



# Mill Hollow Outdoor Education Center

Team Mill Hollow



# Presented to Granite School District

A proposal for Team Mill Hollow to assume full stewardship of the Mill Hollow Outdoor Education Center. Our intent is to continue the program refined by Granite over the course of 50 years, affording students an unrivaled opportunity to engage in outdoor STEM learning.

# Meet Team Mill Hollow

Tracy  
Bodily

Chair

- Master's Degree, Sports Management
- Exercise Training Officer for the State of Utah – Division of Emergency Management
- Skyline High '00, Mill Hollow '00-'02



Aaron  
Barker

Vice-Chair

- BA Psych/Business, PMI Certified Project Management Professional
- Certified Scrum Master
- Part-time Consultant, full time Law Student
- Hunter High '97, Mill Hollow '97-98, '01-'03



Trish  
Ireland

Secretary

- Master's Degree, MLS
- Certified teacher
- Marketing, AccessData
- Mill Hollow '00-'04
- Proud daughter of David N. Stevens, Granite Principal 30+ years of service
- Cottonwood High, '00



Justin  
Lafeen

Treasurer

- MBA
- BS Public Relations & Corporate Communications
- Supply Corps Officer Lieutenant (O3)
- Strategic Account Manager RF-Smart
- Cottonwood High, '99



Clay  
Conder

Director

- BA Business Administration
- Travel Coordinator, Church of Jesus Christ of Latter-Day Saints Offices
- Mill Hollow '07-'11



Ben  
Barker

Director

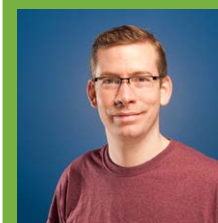
- Business Analyst, Automatic Data Processing
- Mill Hollow '02-'03



Arthur  
Healey

Director

- Industrial Designer at Nokē
- Mill Hollow (participant) '94-'97



# Team Mill Hollow



# MILL HOLLOW Camp



Register online at [millhollow.org](http://millhollow.org)

**MILL HOLLOW IS AN OUTDOOR EDUCATION CENTER FOUNDED IN 1964, 15 MILES SOUTHEAST OF WOODLAND, UTAH.**

Teachers and staff guide children ages 8-12 through an indelible learning experience over 3 days and 2 nights in the High Uintas.

Mill Hollow Summer Camp provides youth with an educational adventure shaped by learning, socializing and discovering the fun of science in an outdoor environment.

Be a sponsor! Many children dream of attending our summer camp, but cannot afford it. Donate through the website or call (385) 325-CAMP. All donations are tax deductible.

**MILLHOLLOW.ORG // 385.325.CAMP**

## How to Register

Go to [MillHollow.org](http://MillHollow.org)  
 Select "Register for Camp" and begin the form  
 When prompted, select "with a registered group"  
 Choose your school group from the drop down menu  
 Complete the form and submit your payment of \$169  
 Registration is complete!

The \$169 special group rate ends May 21, 2016!

Campers will receive a welcome kit and the location of the Salt Lake County pickup/dropoff location within 3 weeks of selected dates.

Note: If your school does not have dates listed, you may select any Granite District group that matches your preferred dates of attendance. All children ages 8-12 may attend as your guest, regardless of school district.

**Questions? Email us at [HaveFun@MillHollow.org](mailto:HaveFun@MillHollow.org) or call 385.325.CAMP**

## Proof of Concept 2016

Launched enrollment January 12, 2016

Suspended efforts February 5, 2016

Resumed efforts February 24, 2016

770 Students enrolled (696 Full Tuition)

- 109 Individual Donations
- 121 Scholarship Applications Awarded



# Search for a Steward

Facilitated meetings with over twenty organizations, groups and individuals

YMCA

Utah State University

Mount Logan Discovery

University of Utah

Canyons School District

Jordan School District

Weber School District  
(Environmental Center)

Alpine School District (Clear Creek Camp)

Davis County School District

Park City School District

Boy Scouts of America

Girl Scouts of America

Clark Planetarium

Church of Jesus Christ of Latter-Day Saints

Salt Lake County Parks and Rec

Wasatch County Parks and Rec

U.S. Forest Service

Private Parties

Individuals

Entrepreneurs



What sets Team Mill Hollow apart?

