

Finding New Revenue Streams

A Guide for Recovering From an Unplanned Year



According to recent reports, 68% of resident-based camps were forced to close their doors this summer because of the pandemic. The American Camp Association estimates that the direct revenue lost this summer alone in the camping industry is around \$16 billion.

Even if your camp is open this summer, it's probably not operating at full capacity. Nearly everyone has taken a financial hit this year, and now is the time to begin planning for your recovery.

Here are some ideas to increase revenue streams this fall so that you can bounce back as quickly as possible from this summer's revenue loss.

Increase Virtual Programs

By now you've probably considered, or perhaps you already are, offering virtual programs to your campers. Increase revenue this fall by expanding your virtual offerings to include a wider variety of virtual programs.

Not only should you consider moving some of your camp's tried-and-true programs online, but get creative and offer new programs, too. Offer virtual programs on varying days of the week and at different times of day, so that campers can sign up for more than one without encountering a scheduling conflict.

Offer After-School Programs

School will resume this fall in one form or another, though many extracurricular activities may not restart this year. Fill a need in your community and earn revenue at the same time by offering after-school programs to fill the gap left by extracurriculars.

For ease of implementation, consider tweaking your virtual programs for the after-school crowd. If health and safety officials deem it safe, offer in-person after-school programs in addition to your virtual after-school programming.

Target Local Adults

If you can't open your camp to typical campers this year, consider targeting a different kind of camper—adults. Day camps or weekend getaways targeted at adults have become popular in the last few years and could be a great opportunity to expand your participant base.

Consider Other Sources of Funding

No matter how creative you manage to get, your plan for surviving the pandemic should include sources of funding outside of camp tuition, such as federal relief programs, loans, fundraising or tapping into reserves.

While this may not be the way you typically keep your head above water, the goal here is to keep camp afloat until you can open your doors again. Take advantage of the programs currently available so that you can remain solvent during this gap in operations.

Prepare for the Future

It's going to be a challenge, but if you can weather this storm in the short-term you will eventually be able to get back to normal in the long-term.

Begin planning now for bouncing back quickly and strongly when it's safe to host summer camp again. This means that during these lean days you should comb through budgets, chop discretionary spending and defer maintenance projects if necessary, as well as plan on ways to increase your revenue in the next few years. Consider adding programs, raising fees or recruiting new campers in order to come back strong when the coronavirus eventually passes.

Reach out to ACTIVE.

800.797.7602 | communities@activenetwork.com | activenetwork.com/camps