



**Touching More Lives
Today and Tomorrow**

Touching More Lives Today and Tomorrow

"The best week of my life!!" "Can't wait to come back next summer!" These are just a couple of statements from our campers after attending a life changing summer session at Camp Lookout. 96% of Camp Lookout campers have a significant experience of God's love while being at camp. Camp Lookout is one of the special places where young people (of all ages) encounter the "Love of Christ in the Glory of God's creation".

Here's our blessing and our challenge. Camp Lookout is full. We are currently unable to serve all who want to come. The Camp Lookout summer ministry has experienced steady growth, doubling since 1998. Our cabins are full. Children who want to come, who need to come, cannot. We don't have space. It is time for us to grow.

Since the early 1960's, the Methodist people of the Chattanooga and Cleveland areas have treasured their "Place Set Apart" on Lookout Mountain. From humble beginnings, with basic facilities, camp leaders have poured their hearts and souls into creating a place where God's love could be experienced in sacred retreat. Camp Lookout has been faithful stewards with the gifts we have received. Resources have been stretched to their limits and beyond.

Camp Lookout has to grow. Now is the time. We need your help. Through our "**Touching More Lives Today and Tomorrow**" capital campaign, we will be continuing the stellar efforts accomplished to date. This expansion plan will prepare us to meet present and future demands. Described in detail on these pages, this endeavor will require \$1.25 million in donor commitment. The time is now for us to invest new resources to move our highly regarded ministry to new and exciting places, where a new generation will experience for themselves the sacred space of Camp Lookout.

Thank you for joining us in making a difference in the lives of those who visit Camp Lookout.





Mission, Vision and Core Values

The Mission (Camp Lookout)

To provide places, occasions, and programs of camp and retreat ministry for the children, youth, and adults of the Holston Conference area to encourage and nurture the knowledge, experience, and expression of the love of Christ

The Mission (Holston Conference Camp and Retreat Ministry)

To share the love of Christ in the glory of God's Creation

The Vision:

The vision of Camp Lookout is to provide quality programs and facilities that enable each of God's children (of all ages) to experience Christ's love in the glory of God's creation.

Core Values:

- Distinctively Christian
- Teaching God's Love
- Missionally Relevant
- Quality Based
- Accessible
- Outdoor-Oriented Settings
- Economically Vital



Master Plan

Completed Phase I - total cost = \$934,000 Completed
(Capital Projects from 2007-2014)

- **Reflection Lake Project** **\$195,000**
 - One acre lake
 - Road relocation
 - Lake Worship Center (Maynard Worship Center)
- **Bath House** **80,000**
 - Grants, gift in kind, and volunteer labor
- **Vehicles** **99,000**
 - 2 -15 passenger mini buses
 - Truck
- **Sidewalks from Chapel to Lodge** **10,000**
- **Recreation Court (concrete)** **10,000**
- **Lookout Lodge upgrades** **60,000**
 - HVAC
 - Replaced ceiling
 - Insulation
- **Water System** **10,000**
 - Second Water Meter
 - Additional Water-line
 - upgrade water shutoffs
- **Equestrian Program** **20,000**

Total Funding Raised = \$484,000

**includes contributions, gifts in kind, and volunteer labor*

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- **New Property (funded by property sale)** **\$450,000**
 - Director's residence
 - Barn
 - 13.5 acres

Completed Capital Projects = \$934,000



Master Plan
Phase II - total cost = \$1,250,000

- **3 Cabin Cluster** **\$525,000**
 - 48 additional beds for summer camp
 - Increased bed capacity to 122 (each with restroom facilities in cabin)
 - Provides additional retreat area
- **Welcome / Administration Center** **300,000**
 - Welcome Center
 - Administration Offices
 - Infirmary for summer camp
 - Nurse/Doctor and Spiritual Director's quarters
 - Guest room
- **New Transportation** **65,000**
 - 2 Used mini buses
 - Camp Truck
- **Strategic purchase of adjacent 19 Acres** **205,000**
- **New Equestrian Area** **50,000**
 - Barn/Stable
 - Riding Arena
 - Fence Pasture
- **Maintenance and Storage Facilities** **30,000**
 - Convert existing barn
- **Pool Deck Replacement** **30,000**
- **Lookout Lodge Modifications** **20,000**
 - New entrance
 - Covered Deck
- **Emmaus Chapel Basement** **25,000**
 - Convert basement into viable meeting rooms

Phase II - total cost = \$1,250,000

Touching More Lives Today and Tomorrow
 (Capital Campaign starting in 2016)



