

Beulah Camp and Conference Center

Annual Information Forum

June 6, 2026 – Beulah Hotel

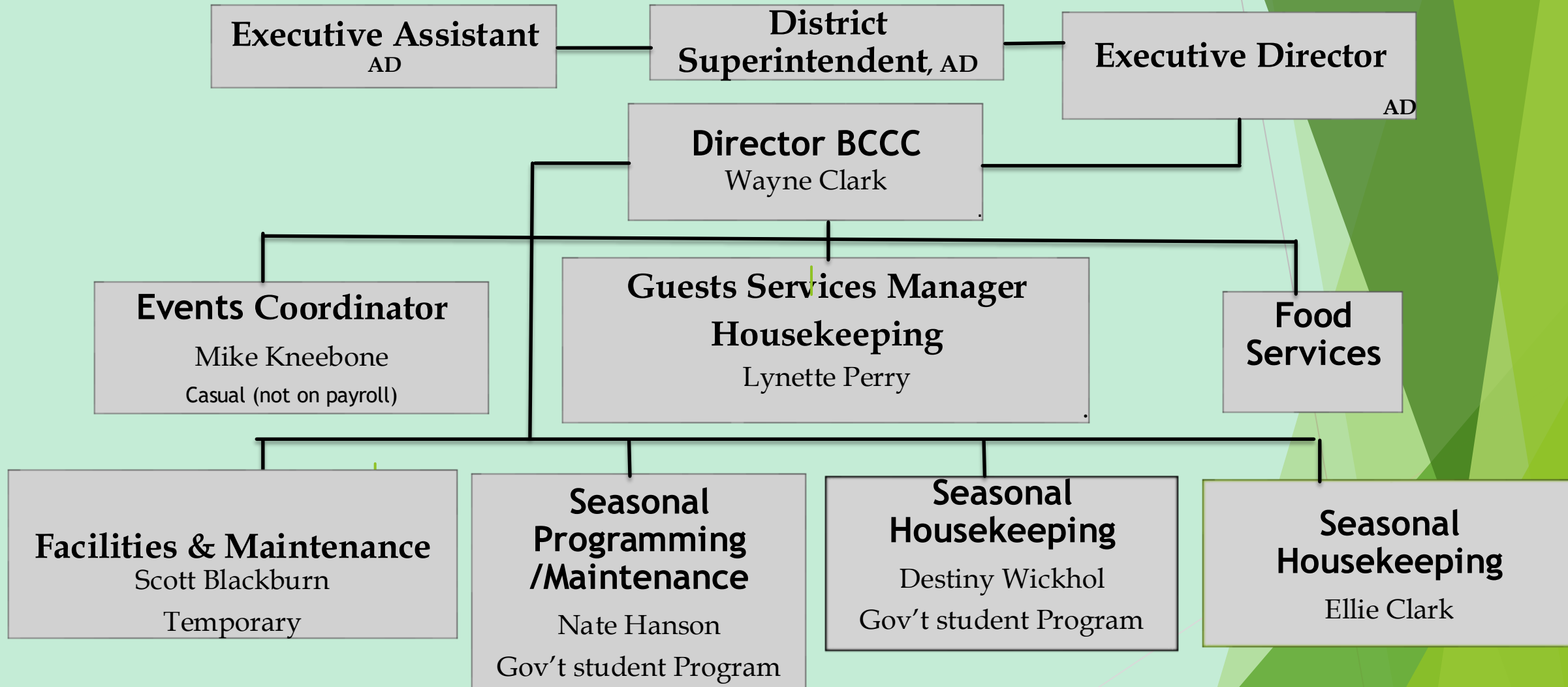
10:00 A.M.

