

girl scouts  
louisiana east

# STRATEGIC PROPERTY PLAN

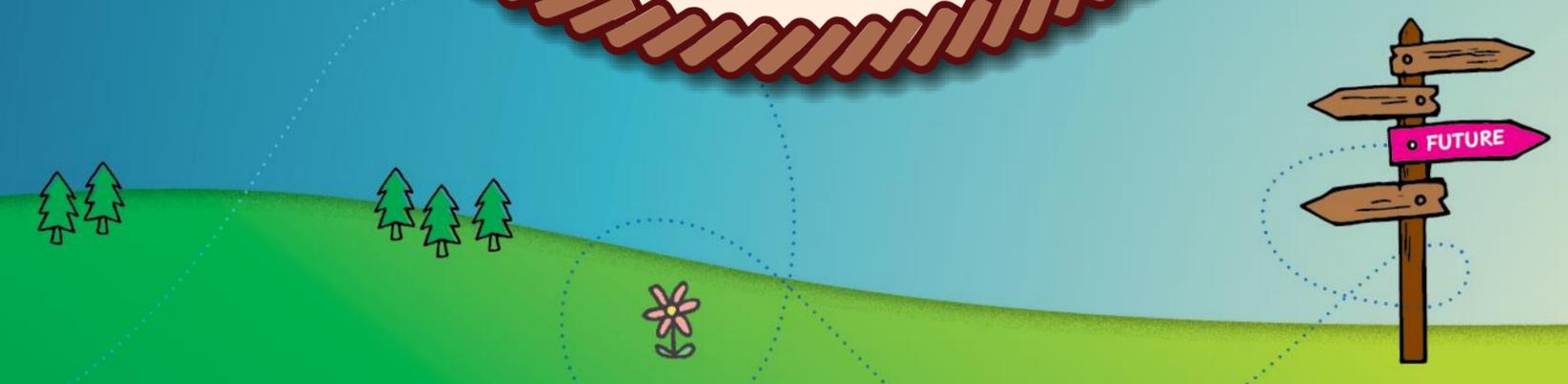




GSLE is proud to announce  
**a new strategic look**  
at the properties we own and  
create a plan that will give us:

- the **resources** for the future
- **enhanced Girl Scout experiences**
- improved **visibility within the community**

to grow the future  
of Girl Scouts.



# Focus on Our Future



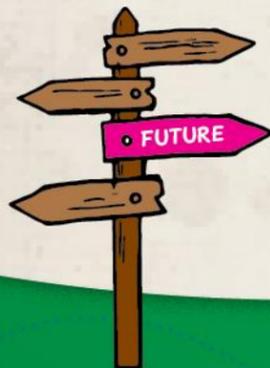
GSLE is focused on serving **girls in southeastern Louisiana** by investing in outstanding girl experiences.



Getting the most out of where we are and what we offer in a **centrally located Experience Center.**



Our strategy is aligned with population growth projections, and sets the foundation to **grow our membership over the next decade.**



# A New Experience Center



## Retail

GSLE will open a centrally located Experience Center that will be a regular part of the lives of families in our region – and **raise our visibility in the community.**



## Program

The Experience Center will combine retail, programming and meeting space, and office space under one roof.



## Workspace

The Experience Center will be a dynamic and flexible workspace for staff and volunteers that **connects them to each other and the mission.**



# Experiential Retail

GSLE will create a destination retail space along the I-10 corridor within a high-traffic shopping center. This will help **raise the Council's visibility** in the community and create an **immersive shopping experience** for current and future members.

The retail space will include digital signage, an informational kiosk, and products that enhance outdoor and STEM experiences for today's girls.

**The Mobile Shop is on the move!** GSLE's mobile shop will provide service to all 23 parishes delivering uniforms, badges, supplies, and other branded Girl Scouts merchandise.



# Experience Center

The new Experience Center will raise the Council's visibility in the community, create an immersive shopping experience for current and future members, and provide spaces for STEM events, Day Camps, and other Girl Scout activities and programming.



