



Corporation of the Township of Brock

Staff Report to the Mayor and Members of Council

From: Alicia Bagshaw
Position: Recreation and Leisure Coordinator
Title / Subject: Summer Camp – Individual Day Registration
Date of Report: February 6, 2025
Date of Meeting: February 24, 2025
Report No: 2025-PRF-006

1.0 Issue / Origin

Council directed staff to publish a survey to determine community needs in relation to individual day registration for Summer Day Camp.

2.0 Background

The Township of Brock has always required full-week registration for our Summer Camp Program. Individual days are permitted for March Break and Winter Camp.

Council has received feedback from residents requesting individual day registration be provided as an option for Summer Camp as well.

3.0 Analysis

Staff published a survey to gather feedback from residents to determine the needs for full-week registration versus individual day registration. The results demonstrate there is a slightly higher need for full-week registration, but it's a very close split between the two, with 45% requiring individual day registration.

Out of the 76 respondents, 36 indicated they would not be willing to pay a premium fee.

The Table below shows the number of individual days residents would register for:

	1-5 days	6-10 days	11-15 days	16-20 days	20+ Days	N/A
Number of Responses:	15 People	13 People	6 People	5 People	6 People	31 people

There are several reasons why Summer Camp has required full-week registration. Full week registration allows for stronger staff-camper relationships, maintains group consistency, and reduces administrative burdens, leading to a more successful camp experience.

1. Building Relationships and Enhancing Learning

Full week registration helps staff and campers build stronger, more meaningful relationships. This consistency fosters trust and creates a safe, engaging environment where both staff and campers can grow. Over five days, staff can better understand each camper's needs, allowing for more personalized support and development. Additionally, campers form deeper bonds with their peers, which enhances teamwork and social skills.

2. Maintaining Group Dynamics and Staff Ratios

Full week registration ensures that camper groups stay intact throughout the week, which is vital for maintaining group dynamics. It also helps staff manage consistent ratios, allowing for better supervision and activity planning. When groups change daily, it can disrupt activities and make it harder to maintain appropriate staff levels. A stable group structure ensures more effective programming and a smoother camp experience.

3. Improved Program Quality and Success

A full week commitment enhances the overall quality of the camp program. Activities that require multiple days or teamwork are more successful when campers attend for the full week. Individual day registrations may cause missed activities or disrupt the flow, leading to a less enjoyable experience. By attending the full week, campers are more engaged, leading to a more fulfilling and successful camp experience.

4. Reduction in Administrative Duties

Managing full week registrations reduces the administrative burden of tracking daily attendance. Staff can focus more on the program rather than adjusting schedules or managing fluctuating camper numbers. Communication with parents is also simplified, as the camp can follow a consistent schedule without needing frequent updates on daily attendance.

5. Maintaining Budget and anticipated revenue

Full week registration is what was budgeted for in the 2025 operating budget. Staff looked at historical numbers to anticipate the registrations and budget for this year. Offering a full week registration allows for more seamless registration and avoids gaps and lost revenue which would be a factor for individual day registration.

While it's recommended that full week registration continues for Summer Camp, Staff recognize that survey results identified a need for individual day registration and anticipate Council may want a hybrid option for camp registration.

Staff have identified a process for providing individual day registration, however there are several concerns to take into account before considering this process.

Staff have included 3 hybrid options below:

Option 1:

Registration is only available for full week registration until a designated cutoff date (i.e. June 1). As of that date, any remaining spots available will be opened up for individual day registrations.

Pros:

- Staff are able to maintain campers within ratios, no additional staffing required.

Cons:

- Individual days are not guaranteed for every week and every location. If camps are at capacity by June 1st, additional spots will not be opened up for individual days.
- After the designated cut-off date, families will no longer be able to register for full weeks.
- Additional administrative burden on staff.
- Families registering for the full week to save their spot, and once individual day registration opens up, they request a refund for the week, and book into a single day instead.

Option 2:

A separate "program offering" be offered for individual day registration with a designated staff person.

Pro:

- Easier to manage administratively and through the registration software

Con:

- This could have major budget impacts – by designating one staff for individual days, you risk not bringing in the same revenue to offset the cost of that staff person.
- Low number of registrations
- Consistency of shifts for staff person – if there are 2 spots filled for 2 days, and no one registered for the other 3 days, that staff person would not be required to work.

Option 3:

Camp spaces are limited to $\frac{3}{4}$ capacity for full week, and $\frac{1}{4}$ spaces available for individual day registration.

Pro:

- Easier to manage administratively and through registration software
- Able to maintain staffing ratios with no additional budget required

Con:

- Limiting spaces for full week registration, families who require care may miss out.
- Risk of the individual days not filling up, not generating as much revenue as full week.

All of these options have an impact on administrative functions, and will require a lot of staff time to manage and manually adjust registrations, refunds, paperwork, communications etc. This will affect both the Recreation and Leisure Coordinator and Camp Coordinator capacities over the months of April-August.

4.0 Related Policies / Procedures

Supervision of Participants Policy

Additional policies may need to be created in terms accepting cancellations and refunds depending on the direction of Council.

5.0 Financial / Budget Assessment

Full week registration has already been budgeted for within our current Recreation Operating Budget. Should Council direct staff to proceed with a Hybrid option, there may be additional financial impacts in terms of revenue and staffing costs. It is difficult to fully determine financial impact without knowing the direction of Council.

While we can't attribute a dollar figure to each option, the budget considerations are noted in each option listed in the analysis of this report.

A regular week of camp is \$170 per child. If you divide the week registration by 5 days, this equates to \$34 per day. The potential of offering day registration is a potential loss of revenue from the \$170 per week to only \$34 for one day.

If individual days are offered, staff recommend a slight increase in the daily rate of \$38 per day. This number is derived from the specialty camp weekly cost divided by 5. This increased cost would provide some incentive for weekly registration and offset some of the additional staff time for administering daily registrations. We currently follow a similar model with our fitness class registration options.

5.1 Asset Management

N/A

6.0 Climate Change Impacts

N/A

7.0 Communications

Staff published a survey to collect public feedback with respect to the need for individual day registration for Summer Day Camp.

Program offerings and registration will be promoted through all the regular channels including but not limited to social media, newsletters, print ads, electronic signs, etc. Postcards will also be printed and delivered to the schools for distribution pending approval from the Durham District School Board and the Durham Catholic District School Board.

8.0 Conclusion

Full week registration creates a more stable and effective camp experience by fostering stronger relationships, maintaining group consistency, and reducing administrative work. This leads to a higher quality program, benefiting both campers and staff. Therefore, full week registration is better suited for our summer camp program.

If Council determines a Hybrid option for camp registration should be provided, consideration should be given to the pros and cons of each option provided in order to determine the best way to proceed.

9.0 Recommendation

BE IT RESOLVED THAT Council receive report 2025-PRF-006, and

THAT Council direct staff to continue with full week registration only, OR

THAT Council direct staff to offer individual day registration after June 1 cut off date,
AND

THAT Council amend the fees schedule to include a daily camp rate of \$38 per day; OR

THAT Council direct staff to offer individual day registration as a special offering, OR

THAT Council direct staff to offer a limited capacity registration of $\frac{3}{4}$ capacity for full week spaces and $\frac{1}{4}$ capacity for individual day registration.