



County of Volusia
DeBary Hall Historic Site
Grants # 03-13 and 04-08

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HOURS OF OPERATION:

Is the facility open to the public (Yes or No)? Yes

What days and times is the facility open to the public? Tuesday – Saturday, from 10 a.m. – 4 p.m. and Sunday, noon – 4 p.m.

Are the hours of operation seasonal (Yes or No)? No

If yes, please explain.

PROGRAMS:

Does your facility offer classes or other scheduled programming (Yes or No)? Yes

If yes, please explain in the spaces below, or attach a schedule to this form. See attached schedules.

POPULATION SERVED:

What method do you use to track the number of customers coming into your facility? Daily attendance reports along with cash register journals and revenue reports. For paid tours, visitor surveys are administered to determine customer demographic and origin. For large scale special events attendance is estimated by S.O. security.

Using the method indicated in the above question, how many customers did this facility serve last year (from April 2008 to April 2009)? 7,453 (Adults – 3,132; Seniors – 1,527; Students – 1,382; Children – 1,412)

What percentage of total customers are repeat customers? Unknown

How did the number of customers served last year compare to the year before (if applicable)? If exact numbers are not available, please provide a reasonable estimate. This year 7,453 people visited the site; last year the number was 3,441; a 216% increase.

What percentages of your customers are low income families or otherwise underserved populations? Unknown

What data did you use to make this determination? N/A

OPERATIONAL BUDGET:

Do your programs/service revenues earned pay for your total operational budget (Yes or No)? No

If not, list specific funding sources that help pay your operational budget? County General Fund and State of Florida Division of Cultural Affairs General Operating Grant.

Do you believe your operational budget is sustainable in the long term (Yes or No)? Yes
Please explain. DeBary Hall is supported by County funds and will continue to be supported.

ECONOMY:

Due to the current downturn in the economy, many facilities have experienced increases in customers while experiencing decreases in funds. For each of the areas listed below, please explain whether your facility has experienced an increase, decrease, or no effect. We have experienced a slight increase in scheduled tours, rentals and gift shop sales from last year.

Customer Base: 38% US Tourists staying in the area, 31% Volusia County Residents, 19% Florida Residents outside of Volusia and Seminole Counties, 7% Seminole County Residents, 4% foreign tourists, 1% margin of error based on tour surveys.

Total Number of Volunteered Hours: 2,921

Fundraising: DeBary Hall, Incorporated is our friends group and raises funds annually for programs and general improvements

Operational Budget: \$196,682

Other (use this space to describe any other effects of the economy that you think would be useful information for ECHO staff):

GOALS:

Please list the program goals and measureable objectives contained in Tab 4 and 5 of your grant. Describe in detail how those objectives have been achieved, or why they have not been achieved.

FOR 03-13:

Goal # 1 - Increase revenues generated on-site by 30%. For fiscal year 2008-2009, DeBary Hall received \$27,661.29 which is a 3% increase over fiscal year 2007-2008 when the site received \$26,853.85 in revenue.

Goal # 2 - Increase volunteer participation by 20% (number of volunteer hours). DeBary Hall Historic Site is a labor intensive service relying on the assistance of volunteers. During fiscal year 2008-2009, volunteers to DeBary Hall logged nearly 2,921.15 hours. Time donated is worth an average of \$19.51 (an estimate provided by the Independent Sector in Giving and Volunteering in the United States, 2007), for an economic equivalent of more than \$56,991.64. Based on the average hourly earnings of production and nonsupervisory workers on private payrolls as determined by the Bureau of Labor Statistics (which does not include the 12 percent estimate for fringe benefits), this type of giving clearly demonstrates the amount of community support

DeBary Hall Historic Site receives from its volunteers alone. Thus, volunteer participation has increased by 73% since fiscal year 2007-2008 (1,689).

Goal # 3 - Increase total annual visitation at the site by 30% (baseline equals 2,200 visitors). This year, 7,453 people visited the site; last year the number was 3,441; a 216% increase.

Goal # 4 - Start tracking attendance figures for targeted programs (4th graders and the disabled) to comprise 20% of total attendance figures for the grant award period. Targeted programs attracted 1,382 students.

Goal # 5 - Increase the number of special events staged at the site by 5 new events. During the 2008-2009 fiscal year, DeBary Hall held 25 special events which attracted over 5,000 visitors.

FOR 04-08:

Goal # 1 - Increase on-site revenues by 66% one year after construction. For fiscal year 2008-2009, DeBary Hall received \$ 27,661.29 which is a 3% increase over fiscal year 2007-2008 when the site received \$26,853.85 in revenue.