 Meeting Space



Activities & Journeys 



Day Camp 

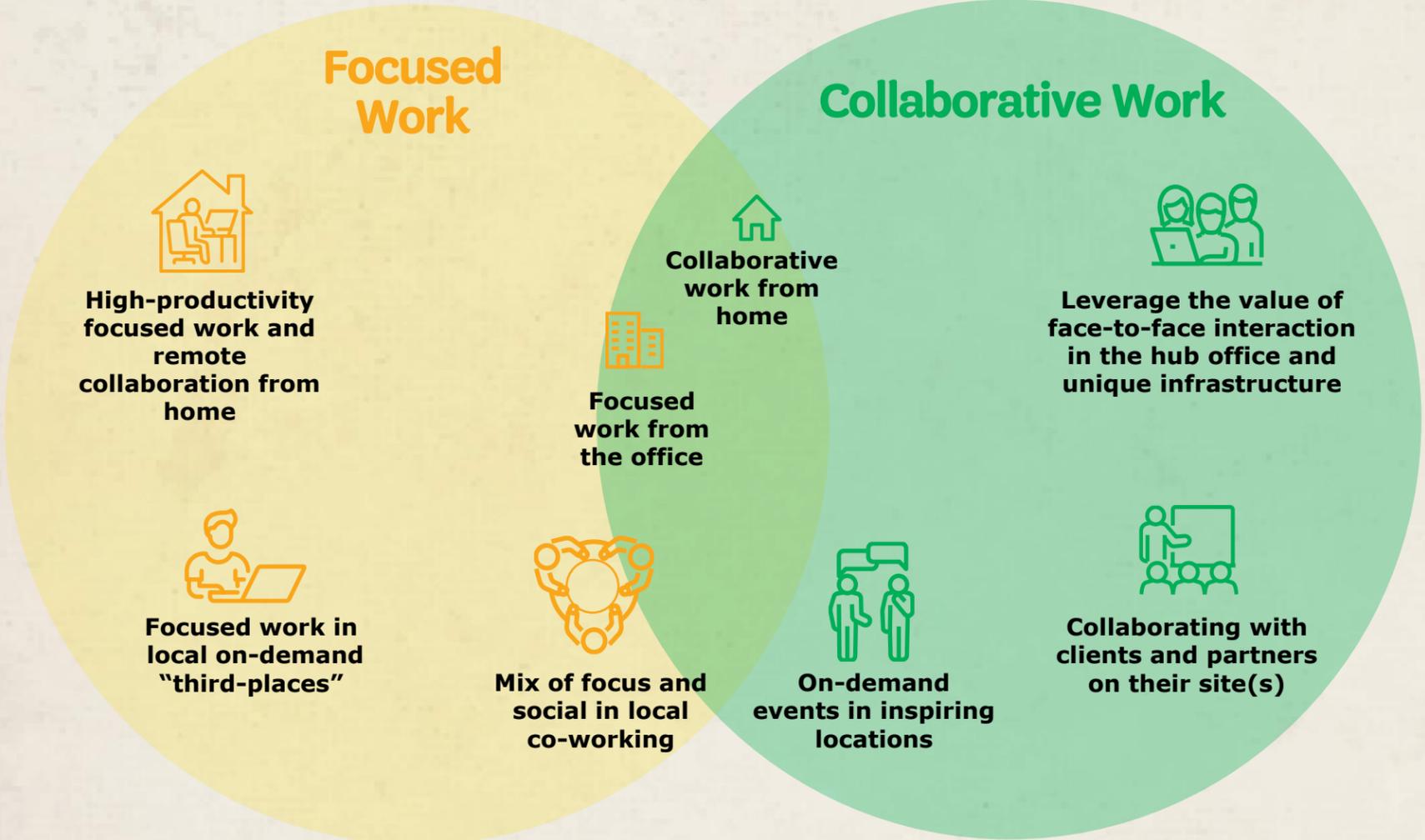


Culinary Learning



STEM Events

# Workspace for Staff



Changes in where and how we work have transformed the need for office space.



Open and flexible floor plan that supports collaboration in a more efficient footprint.



# Workspace

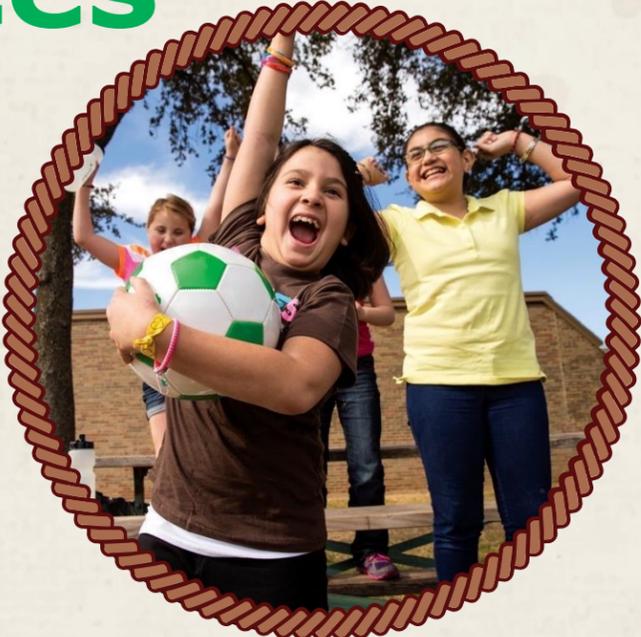
Located with retail and programming space, the new workspace will better support a **hybrid work model** and have **modern flexible furniture** to support staff operations.



