

# Master Plan For Cedar Lake Camp



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## What is Cedar Lake Camp?



Cedar Lake Camp is a 501 (c) 3 non-profit, non-denominational Christian camp and retreat center located in Livingston, Tennessee. Cedar Lake Camp was founded in 1942 by Henry C. Geiger and has served the Upper Cumberland region since its formation.

## Mission Statement of Cedar Lake Camp

The ministry of Cedar Lake Camp/Children's Gospel Hour is to reach children with the gospel of Jesus Christ in order to lead them into a relationship with Him while nurturing and discipling a staff of young people into a lifestyle of ministry. This vision will be achieved through a variety of camps and retreats with the core of the ministry being found in the summer camp program.

## Goals and How They Are Accomplished

As stated above, our essential goals are 1) to share the gospel of Jesus Christ with children, 2) train the next generation of leaders, and 3) strengthen churches and organizations through retreats. May God be glorified in all we do.

Along with hard work and dependence upon the Lord, these goals are met through a number of program avenues including: Resident Camp, Day Camp, Canoe Camp, Spring Camp, Fall Camp, Police Camp, Staff Training Week, mission endeavours, and retreats.

## The Structure of Cedar Lake Camp

Cedar Lake Camp is overseen by the board of directors- a group of men and women who love and champion the work of God through camping ministry at CLC.

Cedar Lake's full-time staff is led by an Executive Director and supported by an Associate Director and Camp Administrator.

Summer staff and volunteers are also an essential element throughout the year.

## How Does Camp Operate?

The mission (the "why") of camp is upheld through six pillars.

These are:

- God's blessing
- Staff (who)
- Program (what)
- Policies/Procedures/Structure (how)
- Facilities/Grounds (where)
- Finances

Another way to think of this is to say the pillars are similar to table legs in that they support the table top and keep it steady and stable, providing essential support. Without any one of the "legs," the "table" will fall over.

## Recent History of CLC

Since 2008, Cedar Lake Camp has seen God's blessing through tremendous improvements in areas of:

- Staff
- Facilities/Ground/Equipment
- Program
- Retreats
- Finances/Donations
- Policies/Procedures
- Community Support and Morale
- Advertising/Promotion



## What Does the Next 5-10 Years Hold?

### Facilities/Grounds/Equipment

In order to provide excellent camps and retreats, we must have excellent facilities. Some of our current facilities are aging and need updating.

#### **Hawkeye Lodge and Office Building:**

- New Windows- \$8300
- Adding small kitchen- \$5000
- Floor repairs
- Ceiling repairs

#### **Dining Hall:**

- Additional convection oven
- Additional cabinet warmer
- New counter tops
- Stain for exterior and porch
- LED lighting
- Larger A/C unit



#### **Bathhouse**

- Boys' shower stalls
- Floor paint

#### **Multi-purpose Building**

To better serve our campers and retreat groups, we really need a large multi-purpose building. The purpose of this building is to:

- Expand existing programs and retreats
- Provide relief in rain or cold weather
- Accommodate larger groups (whom we currently lack capacity)

This building would be complete with a kitchen, stage, and additional dorm rooms.

*Estimated Cost: \$500,000- 600,000*

## **Pool**

Our current pool is structurally safe and solid, but is aging and requires much attention, including an outdoor filtration system that must be winterized and disassembled then re-assembled annually. A new pool would be located adjacent to the new multi-purpose building to house a pump room.

*Estimated cost: \$500,000- 600,000*

## **Additional Cabins**

As camp and retreat numbers continue to increase, additional cabins are essential. This could be accomplished through another dorm building such as the Bird Cage, stand alone cabins such as Woolly Mammoth, or yurts (dome-shaped cabins).

## **Equipment**

Much land requires much maintenance. We receive many compliments on the beauty of our campus, which helps campers and retreats return. We must maintain the pristine look of our property. In order to do so, we need proper tools, equipment, and machinery.

Updating lawn mowers will be a constant consideration- whether replacing parts, motors, or the whole machine. We also need a MIG welder to handle our own small welding needs and save money over the long-term. Two other items long overdue are a telescoping pole saw (\$600) to trim limbs and a gas-powered hedge trimmer (\$250-300).

## **Program**

The current Resident, Day, Canoe, Spring, and Fall camps are staples to Cedar Lake Camp's program. The majority of resources should be concentrated upon these endeavors.

Potential exists for new programs such as Backpacking Camp, Adventure Camps, additional canoe camps, survival camps, as well as outdoor education and after school programs. These new initiatives will require additional staffing.

## Staff

Current full-time staff consists of an Executive Director, Associate Director, and Camp Administrator.

The most available and accessible new position is that of an **intern**. This could be an on-going, annually updated position, chosen either internally from veteran staff or externally from a similarly qualified person. Ideally this position is paid with housing provided on-site.



Another position needed is a **Maintenance Director**. This person would be responsible for overseeing daily and routine servicing of facilities and equipment and also participate in mowing, weedeating, tree trimming, and possibly cleaning.

A third position that would be beneficial is a **Marketing Director**. This person would handle much of the responsibility of advertising and promoting the camp through mailouts, newsletters, social media, expos/setup/fairs, arranging speaking engagements, community involvement, building relationships, and other promotional outlets.

A **grant writer** would also be a welcome addition to the staff. To have someone who spent much of their week researching and writing grants would be tremendously advantageous to the budget and overall ministry of the camp.

**Summer staff**, hopefully, will continue to be in abundant supply as we graduate campers into CITs and staffers. We may someday need to recruit summer staff externally again.

## Retreats

Since 2008, retreats have increased both in frequency and income for camp. Providing great service and building relationships is important in recruiting new retreats and retaining existing groups.

Currently, we are unable to house groups over 195. A multi-purpose building with dorm rooms would help alleviate this problem.

Additional staff plus a multi-purpose building would allow us to expand our existing retreat services, offering not only a host facility but also a programmed retreat facility (we lead and program the retreat such a youth leadership weekend, father/son or mother/daughter retreat, etc.).

## Financial

Cedar Lake Camp has experienced tremendous financial growth since 2008 through the improvements in facilities/grounds, programs, staff, retreats, marketing/advertising, and relentless seeking of God's blessing and favor.

Camp's income has quintupled (x5) from \$77,000 in 2008 to \$398,000 in 2015. The goal is to continue the upward trend by continuing to improve and expand in the categories mentioned above, as well as expanding donor relations. Another source of income could be grants provided additional staffing.

Recently, CLC opened an account with Edward Jones. We are now in a position to receive gifts of stock.

## Summary Statement

We must recognize God's favor upon Cedar Lake Camp historically. Starting a new endeavor during the Great Depression was bold and risky. Because of Henry Geiger's obedience to God's call, the ministry endured. God has protected this unique ministry throughout the decades.

The mission of sharing the gospel with young people and training the next generation of Christian leaders is still upon us. This task is overwhelming apart from the work of Christ in us and through us. Only through hard work and full reliance upon God will this task be accomplished. Let us remember Proverbs 16:3 : "Commit your work to the Lord, and your plans will be established."