Welcome to BCCC Information Forum 2026

What to expect this morning

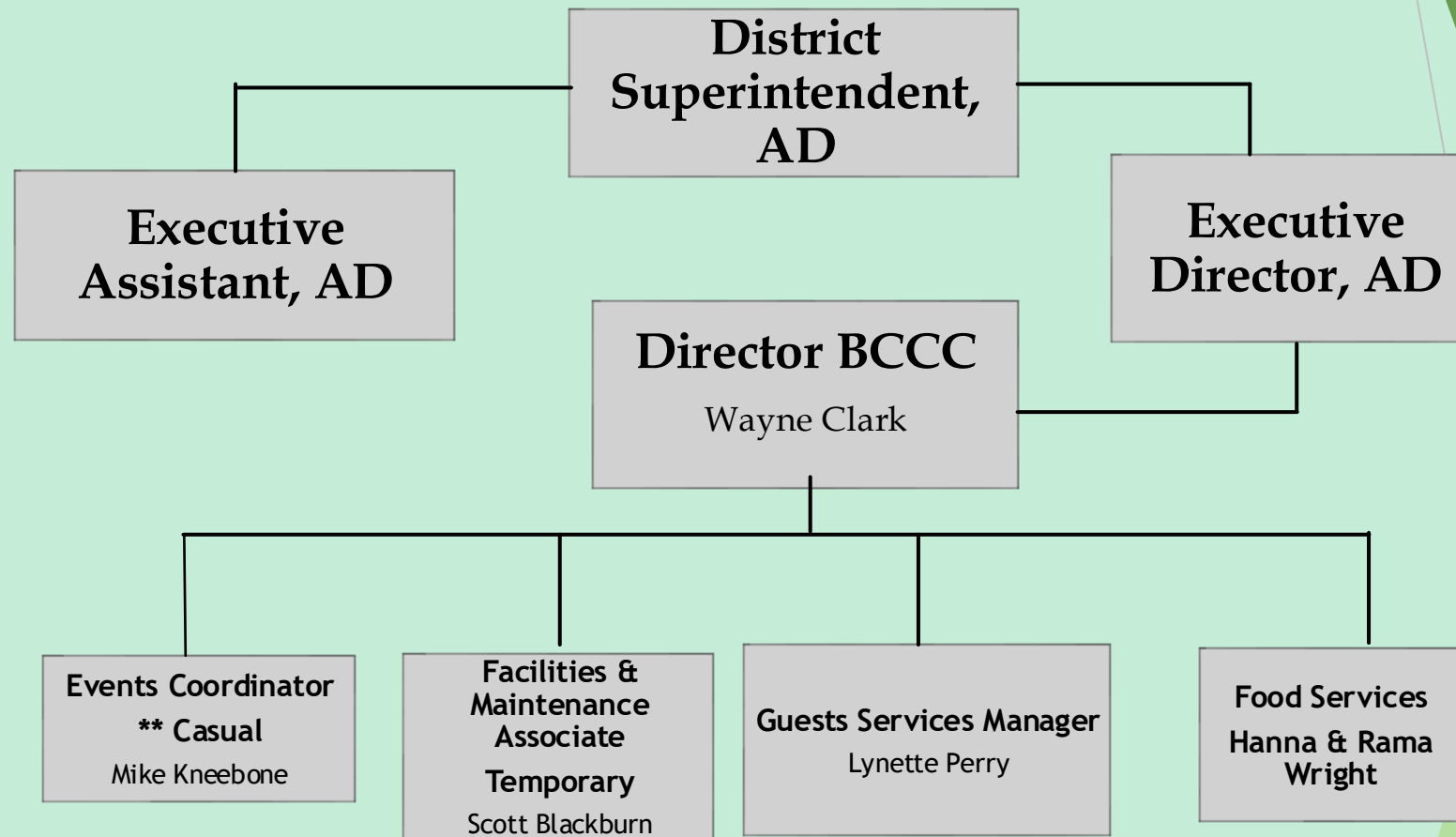
1. Thank you to all volunteers
2. Focus during 2025 post-season.
3. Organizational Structure
4. Recap of Strategic Plan and Alignment
 - ▶ Who are we?
5. 2026 Summer Highlights
6. Infrastructure Challenges
7. Financial Overview
8. The Pathway Forward
9. Q&A Related to Information Presented

Organizational Structure Summer 2026



Organizational Structure Summer 2026

** Not on payroll



Beulah Camp – Who are we?

People who:

- ▶ Have a cottage or trailer for the primarily for the purpose of:
 - ▶ attending Family Camp?
 - ▶ Attending Family Camp and other Christian events?
 - ▶ Christian atmosphere?
 - ▶ Safe place?
 - ▶ Having a good place for children - close to water and summer fun?
 - ▶ Leisure - vacation and weekend?
 - ▶ Relationships – friends, family etc.?

Who are we?

2. Full-time resident – Beulah is their home – why?
 - ▶ Long time Beulahite – no better place to retire
 - ▶ Want to be part of Beulah atmosphere
 - ▶ Want to participate and help out
 - ▶ Very affordable

Mission and Purpose of Beulah Camp

Since its founding in 1896, Beulah Camp and Conference Center has existed to cultivate pastoral and lay leadership, to nourish spiritual growth and renewal, and to provide vibrant Christian fellowship, first for the Atlantic District of The Wesleyan Church, but much more broadly for Christian communities of Atlantic Canada and the eastern United States to the end that the Good News of the Gospel is more visible and more winsomely attractive through the region.

Vision—The difference anticipated with this Strategic Plan - next 3-5 years

BCCC will be known throughout the region for its hospitable spirit, and its innovational and imaginative Spirit-filled programming for Christian leaders—both pastoral and lay, Christian families, and believers and seekers of all ages

Where are we today?