# Investing in Camp Experiences



This plan will also allow us to invest in and deliver high **quality outdoor experiences** to help girls thrive physically, emotionally, & intellectually.



GSLE wants girls to **experience nature, find a home away from home, and challenge themselves** in a way unique to the camp experience.



GSLE's strategy will help our camps **stand out from** similar experiences in our region.



# Using Resources Wisely



The Board of Directors has a **fiduciary responsibility** to the health and stability of the organization.

- Evaluate the value and costs of the owned real estate portfolio
- Align with the stated goals and future vision of GSLE



GSLE's current real estate portfolio is **expensive to maintain**:

- \$300,000 annual operating costs
- Nearly \$4 million in deferred maintenance

Consolidating service centers provides an opportunity be **more visible** and attract new members.



GSLE will use the proceeds from sold properties to:

- Stabilize Council finances to ensure Girl Scouting in southeast Louisiana for girls now and in the future



# Our Path Forward



Analyze existing properties for risks and opportunities

Plan what to sell, keep, and invest in to support future members

Stabilize Council funding for girls now and in the future

Establish Experience Center and raise funds for Marydale and Covington

- Evaluate current state of properties
- Develop Experience Center concept and identify camp improvements

- Appraisal of properties
- Population analysis
- Location review and optimization

- Sell Properties:
- Regional Office in Baton Rouge
  - HQ Office in Metairie
  - Camp Whispering Pines

- Experience Center
- Upgrade Marydale
- Indoor facility at Covington



# What is Changing

## Key



INVEST



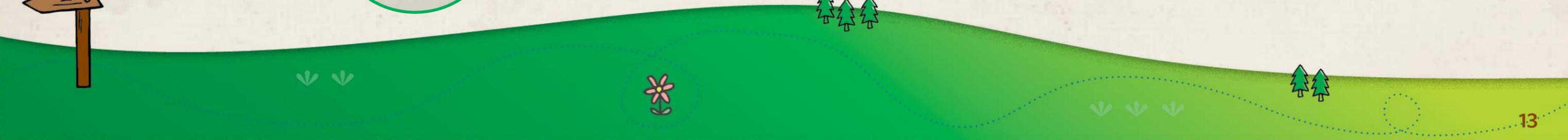
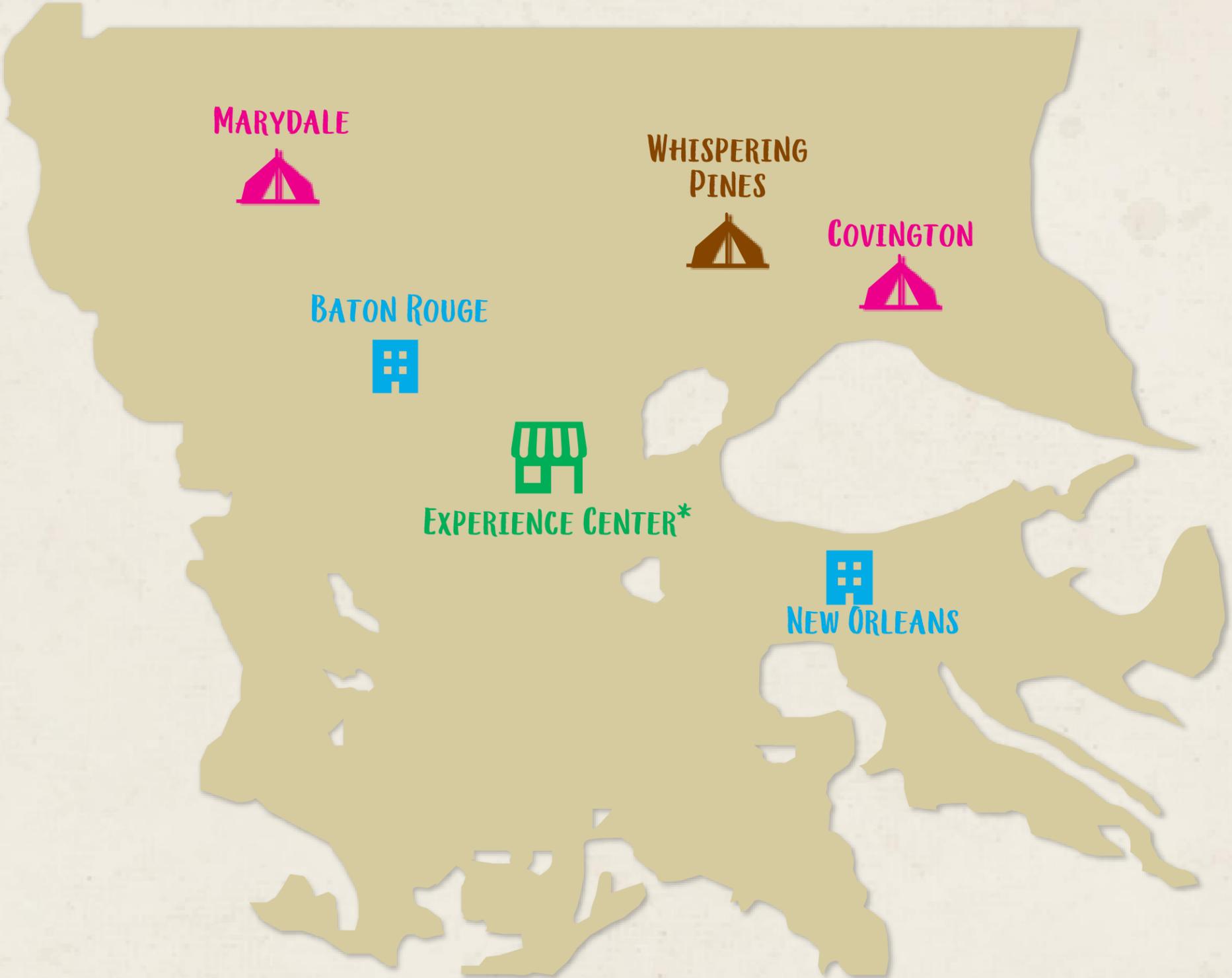
EXIT



