

# REIMAGINING OUR ADVENTURES

## A New Vision for Scouts Canada's Camps

### Project Timeline

2020

**SPRING/SUMMER**  
Collect/Evaluate Information

#### ENGAGEMENT ACTIVITIES

- Launch Project
- Initial Survey—Collect general preferences from all segments of the Scouting Community (Scouters, parents, youth, like-minded organizations, etc.).
- Targeted Surveys—Collect specific preferences from targeted groups of people within the Scouting community (Colony Scouters, Pack Scouters, Parents, Venturer Scouts, etc.).

#### CREATING THE VISION

Collect and analyze inputs:

- Analyze results from engagement surveys.
- Evaluate external factors (societal trends, camping trends, individual market considerations, etc.).
- Collect and review information about current property portfolio and its operations.
- Engage with external stakeholders (like-minded organizations, school boards, government, etc.).

Develop **initial draft** of the vision: a list of property types with a broad description of each type (Beaver & Cub Camp, Scout Hall, etc.).

2020

**SUMMER/FALL**  
Refine the Vision

#### ENGAGEMENT ACTIVITIES

- Collect feedback on the **initial draft** of the Vision for Scouting Adventure Centres through surveys and other opportunities, with an emphasis on detailed preferences for each property type.
- Collect feedback on the **second draft** of the Vision for Scouting Adventure Centres through surveys and other opportunities, with an emphasis on collecting feedback on the detailed requirements for each property type.

#### CREATING THE VISION

- Analyze the information gathered through surveys and other engagement opportunities.
- Develop a **second draft** of the Vision: a list of property types with detailed requirements for each type.
- Develop **final draft** of the Vision for Scouting Adventure Centres: a final list of property types with detailed requirements describing each type's:
  - Purpose (link to mission, target-Section, program infrastructure, etc.)
  - Physical size and features
  - Facilities and activities
  - Business model and usage required to sustain
  - Location (distance from urban centres)

2021

**FALL/WINTER**  
Launch the Vision for  
Scouting Adventure Centres

#### ENGAGEMENT ACTIVITIES

- Launch **Final Draft** of the Vision for Scouting Adventure Centres and socialize with members across Canada.

#### CREATING THE VISION

- Make adjustments to the vision as required, based on member feedback of the **Final Draft**.
- After final consultation, finalize the Vision for Scouting Adventure Centres.

2021  
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**MAKE OUR VISION  
A REALITY!**

- Apply the vision's criteria to the existing portfolio to identify camps for redevelopment; where no existing camps meet the criteria, develop requirements for the acquisition of new properties.
- Build the capital required to create the new Vision for Scouting Adventure Centres by divesting inactive and underutilized properties.

**Begin building great  
new Scouting  
Adventure Centres!**