



# South Central Conference of Seventh-Day Adventists

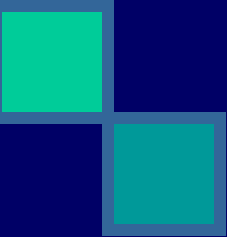



Strategies & Recommendations for Developing  
Conference Center and Youth Campground



# *Historical Perspective*


## How Did We Get Here?

- 
- The first conference camp was started in 1928 in Townline Lake, Michigan for boys only with Camp Wawona in central California starting 1929 and still existing
  - Currently there are 62 SDA Camps in North America
  - First campground site was purchased by President Dudley in 1968
  - Site Sold in 1997
  - President McCoy purchased second campground site in Shelbyville, TN in 1997
  - Campground Committee was formed in 2003
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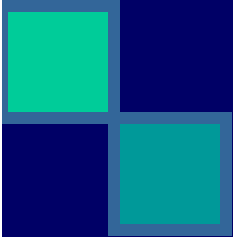

# Vision Statement

Develop quality, secure facilities serving our church family and setting an atmosphere in which the Holy Spirit can touch and save lives.





# Current SCC Location

- 556 Acres
  - Purchased in 1997
  - Located in  
Shelbyville, TN
- 
- 



# Conference Center Elements

- 
- Lodge & Cabins
  - ABC Store on Site
  - Seminar Rooms
  - Meeting Facilities
  - Cafeteria /Private Kitchen
  - Handicap Accessibility
  - Lakefront
  - Picnic Sites
  - Main Office
  - Year Round Availability
- 




# Youth Camp Site Elements

- 
- Tent/RV Campsites
  - Primitive Backpacking Sites
  - Outpost Camping
  - Swimming/Pool
  - Tennis/Go-Carts
  - Equestrian/Horse Riding
  - Gymnasium
  - Boats/Canoes
  - Fishing
  - Soccer & Baseball Field
  - Biking & Hiking Area
  - Summer Camp Operation
- 



# Campground Committee Site Visits

- 
- Indian Creek
  - Cohutta Springs
  - Camp Kulaqua

# Indian Creek Youth Camp 350 Acres

- Indian Creek Youth Camp Smithville, TN
- 51 Cabin/Lodge
- Began in 1957
- Revenue \$900,000 yr
- Subsidized \$300,000 yr
- Guest per year 11,000



# Indian Creek Youth Camp Site

- 10 condo type housing units (average cost \$130,000)
- 8 Cabins
- Chapel (Assembly Hall),
- Gymnasium and Olympia size pool (cost \$180,000)
- Horse Riding Trails
- First Aide Building
- Arts and Crafts Building
- Boat Ramp on Indian River
- Nature and Natural Herb Building
- Archery Range
- Conference Room
- Cafeteria with commercial kitchen
- Maintenance Building
- Prayer Garden



# Cohutta Springs Adventist Center & Summer Camp

- Cohutta Springs Adventist Center & Summer Camp
- Crandall, GA
- 96 Cabin/Lodge
- Availability/Year Round
- Conference Center & Campground
- Lakefront
- Located in Southern Union



# Cohutta Springs Adventist Center & Summer Camp Site 735 Acres

- Cohutta Springs in Crandall, GA
- 96 Cabin/Lodge
- Began in 1980
- Revenue \$1,100,000 yr
- Subsidized \$400,000 yr
- Guest per year 25,000



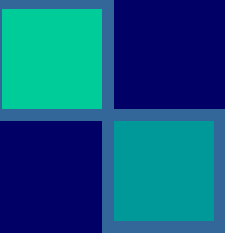

# Camp Kulaqua 765 Acres

- Camp Kulaqua
- High Springs, FL
- 216 Cabin/Lodge
- Availability/Year Round
- Offsite Conference Center & Campground
- No Lakefront
- Located in Southern Union





# Camp Youth Kulaqua Camp

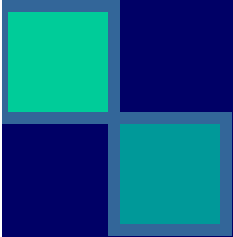

1. Living Way Conference Center, which is off site.
  2. Cafeteria, which has a capacity of 800 people.
  3. Thirty masonry chalets with two bedrooms and a small kitchen
  4. Thirty wood chalets with two bedrooms and a small kitchen
  5. Ten wood chalets with five bedroom and a kitchen
  6. Maintenance Buildings
  7. Adventist Book Center
  8. Skating Park
  9. Gymnasium, with six class rooms
  10. Horse Stable, Barn and Arena with 40 horses
  11. Large Water Park with bath houses
  12. Amphitheater
  13. Many large Gazebo's
  14. Many boat Ramps
  15. Prayer Garden
  16. Go-Cart
  17. Natural Spring
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# Kulaqua Conference Center