# Educational Alignment & Teacher Continuing Education Program

Alignment with Utah Core Standards curriculum

Reinforcement of classroom learning

STEM Focus

Team Mill Hollow re-launching Teacher Continuing  
Education Credit Program



# STEM

science • technology  
engineering • math





# Mill Hollow Legacy Knowledge and Experience

Existing contractual relationship  
with Granite School District

Existing relationships with the  
caretakers, alumni and service  
workers who have cared for Mill  
Hollow over the last 50 years



# Financial Viability



A 2016 pilot session has proven that the concept executed by Team Mill Hollow is already a successful program



Based on current projections, Team Mill Hollow can achieve total financial viability over a 5 year period and function independently by the end of the current Forest Service lease (2019).

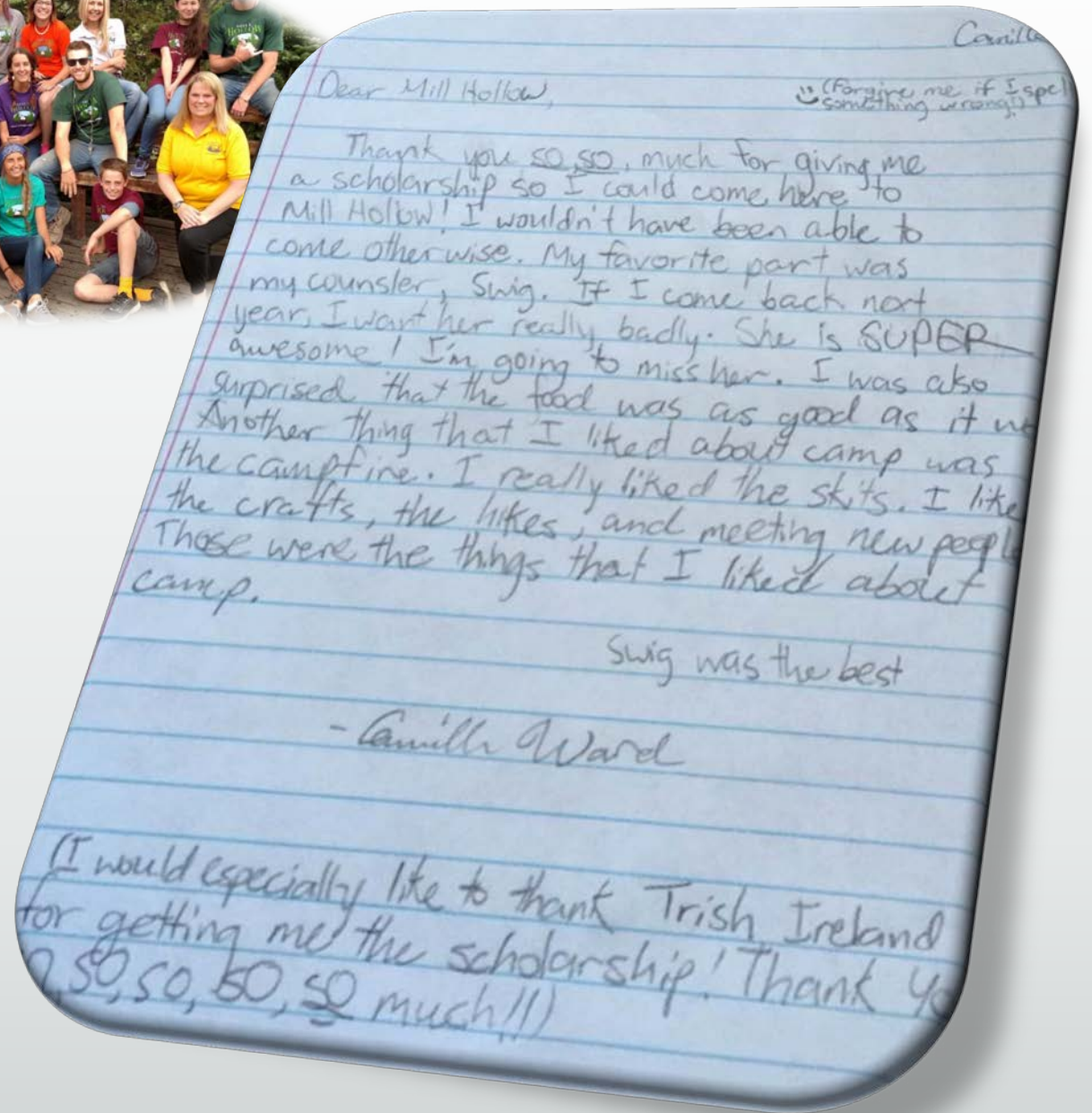
# Partnerships, Grants & Donors

Awarded a \$50,000 grant to hire Program Manager for capacity building.

A strategic partnership with AmeriCorps allows us to enroll Cabin Counselors as AmeriCorps participants, giving them access to Segal AmeriCorps Education Awards (restricted funds that can be applied to college tuition or student loans). This benefits Cabin Counselors by providing higher overall income, while reducing operational costs for Mill Hollow.

Qualified for participation in Utah State Office of Education Food Program. Staff were trained to meet the demands of the grant (compliance, nutrition standards).

Individual donors and organizations donated scholarship funds in 2016 with over \$75,000 pending for 2017 donations.



# Business Overview

## Program Description

Teachers select desired program dates

Assemblies are organized by school and fliers are distributed to drive enrollment

Students enroll with school, or independently at [millhollow.org](http://millhollow.org). Cost is currently \$249 per student, typically discounted to \$169 (minimum will be raised for 2017 season)

Scholarships are awarded to requesting/qualifying students

Parents meet buses at designated locations for transportation to Mill Hollow

3 Days, 2 nights filled with Botany, Zoology, Geology, Ecology, Biology, Chemistry, Archaeology, Astronomy, Physical Education, Sports Science, Survival Skills, Practical Skills, Socialization, Arts and Crafts



### How to Register for Mill Hollow

Parents visit: [millhollow.org](http://millhollow.org)

First Register your School or Child

Complete the Student Registration Form

Your teacher will notify you of your session dates.

You've got questions, we've got answers!  
Visit our FAQ page today!