Goal # 2 - Upon completion of construction, increase volunteer participation by 20% (number of volunteer hours). DeBary Hall Historic Site is a labor intensive service relying on the assistance of volunteers. During fiscal year 2008-2009, volunteers to DeBary Hall logged nearly 2,921.15 hours. Time donated is worth an average of \$19.51 (an estimate provided by the Independent Sector in Giving and Volunteering in the United States, 2007), for an economic equivalent of more than \$56,991.64. Based on the average hourly earnings of production and nonsupervisory workers on private payrolls as determined by the Bureau of Labor Statistics (which does not include the 12 percent estimate for fringe benefits), this type of giving clearly demonstrates the amount of community support DeBary Hall Historic Site receives from its volunteers alone. Thus, volunteer participation has increased by 73% since fiscal year 2007-2008 (1,689).

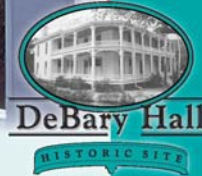
Goal # 3 - Increase average monthly non-event visitation by 50% after completion of construction (baseline is 120 non-event visitors). During fiscal year 2008-2009, average monthly non-event visitation was 621 people. This represents a 217% increase in average monthly non-event visitation since last year.

Goal # 4 - Increase use by 4th grade classes of the established education curriculum. Targeted programs attracted 1,382 students up from 858 last fiscal year.

Goal # 5 - Generate \$24,000 in annual on-site revenues after completion of construction. For the 2008-2009 fiscal year, we received \$27,661.29 in revenue which surpasses our goal of \$24,000.

DEBARY HALL HISTORIC SITE

For registration and more information, please call (386) 736-5953.



ARTISTS' RECEPTIONS 🌸 🌻 🌷

From October through May, DeBary Hall features exhibits from local artists of a variety of media, including ceramics, pottery, and watercolor and oil paintings. Each reception celebrates a new monthly exhibit.

Ages: All

Time and dates: 5 - 7 p.m. on the first Friday of each month from October through May 2009

Registration: None

Fee: Donations suggested

EASTER BUNNY AFTERNOON TEA 🌸

Have afternoon tea with the Easter bunny! Children of all ages will love this opportunity to get close and personal with the Easter bunny at DeBary Hall after the Egg-Stravaganza at Gemini Springs Park. All children must be accompanied by an adult.

Ages: All

Date: Saturday, April 4

Time: 1 p.m. (after the egg hunt at Gemini Springs Park)

Registration: Tickets must be purchased in advance. Limited seating is available.

Fee: \$25 per person

MOTHER'S DAY TEA 🌸

Show your mother how much you care when you bring her to tea at DeBary Hall! Learn the tradition of Victorian Era afternoon tea. Sample delightful finger sandwiches, scones and more. You may win a prize!

Ages: All

Time and date: 2 p.m. Saturday, May 2

Registration: Tickets must be purchased in advance. Limited seating is available.

Fee: \$35 per person or \$50 for mother and daughter/son

INDEPENDENCE DAY CELEBRATION 🌻

Activities for young and old including jump rope, pie-eating contests, kids' crafts, music and much more! Bring a picnic or enjoy food from vendors on site. (Tour admission of the mansion is not included.)

Ages: All

Time and Date: 10 a.m. - 2 p.m. Saturday, July 4

Fee: Free

HORROR AT THE HALL

Haunted House 🌻

Add the DeBary Hall Historic Site to your trick-or-treat stops! The event will feature a haunted house, candlelight tours through the historic mansion, ghost stories, children's creepy crafts, and a costume contest.

Ages: All

Date: Friday, Oct. 30

Time: 3 - 6 p.m.

Location: DeBary Hall Historic Site, 210 Sunrise Blvd., DeBary

Fee: \$4 for seniors, \$5 for adults, \$2 for children ages 3 and up, free for children 2 and under

Information: (386) 668-3840

FESTIVAL OF LIGHTS 🌸

The third annual Festival of Lights at DeBary Hall Historic Site offers a splendid laser light show and fantastic holiday decorative displays. You can stroll through the site and take in all the sights and sounds the evening has to offer. Children can talk to Santa and get their picture taken with him. You and your family will love this extravaganza celebration of the holiday season!

Ages: All

Time and date: 6 - 9 p.m. Saturday, Dec. 12

Fee: Free

CHRISTMAS TEA 🌸

Take tea at DeBary Hall! Learn the tradition of Victorian Era afternoon tea and Christmas traditions. Hear excerpts of family members from DeBary Hall's archives and imagine winter moments from an era long past.

Ages: All

Time and date: 2 p.m. Saturday, Dec. 19

Registration: Tickets must be purchased in advance. Limited seating is available.

Fee: \$35 per person

ECHO RANGERS 🌸 🌻 🌷

An ECHO Ranger is a student who learns the adventures of the ECHO (Ecological, Cultural, Heritage and Outdoor) offerings in Volusia County. Participants must complete a minimum of eight designated sites.