Three aspects to this work:

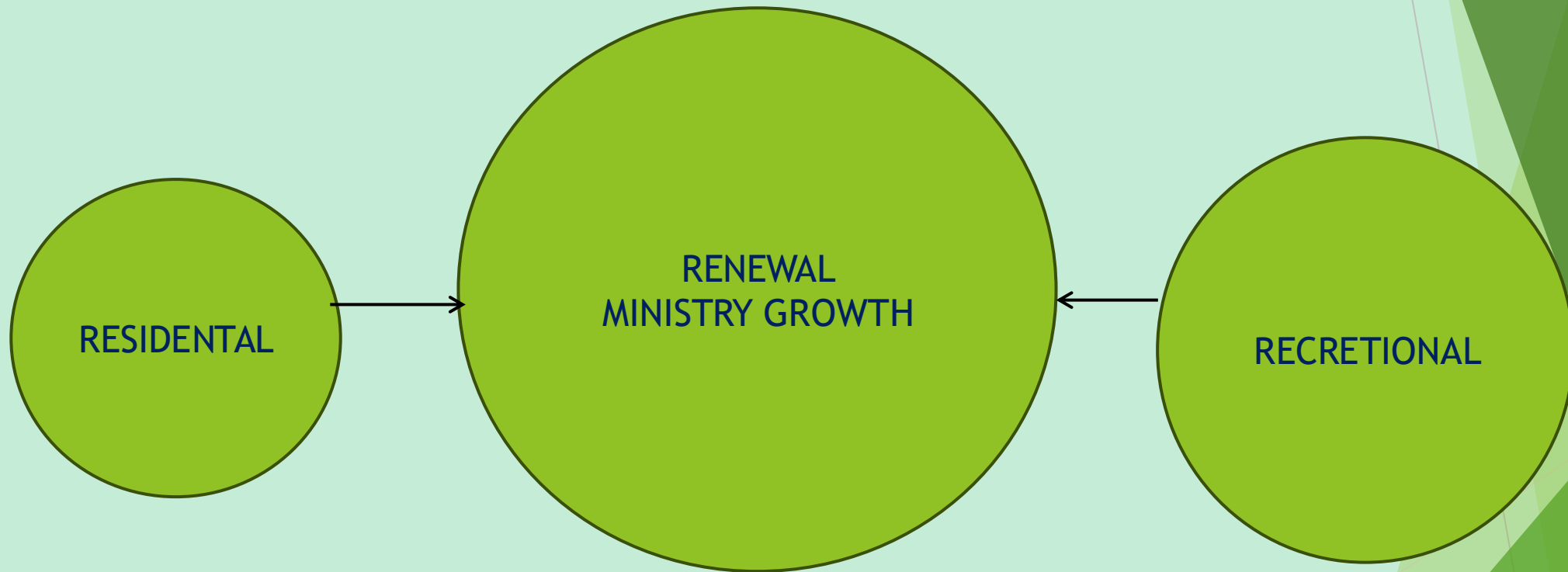
Renewal—The priority of spiritual renewal is primary and infuses the other two aspects

Recreational—which includes drawing on the rich natural beauty of the camp's entire property, as well as the nearby St. John River and Caton's Island

Third Aspect

Residential – includes a variety of short-term and year-round housing

What we strive to be know for!



Our projects and initiatives must point to the center circle!

Organizational Development

Organizational Change

- Caretaker role eliminated
- Facilities and Maintenance Associate position created
- Director position created
- Changes in reporting relationship
- Guests Services position realigned

Next 3-5 years

BCCC's facilities for lodging, dining, worship, learning and recreation will be attractive and well maintained; the grounds will be inviting to guests of all ages and bring Glory to God our Creator.

Ministry

- ▶ District has introduced a new format for Family Camp services
 - ▶ 2025 had a focus on the theme “Disciple as you Go” some variation in the way we do church in the Tab.
 - ▶ 2026 will include new ministry opportunities - for both adults and youth
- ▶ An additional Quilt Retreat in May was added, with great success
- ▶ New ministry related initiatives are coming in 2026-2027

Coming this Summer - July 31- August 2

Beulah Camp and Conference Centre will host the first Maritime Apologetics Conference – theme is Christianity in a post-chritian society



PRESIDENT
Apologetics Canada

Ministries (AC). He passionately engages pressing issues related to our humanity from a Christian perspective. He has presented at various venues such as Cambridge University on philosophical issues related to Artificial Intelligence, provided ethical guidelines on robotics for the United Nations, and addressed legal concerns over rights of conscience at the World Congress in Philosophy of Law.

Andy has published widely from children's books to the Supreme Court Law Review. His most recent book, **Reclaimed: How Jesus Restores Our Humanity in a Dehumanized World** was awarded runner up to evangelistic resource of the year. Andy is known for making complex theological and philosophical ideas understandable through the art of storytelling as seen in AC's video resources. **The Human Project** video series debuted at film festivals around the world and won a number of awards including Best Short Film and People's Choice. Recently released is **BRANDED: A Series on Identity** which is now available on RightNow Media. Between his 20 years of pastoral experience and a PhD from the University of Aberdeen, Andy brings both experience and research to his work.