# Site Visits Conclusions

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- 20 to 30 years to develop camp sites
  - Camps are subsidized \$300 – 400k annually
  - Revenue ranges from \$900 - \$3.6 Million
  - All sites have some type of water bodies
  - Guests range from 11,000 to 53,000 people annual
  - Camp Site development must be prioritised by revenue
  - 60% of all guest are non-Adventist
  - All (3) three sites have conference centers
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# Total Estimated Expenses To - Date

Property in Shelbyville	\$510,000
Salaries for 8 years	\$320,000
Consultants costs 8 yrs	\$200,000
SCC commitments for 2005	\$150,000
Equipment & Materials	\$ <u>50,000</u>




***Total Expensed to date***      ***\$1,100,000***



# South Central Conference Center & Youth Campground Development Plan



## 7 Phase Development Plan

- 
1. **Site Analysis**
  2. **Marketing and Products Analysis**
  3. **Technical Site Assessments**
  4. **Project Cost Estimate**
  5. **Financial Assessment**
  6. **Master Schedule and Master Plan**
  7. **Scope Book Development**




# Phase I

## Initial Research & Feasibility Study

August 2005 – August 2006

(Estimated Cost \$150,000)

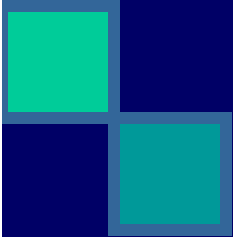
Sites Visits Completed in November 2005

- **Site Analysis**
  - Marketing and Products Analysis
  - Technical Site Assessments
  - Project Cost Estimate
  - Financial Assessment
  - Master Schedule and Master Plan
  - Scope Book Development
- 




# Preliminary Development Budget

## Cost Breakdown



■ Gate House	\$50,000	■ Dining Center	\$600,000
■ Pavilion	\$120,000	■ Amphitheatre	\$700,000
■ Lodging Girls	\$220,000	■ Site Development	\$900,000
■ Lodging Boys	\$220,000	■ Chapel	\$1,200,000
■ Sport Fields	\$250,000	■ Senior Village	\$1,500,000
■ Trails/Overlooks	\$260,000	■ Conference Center	\$3,000,000
■ Staff Housing	\$450,000	■ Lifestyle Center	\$4,750,000
		■ Arch & Eng Fees	\$1,900,000

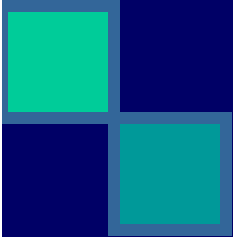



1999 Total Development Cost \$17,400 000

Escalated Cost Totals is \$20,500 000 in 2006 Dollars




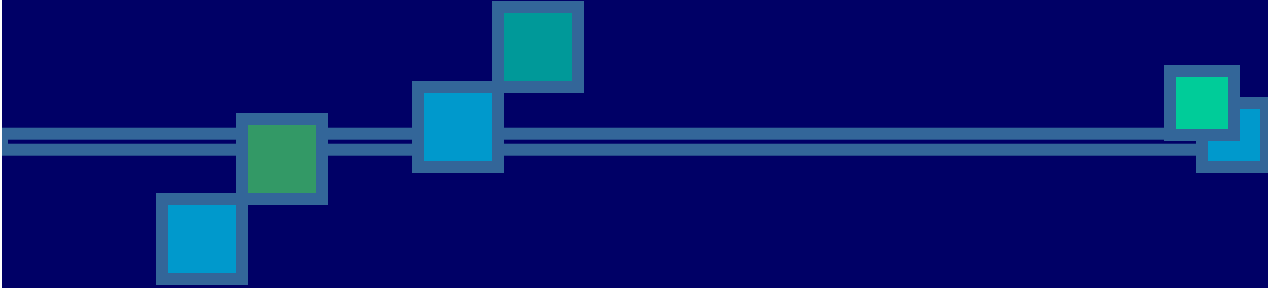
# Recommendation & Strategies

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- Complete Phase I of the Development & Marketing Plan Aug 2005 – Aug 2006
  - Start the Conference Center & Youth Campground Fundraising and Capital Campaign
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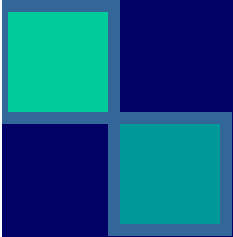


# Today's Situation

- Camp and retreat facilities also host various types of conference training events, Bible Conferences, Pathfinder events, family reunions, family camps and even weddings! Many of our facilities are used by non-denominational organizations both in the religious and secular world
  - This offers opportunities for these organizations to see first-hand what the Seventh-Day Adventist Church is all about
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# Q & A



SSC Conference Center & Youth Campground