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 '02-'03

**Ben Barker**
- Director
- Business Analyst, Automatic Data Processing
- Mill Hollow '02-'03

**Arthur Healey**
- Director
- Industrial Designer at Nokē
- Mill Hollow (participant) '94-'97
Unable to identify viable steward for 2014 season

Founded in 2014 in wake of Mill Hollow program cancellation to seek sustainable solutions for Mill Hollow aligned with mission, tradition, and Forest Service Special Use Permit requirement “...to be used as an educational conservation laboratory.”

501(c)3 Non-Profit Organization Est. 2014

Requested/granted permission to re-launch traditional Mill Hollow program in 2015. Successfully executed Proof of Concept in 2016

501(c)3 Non-Profit Organization Est. 2014

Unable to identify viable steward for 2014 season

Requested/granted permission to re-launch traditional Mill Hollow program in 2015. Successfully executed Proof of Concept in 2016
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
<table>
<thead>
<tr>
<th>YMCA</th>
<th>Utah State University</th>
<th>Mount Logan Discovery</th>
<th>University of Utah</th>
</tr>
</thead>
<tbody>
<tr>
<td>Davis County School District</td>
<td>Park City School District</td>
<td>Boy Scouts of America</td>
<td>Girl Scouts of America</td>
</tr>
<tr>
<td>Clark Planetarium</td>
<td>Church of Jesus Christ of Latter-Day Saints</td>
<td>Salt Lake County Parks and Rec</td>
<td>Wasatch County Parks and Rec</td>
</tr>
<tr>
<td>U.S. Forest Service</td>
<td>Private Parties</td>
<td>Individuals</td>
<td>Entrepreneurs</td>
</tr>
</tbody>
</table>

**Search for a Steward**

Facilitated meetings with over twenty organizations, groups and individuals
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
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
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).
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. 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
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