Facilities

Tabernacle Terrace launched

- ▶ Riverview demolished and Tabernacle Terrace concept rolled out
- ▶ Landscaping of the area
- ▶ New fence – phase 1

Facility Improvements

- ▶ New washroom on Tabernacle Terrace
- ▶ New washrooms at Trailer Park
- ▶ Tabernacle painting and many new windows
- ▶ McDowell common room and ventilation
- ▶ New lights in upper room and kitchen
- ▶ New steps at Heritage Hall
- ▶ New stairs at Dumpster

Other improvements on the Way

- ▶ More facilities and grounds improvement
- ▶ Beach enhancement – new water activities ordered for this summer - hopefully in time for Family Camp
- ▶ Fund raising for key priorities
- ▶ Café in Heritage Hall – coming soon!

Major Repair and Upgrade Needs

Centennial Park

- ▶ New roof needed on all but one trailer
- ▶ Two (2) rooms required immediate attention. – ceilings, walls, and floors need significant repair, that were damaged due to leaky roof
- ▶ All insulation must be removed from under the trailers due to animal activity
- ▶ All units could use some updating with paint

Some Pain Points

Centennial Park

- ▶ All, except one(1) unit in need of a new roof - one (1) already leaking



Hotel – Major Project

Issue

- ▶ Accommodations outdated
 - ▶ One (1) shower men; one (1) shower women to service all
 - ▶ Windows in rooms are in disrepair
 - ▶ No accommodation for the physically challenged – no elevator
 - ▶ Second to last choice for accommodations
 - ▶ Extremely underutilized
- ▶ Dining Hall and Kitchen
 - ▶ Floors severely sloped
 - ▶ Tile missing – ceiling tiles bad
 - ▶ Water from second floor showers periodically leak through ceiling
 - ▶ Kitchen upgrade needed

McDowel Dorm

- ▶ Severely under utilized - sits on prime real estate
- ▶ Rooms and bathrooms are in very poor condition
- ▶ Approximated cost of material to bring to an acceptable
- ▶ Prime location overlooking the mighty Saint John

Financial Overview

Assessment Fee

- ▶ \$700.00 per lot charged in 2024 to help with facilities upgrades

Results

- ▶ Tabernacle paint and windows
- ▶ Renovation of Trailer Park Washrooms
- ▶ Steps at Centennial Park
- ▶ New Washroom by Tabernacle
- ▶ Renovated common room and air exchange system at McDowell

Financial Reality

Expense -Annually

- ▶ NB Power 93,544
- ▶ Oil & Propane 15, 928.
- ▶ Insurance 33,226
- ▶ Water & Sewer Analysis 10,143
- ▶ (WIF) Loan Payment 112,776

OVERALL BCCC FINANCIAL POSITION

- Revenue covers basic annual expenses, however not sufficient to invest in our aging infrastructure.
- The special assessment did allow for some significant improvements, however fell way short on meeting all needs.

Here is a Biggy

Beulah Hotel

- ▶ Essential to the ongoing viability of Beulah Camp – people are fed here
- ▶ And some are fed up!
- ▶ Dining hall floor missing tile and severely sloped
- ▶ Ceiling tiles stained due to leaking from second floor showers
- ▶ Lack of accessibility to second floor

Hotel Con't

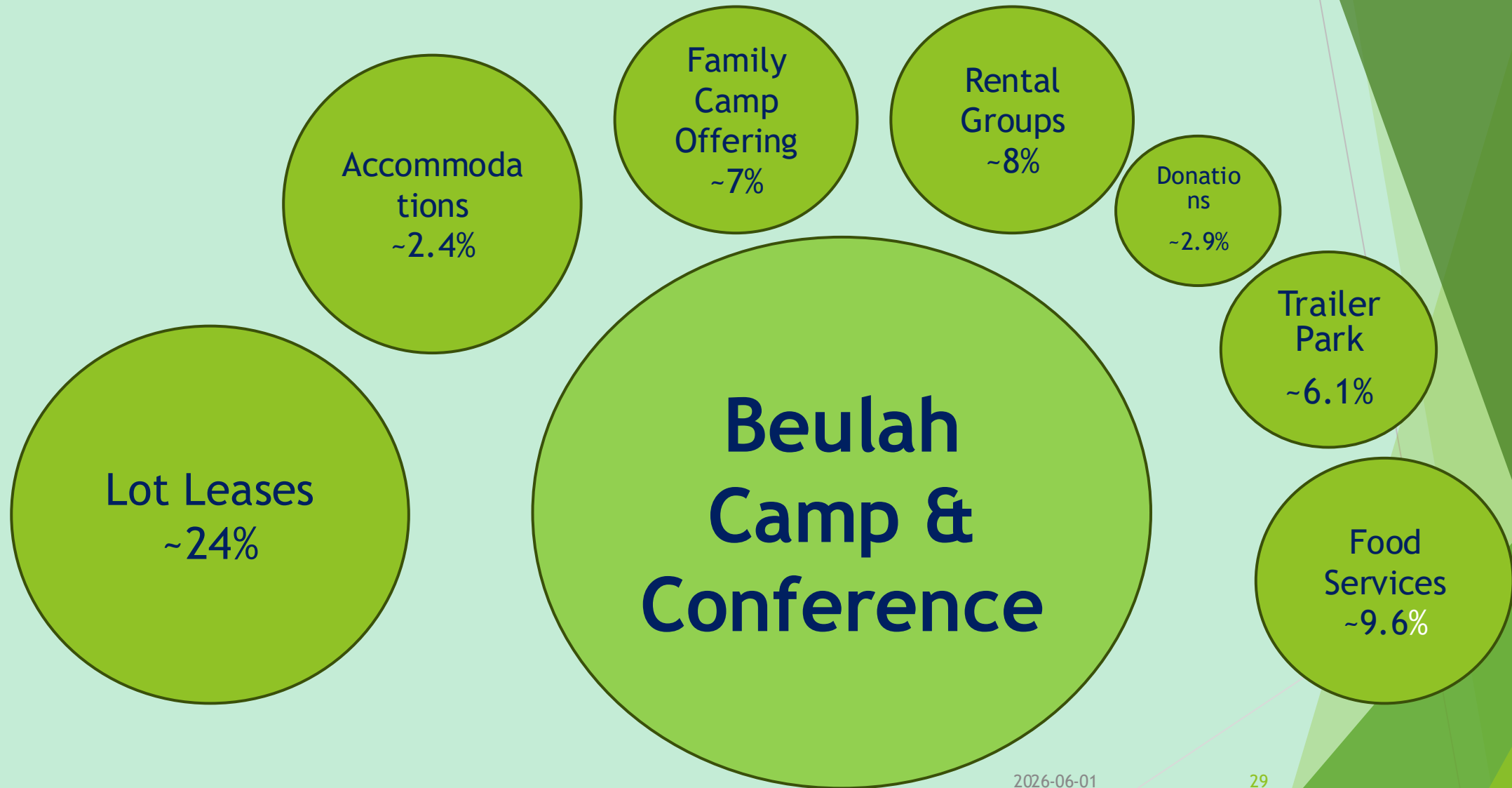
- ▶ One of least desirable accommodation option – one (1) male and one (1) female shower shared for all 20 rooms
- ▶ Windows falling apart