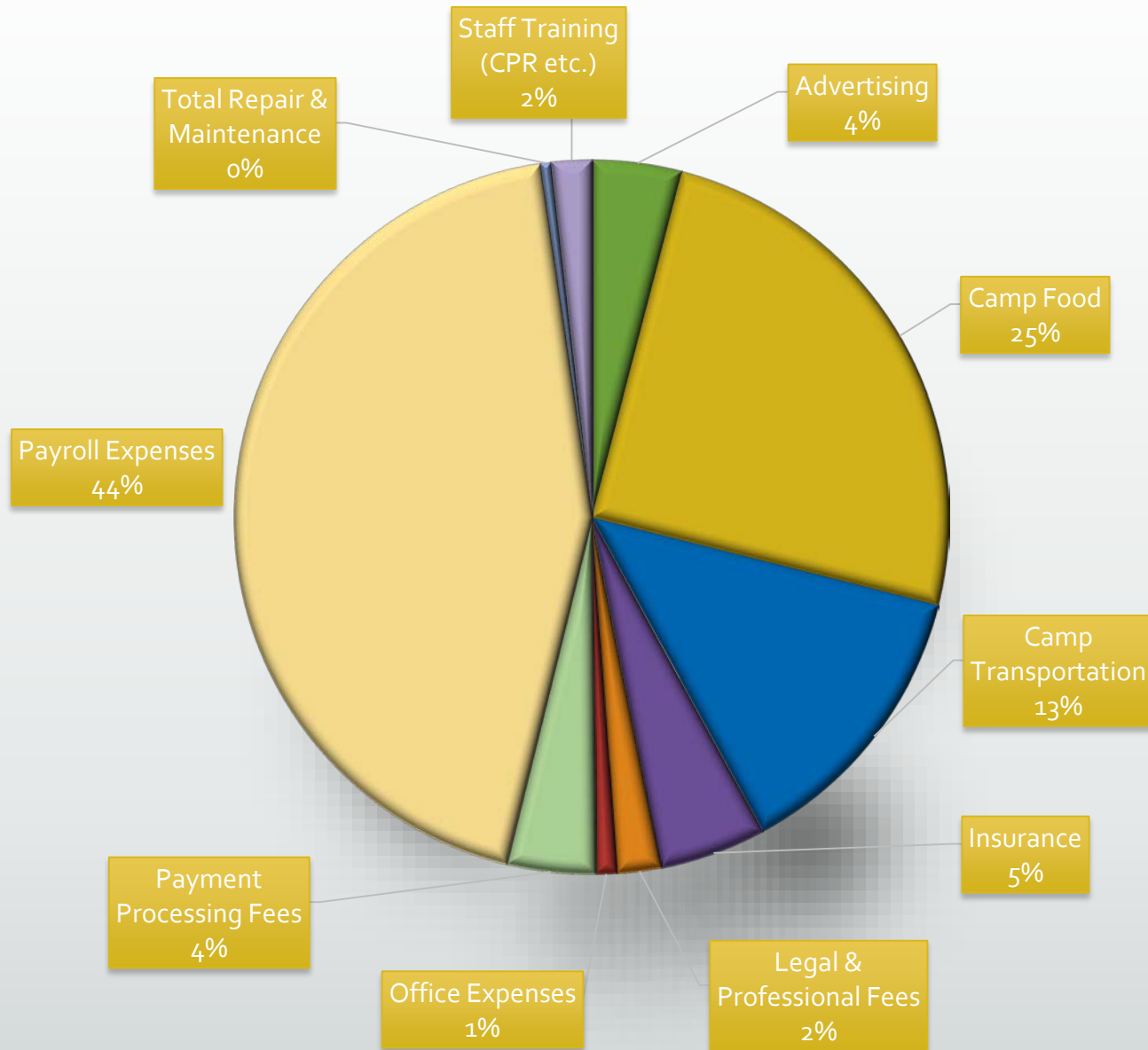


# Business Overview

## Proof of Concept – Diamond Ridge Elementary



- Demographics typical for Utah (middle class, low available disposable income)
- Teachers and Principal – fully engaged, unreserved enthusiasm
- Assembly included all students eligible to attend (3rd – 6th Grade)
- 220 individual enrollees (including scholarships) in Diamond Ridge group (included student friends, relatives, and independent enrollees associated with Diamond Ridge participants)
- Mill Hollow would only need 18 such schools to reach theoretical capacity
  - Granite operates 63 Elementary Schools
  - Canyons School District operates 29 Elementary Schools

