



PHANTOM LAKE YMCA CAMP

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Established 1896

Dear Friends & Alumni,

Exciting things are happening at Phantom Lake YMCA Camp (PLYC). During a recent national meeting of similar camps, we found just how successful our approach has been to attracting campers. Virtually all other camps saw a decline in camp attendance last year while we were very fortunate to see an increase in those enjoying what PLYC has to offer. This growth is an indicator of how much campers enjoy the special experience that is provided at PLYC.

Recently the YMCA announced that a Mukwonago branch will open in 2012. This news has generated several questions about how PLYC and the YMCA branch will co-exist, since we are in close proximity to one another.

To ensure we inform our PLYC network of friends about the recent announcement involving the YMCA branch, we have assembled the following questions and answers.

Should you have additional questions, please contact me at <mailto:jeff@phantomlakeymca.org>

How will this affect PLYC?

PLYC will work with the Mukwonago YMCA branch in providing opportunities for day camp, residential camp, and outdoor education. PLYC has a history of working well with other YMCAs in a similar fashion, and we fully expect to continue that tradition, which is mutually beneficial to both organizations.

Will PLYC remain independent or will it become affiliated with the Mukwonago YMCA branch?

PLYC is and will remain an independent organization.

What is the plan to maintain and/or increase PLYC's Day Camp enrollment?

We will market the unique characteristics of an outdoor summer camp while using promotions such as our successful recruit-a-friend campaign. We will also continue to work closely with local schools, and continue to maintain a competitive price point.

Will the YMCA branch have a day camp? How will the prices and options compare to PLYC's Day Camp? (YMCA members versus non-members)

While the Mukwonago YMCA branch will provide day care, similar to many Mukwonago organizations, PLYC differentiates itself by providing a true outdoor day camp experience for children.

When will the PLYC network of friends know more about the YMCA Mukwonago branch progress?

Certainly there will be updates through various news outlets between now and the scheduled YMCA branch opening in 2012.

What role has PLYC played in the development of the YMCA Mukwonago branch?

PLYC's CEO, Jeff Spang, serves as a board member for the Mukwonago YMCA branch, as does Cheryl Berg, a PLYC board member. This active engagement between the two organizations is designed to create what we believe will be a mutually beneficial outcome for both PLYC and the YMCA branch.

Is PLYC a competitor with the new YMCA branch in Mukwonago?

PLYC does not believe that they are in competition with the YMCA branch in Mukwonago. All indications show this will be mutually beneficial to PLYC, the local YMCA branch and the region.

Will PLYC and the YMCA branch share any resources - staff, facilities etc?

There are no plans for the two organizations to share resources on a permanent basis.

With an expanded YMCA brand presence in the area, does PLYC believe it will benefit from that brand awareness?

A strong YMCA brand certainly will help PLYC even though both organizations are separate entities.



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