Trailer Park Upgrade

Old Trailer Park

- ▶ Gravel pit ambience - far from the top 10 RV parks in New Brunswick
- ▶ Positioned in a highly visible, well-travelled location across from playground and sports court
- ▶ The Olivet part is on a significant slope, make it a challenge for RV owners

Revenue Sources



MIND THE GAPS

GAP BETWEEN OUR REVENUE AND ABILITY TO OPERATE A VIABLE CHRISTIAN CAMP IN TERMS OF:

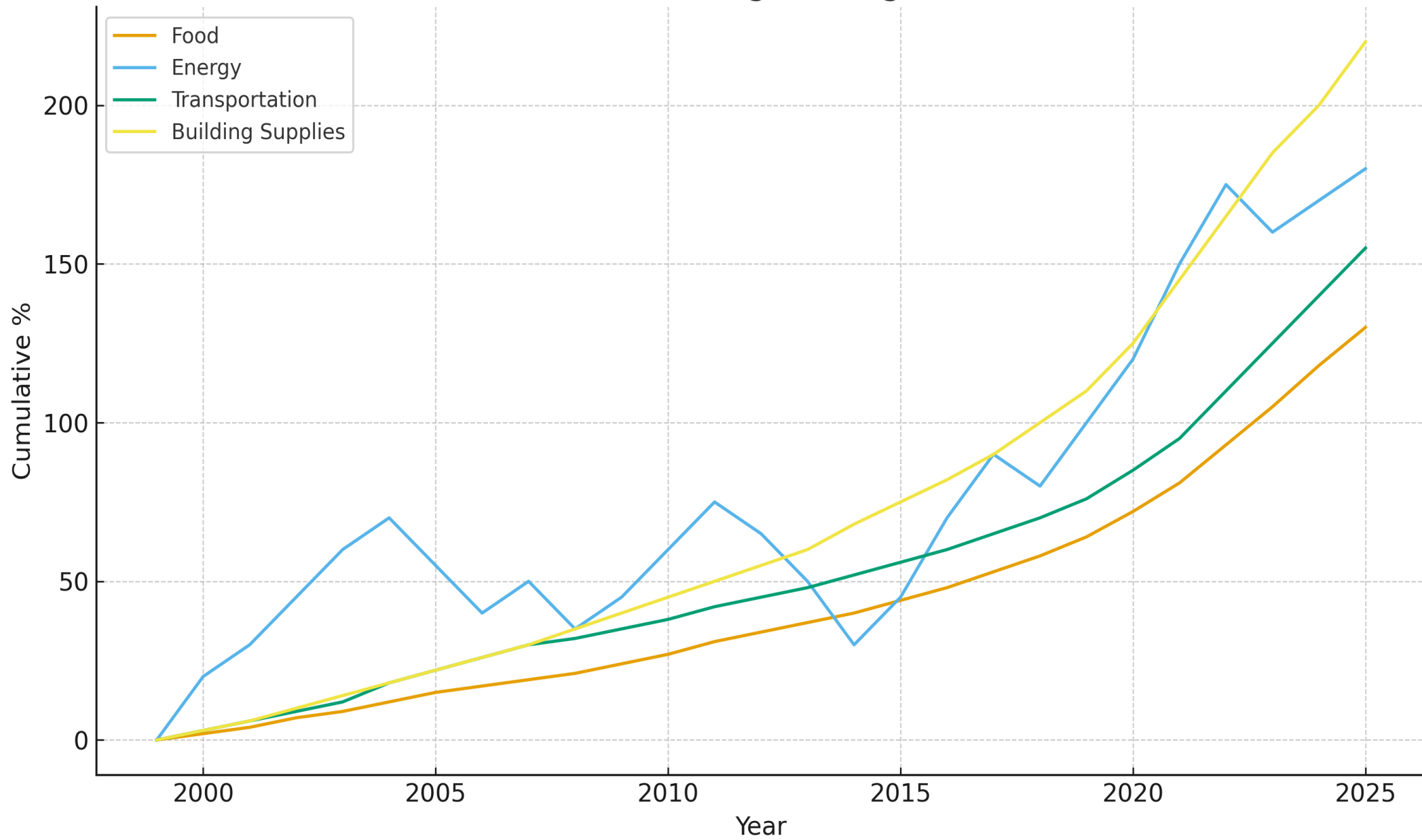
- ▶ Maintaining its infrastructure aligned with customer expectations
- ▶ Advancing ministry programs due to inadequate and poorly maintained facilities
- ▶ Inability to add recreational facilities that draw groups and individuals with the purpose of them being exposed to Christian Development
- ▶ Inability to keep pace with increasing operational costs

