps aren't lost or destroyed?

Our hearts go out to the families impacted by the camp closings. Staff will work closely with key stakeholders to develop a closing strategy that would ensure sentimental items aren't lost or destroyed and where possible included in future outdoor programming.

Will volunteers and alumnae have a chance to say goodbye?

Absolutely! The council will work with membership and alums to participate in a ceremony that honors the traditions and memories of our outdoor program facilities.

Financial/Cost:

How much money will it save to close camps?

Any camps that would close would be driven by programming needs not to derive a financial benefit. Today, many of our camps operate at deficits. GSOH will probably always subsidize outdoor program facilities to some extent but our priority is to provide exceptional outdoor experiences for our girls.

Is there a financial need for GSOH to eliminate Outdoor Program Facilities?

No. The property recommendations and ultimate decisions are being made to deliver superior outdoor experiences for our girls.

Is Camp Wakatomika being sold to pay for a portion of the Dream Big initiative?

No. Dream Big is a transformational initiative aligned with the national goal of placing 2.5 million girls in the STEM pipeline by 2025. For this project we estimate that we will need to raise several million dollars to bring the programmatic vision to the level our members deserve and expect; although we are still in the process of fully developing this plan. Therefore several phases of the project are currently being identified to increase the quality, availability, and effectiveness of educational and community-based programs for Girl Scouts and the community. This will be done through collaborations and partnership with corporate, non-profit organizations, schools, higher learning institutions, public entities, and more. Each group included in the collaboration will provide content knowledge, programming, and opportunities to reach people using our existing social structures. This maximizes impact and reduces the time and resources necessary for program development and offerings.

Staffing:

How will staffing be affected?

This will be addressed by the President & CEO as the timeline and detailed strategy unfolds. Regardless, we will still have significant property under our stewardship needing support.

What is the process for reserving space at the Outdoor Program Facilities after the decision is made?

The process remains the same for all properties except Wakatomika. Troops or groups will not be able to reserve Wakatomika for any dates after Monday, September 30, 2019. The Teen Camporee currently scheduled for October 11-13 will still take place at Wakatomika.

For questions and concerns not addressed here, please email MarComm@gsch.org.