EXIT/CONSOLIDATE



NEW - LOCATION TBD



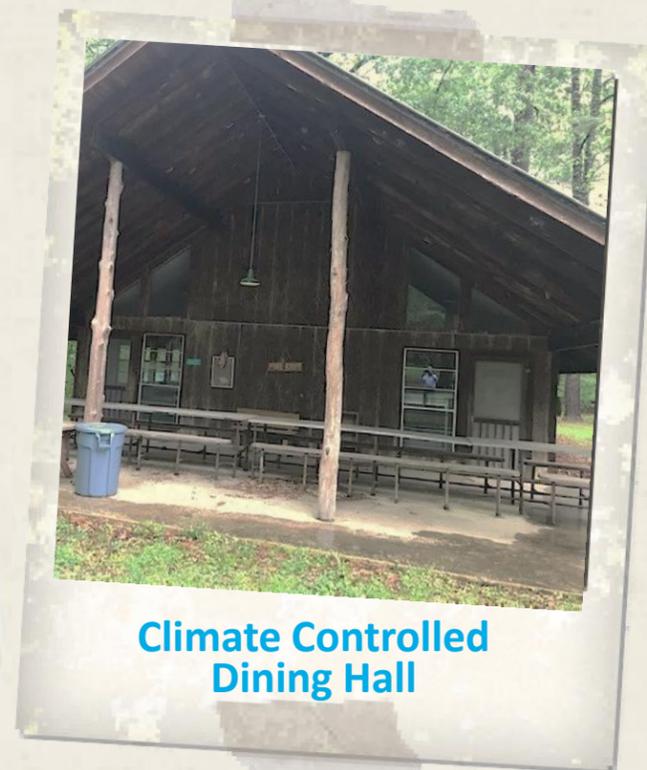
# Coming Soon

The new Experience Center and the raising funds to investment in Camps Covington and Marydale will create experiences that promote the four pillars of Girl Scouting and offer a safe place for exploration and friendship.

I am excited for GSLE's future, and I hope you are too.



Everyone can enjoy the fun!



# Looking Forward

Supporting our programming for today and tomorrow.



Adventure



Problem Solving



Exploration



Entrepreneurship



Leadership



**“Without Girl Scouts I never would have met my best friend! It is so much fun and we love doing the activities together!”**

*– Amaya, 13*



# Questions?