OPPORTUNITIES

LOT LEASE STATUS

- ▶ Is there opportunity for our primary revenue source to increase its contribution?
- ▶ How do we compare to other camps?
- ▶ Thank you for asking?

Cumulative Percentage Change Since 1999

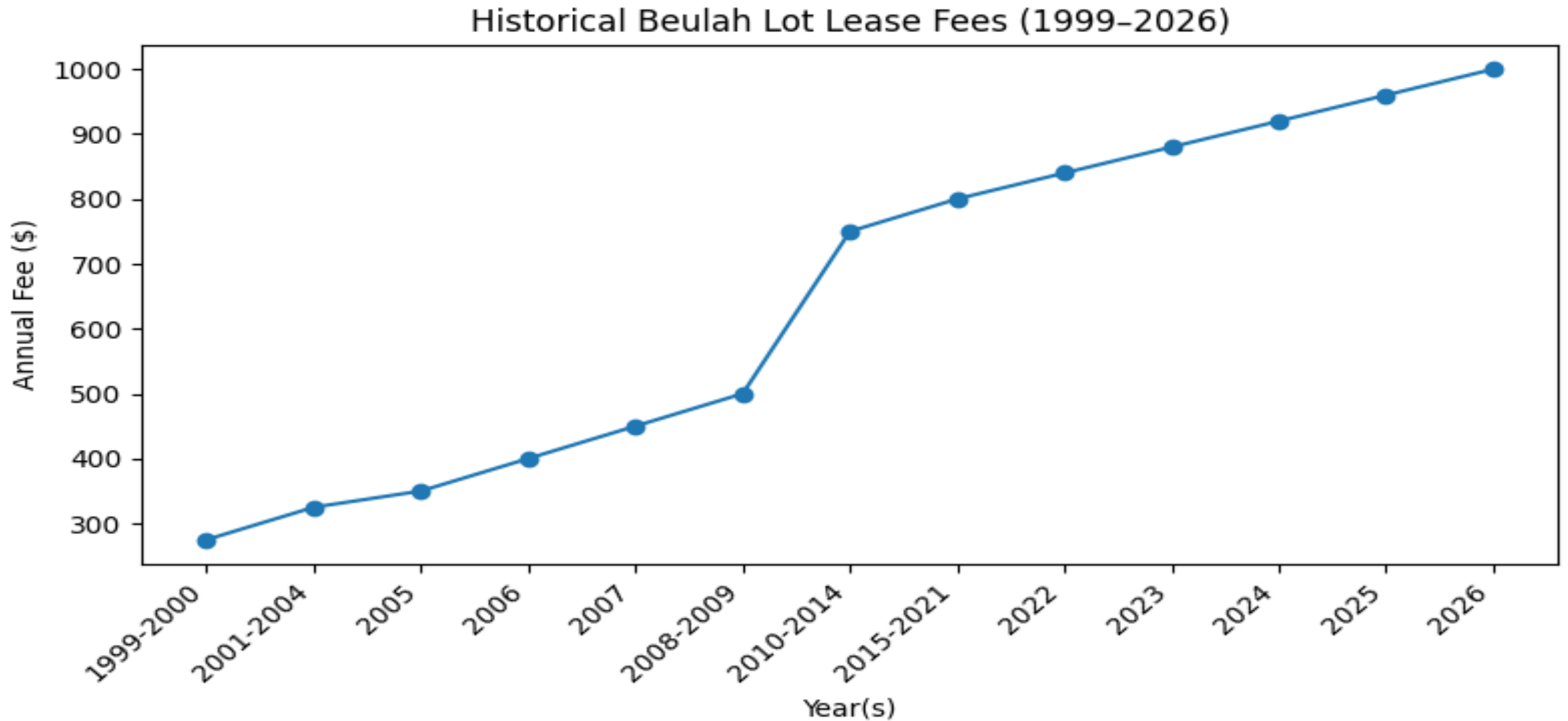


Year(s)	Annual Fee	Percent Increase
1999–2000	\$275.00	
2001–2004	\$325.00	18.18%
2005	\$350.00	7.69%
2006	\$400.00	14.29%
2007	\$450.00	12.50%
2008–2009	\$500.00	11.11%
2010–2014	\$750.00	50.00%
2015–2021	\$800.00	6.67%
2022	\$840.00	5.00%
2023	\$880.00	4.76%
2024	\$920.00	4.55%
2025	\$960.00	4.35%
2026	\$1,000.00	4.17%

2026-06-01

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Historical Beulah Lot Lease Fees (1999-2026)