Ages: Grades 2 - 6

Dates: September through June

Registration: August through December

Fee: \$15

debarry hall

2009
leisurely
times



2009 SUMMER RECREATION PROGRAMS

For registration and more information, please call (386) 736-5952.

SUMMER CAMP FOR YOUTHS

Youths can enjoy eight fun-filled weeks of supervised playground activities, sports, crafts and exciting field trips to the movies, Universal Studios, Islands of Adventure, Wet 'n' Wild and more. Space is limited. Participants are encouraged to sign up early.

Ages: 6 - 15

Dates: June 15 - Aug. 7

Times: 7:30 a.m. - 5:30 p.m. Monday through Friday (closed July 4)

Registration: Early registration is at each site from 9 a.m. - noon Saturday, May 30; and Saturday, June 6

Cost: \$25 registration fee plus \$65 per week, per child. Trips included. Cost is subject to change.

Information: (386) 736-5952

**Program sites to be announced. Please call the Volusia County Parks, Recreation and Culture hotline at (386) 736-5952 for current listings.*

SUMMER RECREATION PROGRAM FOR YOUTHS WITH SPECIAL NEEDS

Youths with special needs can enjoy eight fun-filled weeks of supervised playground activities, sports, crafts and field trips. The program serves youths in grades K-5.

Dates: June 15 - Aug. 7

Times: 7:30 a.m. - 5:30 p.m. Monday through Friday (closed July 4)

Registration: Registration is at each site from 9 a.m. - noon Saturday, May 30 and June 6

Locations: The West Volusia Special Needs Camp site will be announced. The East Volusia Special Needs Camp will be at Edgewater Public School.

Cost: \$25 registration fee plus \$65 per week per child. Trips included. Cost is subject to change.

Information: (386) 736-5952

MSC MARINE EXPLORER CAMP

Join the Marine Science Center staff for an extraordinary opportunity to learn all about Volusia County's unique marine ecosystems. Students will explore the wide world of marine science through labs, seine netting, boat trips, kayaking and snorkeling in a variety of marine habitats. Students learn about mangrove and sea grass ecology, the natural history of a variety of fish species, and more. Come join us and get wet!

Dates: Dates in June, July and August to be announced

Location: Marine Science Center, 100 Lighthouse Point Drive, Ponce Inlet

Fee: To be determined

Information: (386) 304-5529



Summer recreation



www.volusia.org/parks

5



summer recreation

2009 SUMMER RECREATION PROGRAMS

For registration and more information, please call (386) 736-5952.



DEBARY HALL'S HISTORY QUEST

Travel back in time and discover what life was like 100 years ago along the St. Johns River.

Participants will learn about daily life at DeBary Hall by playing old-fashioned games, making turn-of-century toys, talking to historical characters, conducting an archaeological dig, and learning about local history and archaeology. The week will end with an ice cream social featuring handmade ice cream!

Ages: 7 - 12
Dates: Monday through Friday, June 8 - 12
Times: 9 a.m. - 3 p.m.
Location: DeBary Hall Historic Site
Registration: DeBary Hall or Volusia County's Parks, Recreation and Culture office
Fee: \$75 per child for the week
Information: (386) 668-3840

DEBARY HALL'S INVENTION QUEST

Seek the inventor in yourself! Campers will learn all about inventions - from the earliest inventors to the inventions used to modernize DeBary Hall to creating our own inventions. Participants will use historic and modern materials and make our own materials to learn how inventions make life easier.

Ages: 7 - 12
Dates: Monday through Friday, June 22 - 26
Times: 9 a.m. - 3 p.m.
Location: DeBary Hall Historic Site
Registration: DeBary Hall or Volusia County's Parks, Recreation and Culture office
Fee: \$75 per child for the week
Information: (386) 668-3840

DEBARY HALL'S ECO QUEST

Have you ever wondered what makes Florida so unique? Participants will explore Florida's natural habitat and learn about the plants, animals and geographical features of our area through outdoor activities and scientific projects.

Ages: 7 - 12
Dates: Monday through Friday, July 13 - 17
Times: 9 a.m. - 3 p.m.
Location: DeBary Hall Historic Site
Registration: DeBary Hall or Volusia County's Parks, Recreation and Culture office
Fee: \$75 per child for the week
Information: (386) 668-3840

DEBARY HALL'S GAME QUEST

Test your skill at challenges and games from yesterday, today and tomorrow. Children will play games that span the long timeline of gaming. Participants will learn problem-solving and team-building skills while increasing their knowledge and physical ability.

Ages: 7 - 12
Dates: Monday through Friday, July 27 - 31
Times: 9 a.m. - 3 p.m.
Location: DeBary Hall Historic Site
Registration: DeBary Hall or Volusia County's Parks, Recreation and Culture office
Fee: \$75 per child for the week
Information: (386) 668-3840