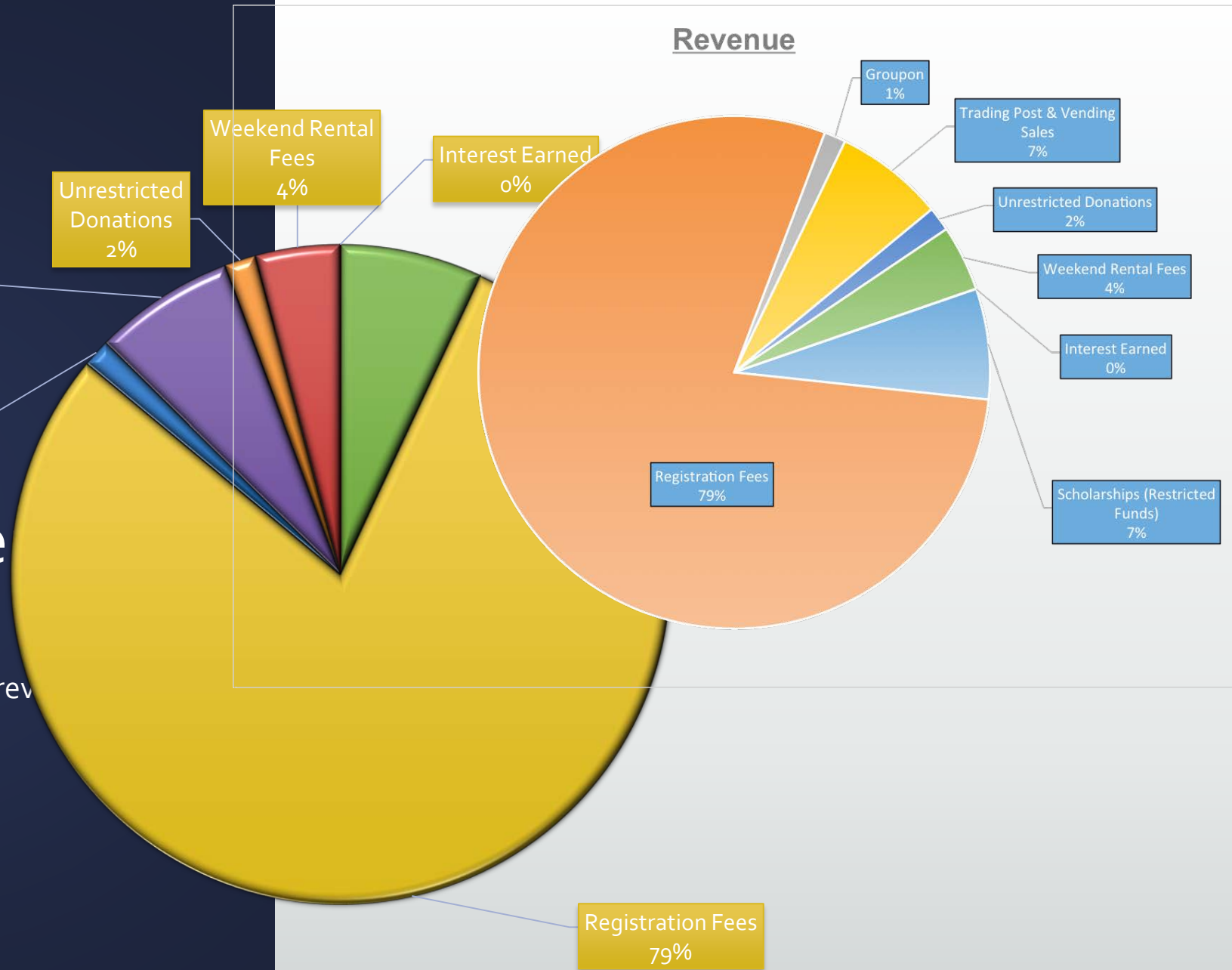


## Business Overview Expenses

This chart provides a breakdown of actual 2016 costs (as of August 31). Outstanding charges include diesel fuel, propane, maintenance and custodial services (to be billed by Granite).