Regional Seasonal Campground Fee Comparison (2024)

Campground	Location	Annual Fee
River Country Campground	Clearview, NB	\$1,600
Ocean River RV Resort	Tabusintec, NB	\$2,035
Peaceful River Campground	River John, NS	\$2,100
Sussex KOA Campground	Sussex, NB	\$2,500
Lazy Bay Campground	Malagash, NS	\$2,500
Oak Point Kiwanis Campground	Oak Point, NB	\$3,000
Marco Polo Campground	PEI	\$3,000

BCCC's lot leases are typically 50–70% lower than these benchmarks, even before considering year-round accessibility for lots with winter water

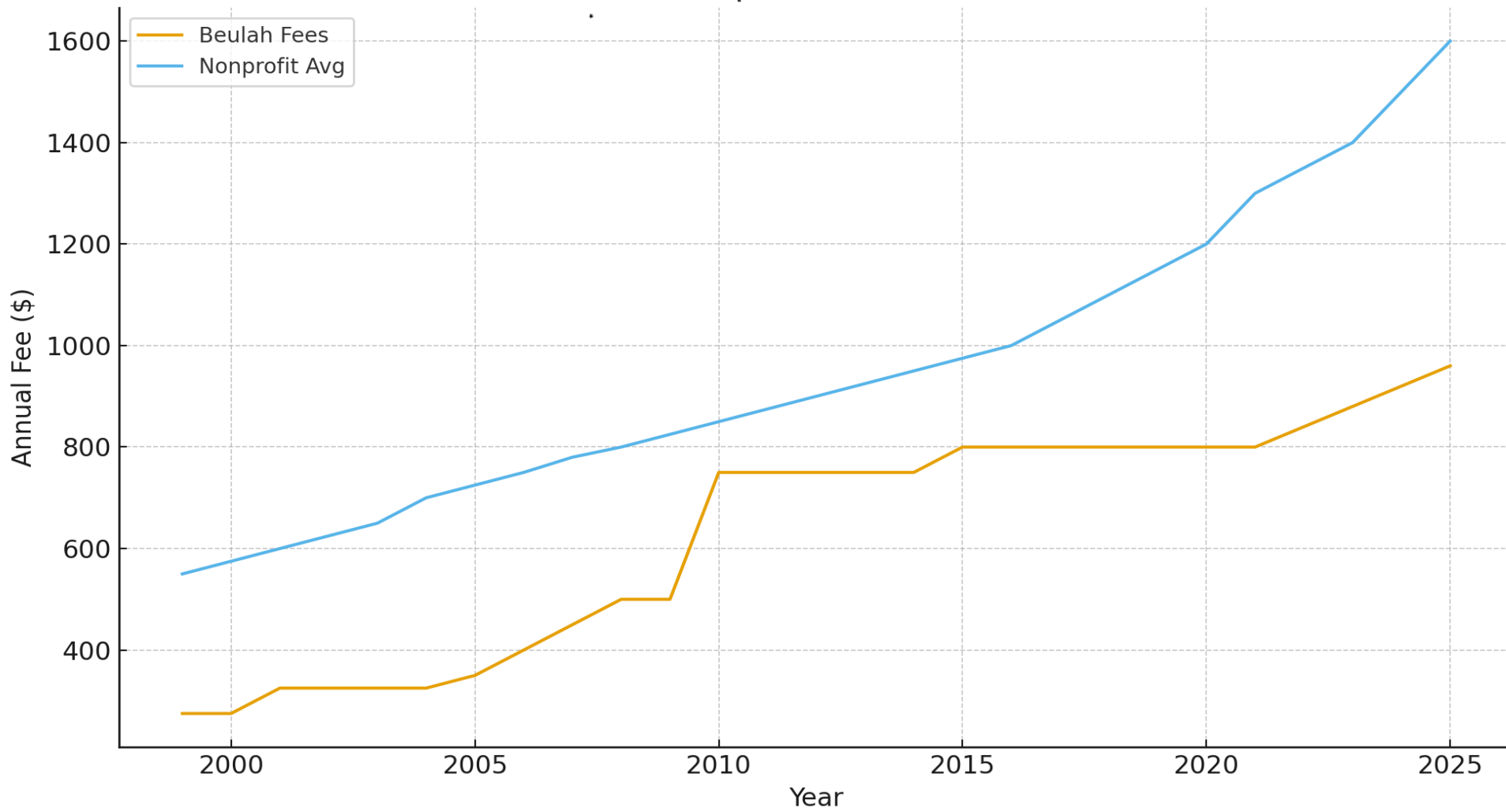
Atlantic Canada Nonprofit – Beulah Comparison Beulah vs Nonprofit Fees (1999–2025)

