

Beckwith Camp and Retreat Center Strategic Plan 2017

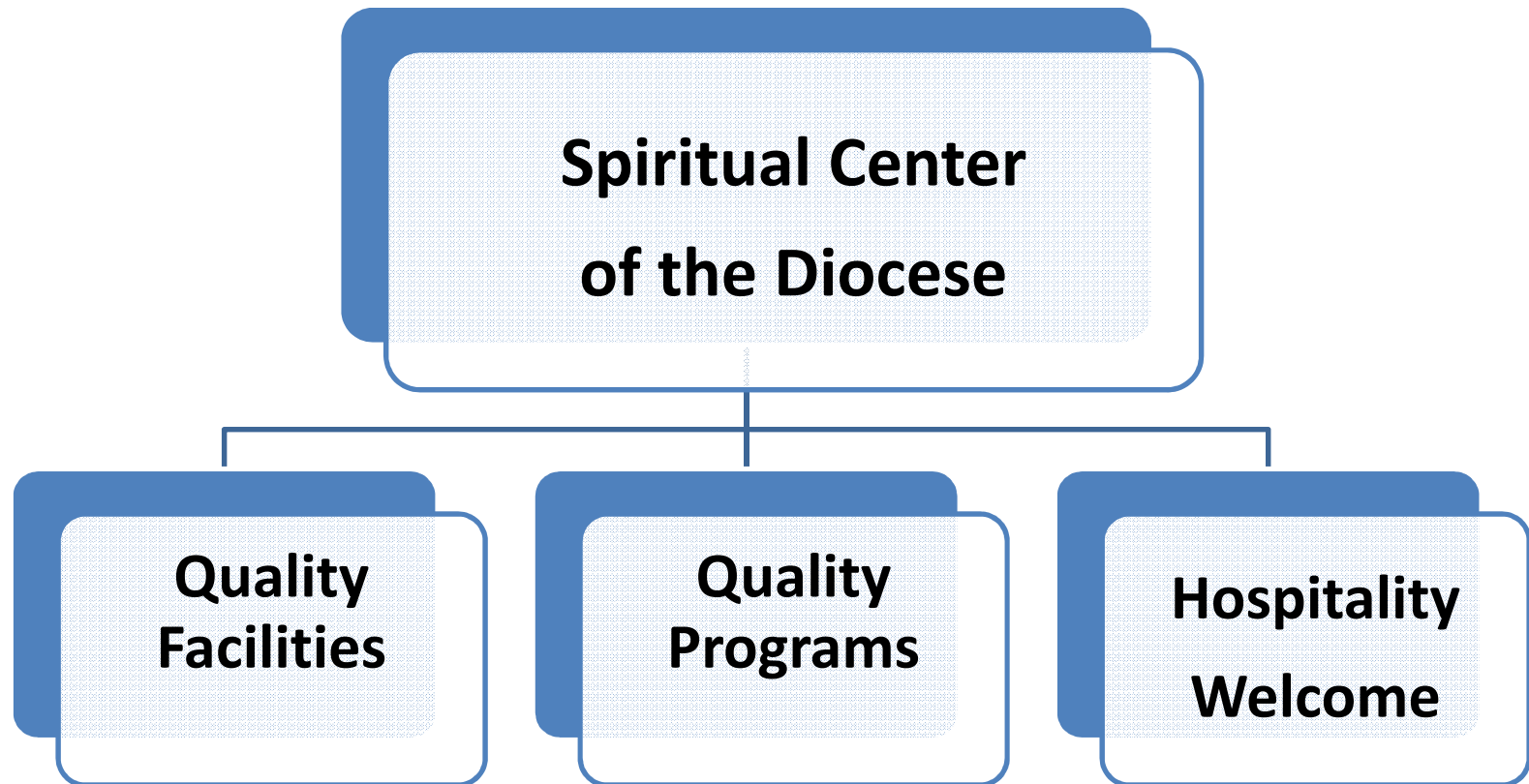
Vision

To be the premier Episcopal Center for faith based and community programs and activities, focused on fulfilling the Great Commission.

Mission

Beckwith, the spiritual center of the Episcopal Diocese of the Central Gulf Coast on the shores of Weeks Bay, transforms lives through youth camps and adult retreats for the church and the wider community.