Master Plan
Future Phase(s) - Total Cost = \$1,060,000

- **Residential Cabin/Lodge** **\$350,000**
 - Two Story Lodge sleeps 32 overlooking Reflection Lake
- **Assembly and meeting rooms Facility** **255,000**
 - Large assembly meeting area
 - Breakout meeting rooms
- **Lookout Lodge Addition and Remodel** **230,000**
 - New Dining addition
 - Additional Restrooms
 - Updated kitchen equipment
- **Sunset, Cabin, and Chapel Remodel** **125,000**
 - Wood siding on Sunset Lodge
 - Remodel kitchen in Sunset
 - Rock siding on foundation of each building
- **Other Camp Projects** **100,000**
 - Council House
 - Remodel Entrance
 - Play Ground
 - Water Craft
 - Transportation

Future Phase - Total Cost = \$1,060,000

Total Master Plan Cost = \$3,244,000

Operational Requirements Addressing the Optimal Ministry Goals

Long-range site planning has conceptualized the creation of areas and spaces for informal gatherings, organized activities, quiet reflection and worship, and camp administration. The locations of the proposed new facilities and infrastructure additions are in keeping with this concept.

Current Ministry Offered

- **Summer Camp** consists of 22 - 25 separate camp sessions offered over an eight-week period in June and July. Participants range in age from early elementary through senior high. 70% of summer camp participants are either from or sponsored by local area United Methodist Churches. Summer Camp attendance has increased 106% over past 17 years.
- **Retreat and Christian Education** groups come from churches of all denominations, the Chattanooga/Lafayette Emmaus community, schools, and non-profit organizations. Some provide their own programming but many groups, especially youth, participate in activities offered in Adventure Education. Senior groups use the camp facilities primarily for day outings.
- **Adventure Education** offers a variety of on- and off-site outdoor activities primarily for youth and older elementary age participants from schools and church youth groups. Many of these groups come in the summer months during time periods that do not conflict with Summer Camp sessions.

Strategic Planning Process

In 2005 a committee of the Camp Lookout Board of Directors undertook a strategic planning process, which examined all aspects of camp utilization, operations, marketing, and financial performance. User input was provided through a survey of the Cleveland/Chattanooga District United Methodist churches and a series of focus groups with key constituent groups. This process created a camp Master Plan which includes the following elements: 1) **Ministry Scope and Emphasis** to set priorities for programs and services to be offered and constituent groups to be served, 2) **Quantitative Goals and Expectations** to measure progress, and 3) **Strategic Issues** to provide the basis for board oversight and involvement. **This work has been revisited and revised in 2009 and 2014** through outside leadership and input of key stakeholders. Portions of the Master Plan are stated in this section.

Ministry Scope and Emphasis

Camp Lookout will strive to be the year-around place for people of all ages to experience Christian growth and fellowship in a rustic, yet comfortable and easily-accessible camp setting.

Camp Lookout will continue to develop its strong Summer Camp program and seek to expand its guests of church-affiliated and educational groups in Southeast Tennessee and Northwest Georgia through:

- Increased marketing of its Summer Camp Program, Retreat Services, and adventure education program
- Continued strong relationships with current user groups
- Enhancement of facilities and grounds with an emphasis on lodging facilities, trails, and other self-directed activities
- Development of specialized programs

TABLE OF INVESTMENTS TO RAISE

\$1,250,000

# Investments	Amount of Investment	Total	Cumulative Total
1	\$250,000	\$250,000	\$250,000
1	\$100,000	\$100,000	\$350,000
2	\$60,000	\$120,000	\$470,000
2	\$40,000	\$80,000	\$550,000
4	\$25,000	\$100,000	\$650,000
6	\$15,000	\$90,000	\$740,000
10	\$10,000	\$100,000	\$840,000
30	\$5,000	\$150,000	\$990,000
Many	<\$5,000	\$260,000	\$1,250,000

NOTE: The campaign would be open to offers and/or suggestions from prospective donors of additional naming or memorial opportunities.

Commitments to the Campaign

Gifts of cash, stocks, bonds, cash value from life insurance, personal property and/or real estate, funds from certain I.R.A.s, and “in-kind” gifts can be paid at anytime or over a three-year period. In some special situations, donors may wish to make special provisions for the payment of their commitments.

Thank you

Great things will happen with your gift to Camp Lookout through the "Touching More Lives Today and Tomorrow" campaign. Thank you for caring enough to look at this investment opportunity in providing a special place to share the love of our Lord, Jesus Christ.