The chart on the next two slides compares Beulah's historical lot lease fees with the average fees of comparable nonprofit campgrounds in Atlantic Canada

Year	Nonprofit Avg	Beulah Fees	Price Diff	% Diff
1999	\$550.00	\$275.00	\$275.00	100.00%
2000	\$575.00	\$275.00	\$300.00	109.09%
2001	\$600.00	\$325.00	\$275.00	84.62%
2002	\$625.00	\$325.00	\$300.00	92.31%
2003	\$650.00	\$325.00	\$325.00	100.00%
2004	\$700.00	\$325.00	\$375.00	115.38%
2005	\$725.00	\$350.00	\$375.00	107.14%
2006	\$750.00	\$400.00	\$350.00	87.50%
2007	\$780.00	\$450.00	\$330.00	73.33%
2008	\$800.00	\$500.00	\$300.00	60.00%
2009	\$825.00	\$500.00	\$325.00	65.00%
2010	\$850.00	\$750.00	\$100.00	13.33%
2011	\$875.00	\$750.00	\$125.00	16.67%
2012	\$900.00	\$750.00	\$150.00	20.00%

2013	\$925.00	\$750.00	\$175.00	23.33%
2014	\$950.00	\$750.00	\$200.00	26.67%
2015	\$975.00	\$800.00	\$175.00	21.88%
2016	\$1000.00	\$800.00	\$200.00	25.00%
2017	\$1050.00	\$800.00	\$250.00	31.25%
2018	\$1100.00	\$800.00	\$300.00	37.50%
2019	\$1150.00	\$800.00	\$350.00	43.75%
2020	\$1200.00	\$800.00	\$400.00	50.00%
2021	\$1300.00	\$840.00	\$460.00	54.76%
2022	\$1350.00	\$880.00	\$470.00	53.41%
2023	\$1400.00	\$920.00	\$480.00	52.17%
2024	\$1500.00	\$960.00	\$540.00	56.25%
2025	\$1600.00	\$1000.00	\$600.00	60.00%

Beulah vs Nonprofit Fees (1999-2025)



BCCC Lot Lease Changes

The Beulah Camp and Conference Center board, on November 27, 2025, unanimously voted to accept a motion to increase BCCC lot lease fees effective January 1, 2027.

Despite increasing costs, BCCC has honoured their commitment to limit lot lease increases to \$40 annually for a period of five (5) years, expiring December 31, 2026.

Lot Lease increases effective 2027

Beulah Camp and Conference Center				
Year	Seasonal Cottage	Winter Water Cottage	Original Trailer Park	Newer Trailer Park
2026 Rate	\$1,000	\$1,000 + 100	\$925 + 40	\$1,000 + 40
2027 Rate	\$1,200	\$1,500 (\$100 included)	\$965 + 40	\$1,200 + 40

Summary – Key Takeaways

1. The reason for Beulah's existence is Christ-centered spiritual renewal/development.
2. All other components must align and support #1 - Christ-centered Ministry.
3. Revenue streams presently do not provide for major upgrades or new construction.
4. Donations represent a small percentage of total revenue.
5. In the absence of donor generosity BCCC's Vision is not probable.
6. Leaseholder fees are a large factor in the success of BCCC.

Why Change?

- ▶ Inefficient use of facilities and location resources
- ▶ Without change, the infrastructure will deteriorate
- ▶ The purpose of Beulah Camp is ministry – huge opportunity in this area
- ▶ If current trends continue BCCC risks, over time, becoming a leisure residential living facility (predominately retired folk) and rental venue - with depleting BCCC ministry
- ▶ Without change we risk a high probability of losing our children and youth.

Why Change?

- ▶ Beulah Camp was not established to lose spiritual focus – not by the founders and not by God!

THANK YOU FOR COMING

**WITHOUT YOU BEULAH WOULD NOT
EXIST**

**LET'S WORK TOGETHER AND CONTINUE
MAKING THIS A PLACE THAT HONOURS
THE ONE WHO GAVE IT TO US FOR ONE
PURPOSE**