Beckwith Camp and Retreat Center Strategic Plan 2017



Quality Facilities

- Renovation
- Demolition
- Construction
- Campus Capacity

Quality Programs

- Youth Camps
- Adult Programs
- Challenge Course
- Enhance/Support diocesan programs

Hospitality Welcome

- Physical Property
- Relational Development
- Thematic Goal
- Quality Service and Equipment

Renovation

Hardman Hall

- Gut and remodel each room like the #15 model
- Replace bedding – address size (room use – single or double)
- Add handicap rooms
- Exterior gathering deck

Wilson Hall

- Floor, windows, lighting, paint, siding, bathrooms, storage closet, landscape, guest ice machine, table/chair dolly
- Kitchen – replace fryers, reach in refrigerator, another oven, new warmer, HVAC, 2 new service bars, all new pots/pans

Alves

- Roof, flooring, paint, upstairs HVAC, bathroom renovation, landscape
- Updated furnishings and equipment, Camp Store

Renovation Continued

Cumming

- Roof, flooring, furnishings, bedding
- Address # of handicap rooms
- Repair or replace fire alarm system
- Interior and exterior paint, landscape

Bayfront

- Roof, decking, paint
- Flooring, landscape, equipment
- Renovate one closet for a catering kitchen

Chapel

- Roof, decking, paint, HVAC
- Renovate bathrooms, update lighting, refinish floors
- Build in improved sound system, replace piano

Renovation Continued

Odom

- Roofs, gutters, painting inside and outside
- Continue to upgrade/update furnishings
- Landscape

Dorms

- Roofs, painting inside and outside
- Replace bedding where needed
- Landscape

Pool

- Replace outdoor lighting
- Renovate bathrooms
- Landscape

Construction

Motel Building

- 16 – 20 rooms
- Include meeting space
- Include outdoor gathering space

Pavilion attachment

- Enclose outside end to include infirmary, nurses station, bathrooms,
- Create camp office, camp storage
- Update outdoor kitchen/grill area

On site Director's home

- Consideration for future growth
- Access need for size and location
- Update existing on site properties

Construction Continued

Wilson Hall (social space)

- Outdoor gathering area – open aired, covered, with fireplace and fans
- Comfortable outdoor furnishings

Dorm #9 Bungalows 3,4,7,8,9

- Dorm #9 to match #7 & #8
- Continue bungalow additions
- Same design and set up

Shoreline Protection

- Continue living shoreline
- Protection of beach area

Demolition

- Assess structures that need to be torn down

Campus Capacity

- Contract for campus masterplan
- Make sure capacity meets demand

Youth Programs

Summer Camp Family Camp Winter Woods

- Continue best practices for improving/growing established camps
- Provide leadership development and continuing education opportunities for Program Director

Special Ministries and Graduate Program

- Expand grant writing opportunities for funding
- Increase program awareness in diocesan family

BayLights Mother/Daughter Father/Son

- Intentional programming during Beckwith events
- Episcopal programs for youth and adults
- Recreational programming for youth

Adult Programs

The Episcopal Church programs

- Enneagram conference
- Marshall Craver
- Living Compass – health and wellness
- Icon writing

Road Scholarish Programs

- Sunday – Thursday focused
- Target market – retired
- Subject/Speaker focused

Subject Specific Programs

- Spirituality in photography, fishing, beer drinking
- The arts – painting, pottery, stained glass etc
- Yoga and living with intention

Challenge Course

- Trainings/Certifications
- Repairs and additions
- Update marketing brochure and distribute through Chamber lists and schools
- Promotional take away – bandanas, water bottles, cups

Enhance & Support Diocesan Programs

- Marketing programs and online registration
- Offer challenge course elements/team building
- Encourage use of Beckwith extras – boats, fishing, camp fires, guided paddles and hikes, outdoor cooking and socials

Hospitality/Welcome

Physical Property

- Entrance - signage, driveway, landscape/management, acreage management
- Building exteriors – paint, landscape, signage
- Sidewalk lighting, parking, create intimate spaces
- Property acreage assessment
- Wilson back porch

Relational Development

- Knowing your customer – Rhona at booking - follow-up - evaluation
- Group Welcome – Continuous contact
- Weekend coverage and check-in
- Staff professionalism – nametags, dress, language, behavior

Thematic Goal Customer Intimacy

- Spiritual Center of the Diocese
- Mindfulness of who we are and where we are
- Marketing our sacred space and awareness of its impact

Quality Service and Equipment

- Answering phone, returned calls, emails
- Being seen and available – smiles and genuine kindness
- Guest response time and communication with them – “still giving the gift” attitude
- Cleanliness – attention to detail
- Equipment – advanced audio/visual systems – advanced sound systems – golf cart access and rental