

LAKE JUNALUSKA ASSEMBLY, INC.

Lake Junaluska Assembly continues to live into its mission to be a place of Christian hospitality where lives are transformed through renewal of soul, mind and body. As projected during the pandemic in 2020, 2023 marked the beginning of the “new normal” for organizations like Lake Junaluska. That was indeed the case at Lake Junaluska. All six large conferences returned to Lake Junaluska in 2023 for the first time since 2019.

The 2024 summer season kicks off with the Seventh Day Adventist Camp Meeting on May 19. We look forward to hosting our regular large groups this season as well as a number of groups who are new to our beloved grounds.

Financial Update, Charitable Giving and Capital Improvements

Lake Junaluska ended the 2023 year with a profit and 2024 projections are in line with finishing the year with a balanced budget.

Charitable giving remains strong and, in 2023, we exceeded our fundraising goal to the Annual Fund for the fifth straight year. The Annual Fund is a budget-relieving initiative that is a line item in Lake Junaluska’s annual operating budget.

Since generous charitable giving provides opportunities for Lake Junaluska to reinvest into its facilities and grounds, great strides have been made toward improving our infrastructure that will enable the conference center to continue to meet the needs of all guests. Some of the significant improvements completed in 2023 include upgrades to Stuart Auditorium with a state-of-the-art Danley sound system, removal of the Crow’s Nest, a new sound/video booth and the replacement of the main projectors and screens.

Work on the Warren Center multi-function event space (the former Methodist Museum building) will be complete by the end of May 2024 and the first events have been booked for July 2024.

Fresh Expressions of Ministry and a Bright Future

The 2024 Theologian in Residence schedule is set for June 30-August 16. Eight theologians will preach on Sunday mornings during the series and will offer personal and interactive experiences throughout the following week. A variety of musicians will participate each week and the Artists in Residence at Lake Junaluska will coordinate local artists to provide altar art for summer worship.

Summer activity programs will also return with offerings such as yoga, QiGong, bonfires, devotions and special events. The Festival of Wisdom and Grace returns on August 19-22, and the 36th Choir Music Weekend is scheduled for October 18-20.

Looking toward the future, Lake Junaluska continues to focus on the following guiding aspirations, which were adopted by the board of trustees in 2020:

- **Aspiration 1:** To preserve and enhance the lake and grounds so that more people will recognize the natural beauty of God’s creation.
- **Aspiration 2:** To be a conference center that rivals hospitality industry leaders by exceeding guests’ expectations through excellence in staff and facilities.
- **Aspiration 3:** To be the place that connects more youth to Christ through meaningful ministry, recreation, and education programs.

- **Aspiration 4:** To identify, uphold, and strengthen the Lake Junaluska tradition of implementing innovative, shared experiences – for both individuals and families – that celebrate faith, recreation, the arts, and education.
- **Aspiration 5:** To be an involved, inclusive community that provides the highest quality of life for residents and guests.

The leadership and staff invite you to visit Lake Junaluska for a conference, retreat, or vacation. The lake and surrounding mountains will provide the perfect setting for you to experience transformation and renewal. To plan your next visit, please visit lakejunaluska.com.