



# Summer 2025 Programming Report & Update

Madyson Sanchez, Ranch Park Program Coordinator

# SUMMARY OF PRESENTATION

*Presentation is for discussion purposes only and no action shall be taken.*

*DSRP Program Coordinator Madyson Sanchez will provide annual Coyote Kids Nature Camp Report regarding Summer 2025 to Parks and Recreation commission for review and discussion at October 15 meeting.*



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# PRIMARY SUMMER PROGRAMMING



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# PROGRAMMING SPONSORS & PARTNERS



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## PROGRAMMING APPAREL



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# COYOTE KIDS NATURE CAMP: OVERHAUL

- Continued strong transition to a nature and science-based approach to summer camp for Central Texas youths aged 5-11 years old (Aged expanded to meet growing need for younger care)
- Provided 10 weeks of specialized camp material, overseen and directed by DSRP Program Coordinator Madyson Sanchez and DSRP Program Specialist Katey Ewton
- Ewton introduced and oversaw scheduling for 3 themes/age group to be repeated throughout the summer with the recommended inclusion of weekly field trips for campers aged 8-11 years old
- Bobcat Bridge (8-9) and Horned Lizards (10-11) took part in 20 featured field trips to the Lady Bird Johnson Wildflower Center, Jacob's Well Natural Area Westcave Discovery Center, LBJ Ranch State Park, and Reimer's Ranch, which resulted in growing partnerships with all entities.
- Alternatively, Armadillo Amigos (5-7) took local field trips to Sport & Recreation Park, Founder's Park, and Charro Ranch Park with 2 pool visits per week.



# COYOTE KIDS NATURE CAMP: REGISTRATION

	Open House: May 30	Week 1: June 2 – 6	Week 2: June 9 – 13	Week 3: June 16 – 20	Week 4: June 23 – 27	Week 5: June 30 – July 3	Week 6: July 7 – 11	Week 7: July 14 – 18	Week 8: July 21 – July 25	Week 9: July 28 – Aug 1	Week 10: Aug 4 – 8
Armadillo Amigos (5-7)	Open House & Welcome	Aqua Adventures	Way Back Wonders	Amazing Animals	Aqua Adventures	Way Back Wonders	Amazing	Dawn of the Roly-Poly	Dark Sky Discovery	Amazing Animals	Aqua Adventures
Bobcat Brigade (8-9)*	Open House & Welcome	Hill Country Explorers	Beautiful Birds	Let's Get Botanical	Hill Country Explorers	Beautiful Birds	Let's Get Botanical	Hill Country Explorers	Beautiful Birds	Let's Get Botanical	Hill Country Explorers
Horned Lizards (10-11)*	Open House & Welcome	Walk on the Wild Side	Dark Sky Discovery	Goin' Green	Walk on the Wild Side	Dark Sky Discovery	Goin' Green	Walk on the Wild Side	Dark Sky Discovery	Goin' Green	Walk on the Wild
Counselor-in-Training	Open House & Welcome	Session 1		Session 2		Session 3		Session 4		Session 5	



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- 10 Weeks of Programming at \$250/session + \$10 field trip fee/session
  - Maintained raised registration capacity of 60 campers from Summer 2024
- 557 total participants throughout summer program; 93% capacity



# COYOTE KIDS NATURE CAMP: SURVEY RESULTS

- Surveys sent out to parents/guardians bi-weekly throughout camp sessions
- Analyzed experience of both the adult and child, asked for feedback to improve the child's camp experience
- Continued to receive overwhelmingly positive results consistently throughout the program season
- Constructive comments and feedback were often easy to tackle quickly with surveys sent more frequently

**"We love Ms. Katey and Ms. Madyson! The structure this year compared to last has been life changing for my son! He enjoys coming to camp everyday. Also, hiring Lily has been amazing. She is FANTASTIC with kids!"**

**"Thank you for offering a nature based camp that teaches the kids that there is so much more than what is on a screen."**

"My camper reported being locked in the space between the bathroom and den for "an hour" although I'm not sure the accuracy on the time. He was nervous about it. I would recommend having a dedicated counselor make sure kiddos return from bathroom trips within a timely manner."

"Maybe a little more updates... My son did really like it and he was happy but a little more updates especially when there are changes to schedules. Overall very happy, our son is happy. I didn't really see the main counselors much either. Schedule wise I think the snack times are spaced too close to lunch. Lunch came home uneaten most days."



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# COYOTE KIDS NATURE CAMP: REVENUE RESULTS

GL Type	GL Code/Desc	GL Debit	GL Credit	GL Net
1. Revenue	200-401-44005: DSRP - Coyote Kids Camp	\$37,029.0000	\$169,470.0000	(\$132,441.0000)
2. Revenue	200-401-44008: DSRP - Programs	\$1,455.0000	\$9,065.0000	(\$7,610.0000)
		<b>\$38,484.00</b>	<b>\$178,535.00</b>	<b>(\$140,051.00)</b>
Totals for General Ledger Summary				
		<b>\$38,484.00</b>	<b>\$178,535.00</b>	<b>(\$140,051.00)</b>

- Potential vs. actual registration revenue varied based on:
  - Extended Care option (\$25/session/week) (+)
  - Adjusted session fees comparable to camps in area (+)
  - Field Trip fees (+)
  - Updated marketing (+)
  - Open registration spots (-)
  - 15% Sibling Discount (-)
  - 20% Employee Discount (-)
  - \$3.3K Pool Fund Transfer (-)



# COYOTE KIDS NATURE CAMP: SUCCESSES

- New and appropriate leadership changes allowed for structured sessions with division of age groups
- Counselors grouped and structured into appropriate levels of leadership and responsibility
  - Hours adjusted to accommodate staffing fund and support work-life balance
- Provided field trips weekly to each age group
  - Bobcat Brigade and Horned Lizards visited farther with \$10 required field trip fee
  - Alternatively, Armadillo Amigos took local field trips
- Strengthen relationship with Aquatics Manager Drew Hughes and attending lifeguards
- Policies and safety measures strengthened with new leadership and goals to achieve CAPRA and ACA accreditation




# COYOTE KIDS NATURE CAMP: GOALS

- Achieve dedicated, sensory friendly, and divided programming space for camp hub
- Grow current program attendance for ages 10-15
- Restructure Counselor-in-Training to better meet camp needs and support teen growth, responsibility, and experience
- Adjust session pricing to meet program value and offset need for long summer session with the barrier of staff changes into start of academic season
- Brainstorm and structure Adventure Camps for children aging out of program and increase teen offerings
- Offer first annual Dripping Springs Camp Fair in February 2026







# UPCOMING SESSIONS



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## NATURE RANGERS

**AFTER SCHOOL PROGRAM FOR DSE & WVE SCHOOL STUDENTS!**



Nature Rangers is a local after-school program that operates from 3 – 6pm, where students engage in a mix of outdoor and indoor nature-focused activities.

**NOW ENROLLING FOR THE 2025 - 2026 SCHOOL YEAR!**

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## FALL BREAK

*camp*

**NOVEMBER 24 - 26**

**\$200/3-DAY SESSION**

**REGISTRATION OPENS OCTOBER 1**



## Creepy Crawlers

**Wrigglers, and Fliers!**

**WEDNESDAY NIGHT GUIDED FALL NATURE FUN!**

**FREE! | 5 - 6PM**

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# QUESTIONS?



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