# Business Overview Revenue

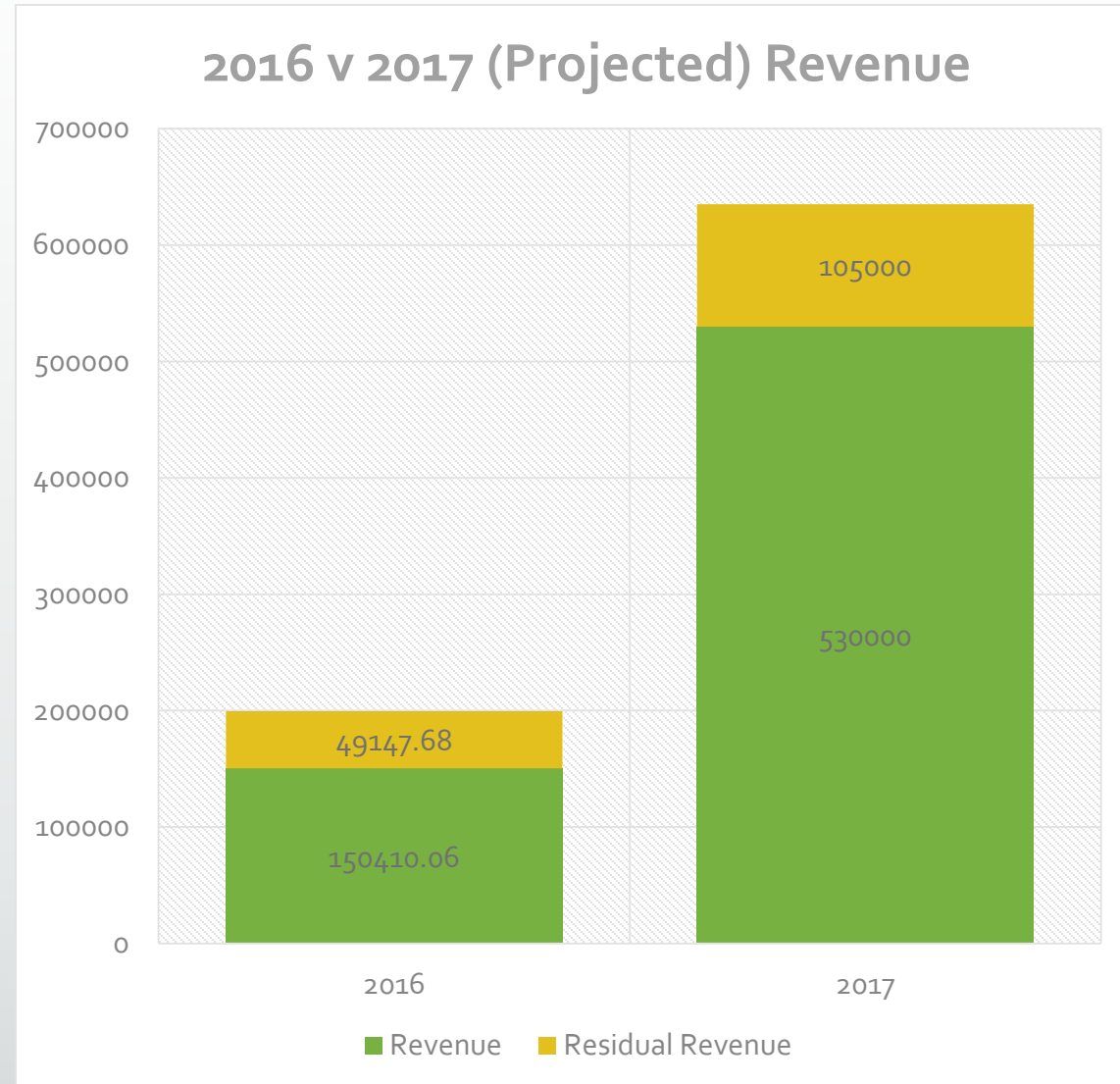
This chart illustrates 2016 revenue sources.



# Business Overview

## Projected Revenue

The chart above provides 2016 revenue and 2017 revenue projections, based on enrollment of 800 and 3200 respectively.







# The Mission of Team Mill Hollow

The mission of the Mill Hollow Outdoor Science Education Center is to provide pedagogically sound educational opportunities for elementary school children in a hands-on outdoor laboratory to enhance their knowledge of astronomy, biology, ecology, geology, chemistry, physics, and conservation.

Additional benefits include:

- Socialization
- Recreation
- Entertainment
- Practical skills
- Survival skills
- Reasoning skills



# Conclusion

Followed by Q&A