



Stamford Recreation Star Center 2020 Report

THE STAR CENTER- STAMFORD RECREATION

The Star Center continues to be Stamford Recreation Services home for many valuable public recreation programs! Since its inception in January of 2018 the Center continues to build a consistent and valuable presence in both the Shippan and Cove neighborhoods. These neighborhoods are where affordable youth recreational programming has been previously lacking. Star Center programming includes day time, after school, evening, weekend and summer camp recreational opportunities at public recreation pricing with an emphasis on youth programming. To follow you will find the data to tell the true story of the success the Star Center is achieving and why. I encourage you to review such data, and I look forward to elaborating and answering any questions that you may have the evening of Recreation Services budget hearing. I also thank you in advance for your time and attention to the Star Center story!

Sincerely,

Laurie Albano, Superintendent of Recreation Services

TESTIMONIALS

Laurie B. - Stamford Resident

I have 2 children in 2 different camps. One at an expensive private camp and my son Brody was at the Stamford Recreation Camp. I am amazed by the difference! Not only the difference in price but the difference in counselors. All the counselors were amazing! They made my son love going to camp! On the last day they were emotional because they had formed such a connection with the kids!

Sanjida Rahman: Mother of 2 kids (5 & 7 Years Old)- Stamford Resident

After-School and Soccer program participant.

We love the program, we love both, both my kids are in the home school gym class, and my son is in the soccer class, and it's great for them to socialize, to see other kids during the week, to get time to play with them, the classes have been good in terms of their soccer skills even have been really great, we've enjoyed the classes a lot and we'd recommend it to anyone. The location played somewhat of a role, we're in North Stamford, not super far but it's worth it for them to get that socialization, and get to see other kids and get to play.

STAR CENTER VS. BOARD OF ED.

	Star Center	Board of Ed.
▪ Open Holidays	YES	NO
▪ Daytime Hours	YES	NO
▪ Cancellations	NO	YES
▪ Custodian Overtime	NO	YES
▪ Construction Closures	NO	YES
▪ Saturday Hours	YES	NO

STAMFORD RECREATION- STAR CENTER

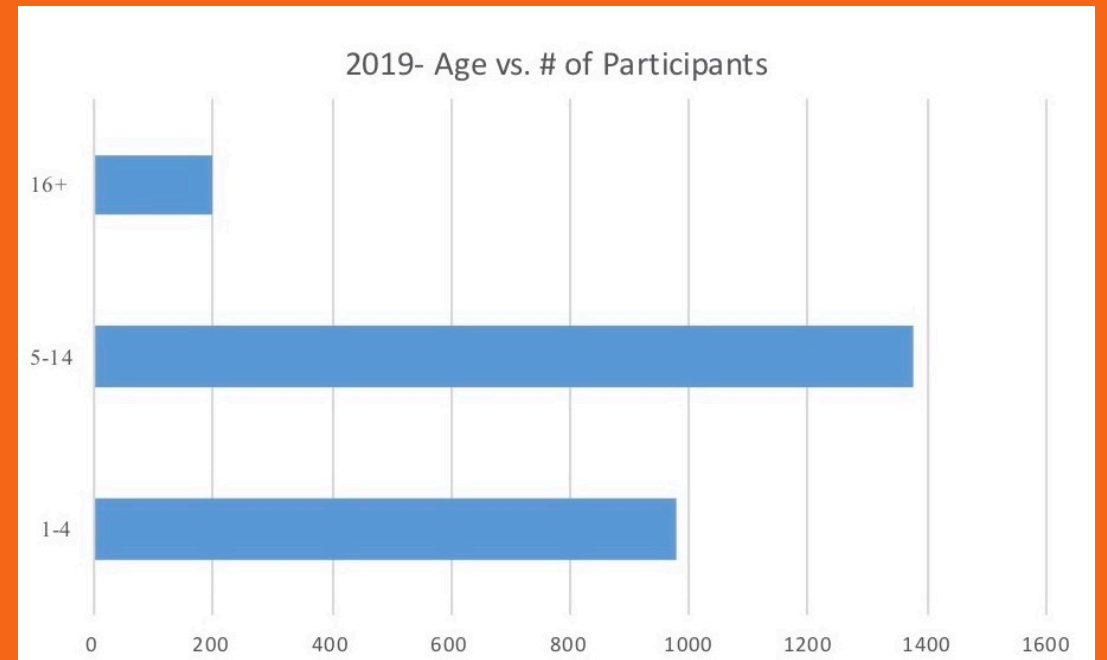
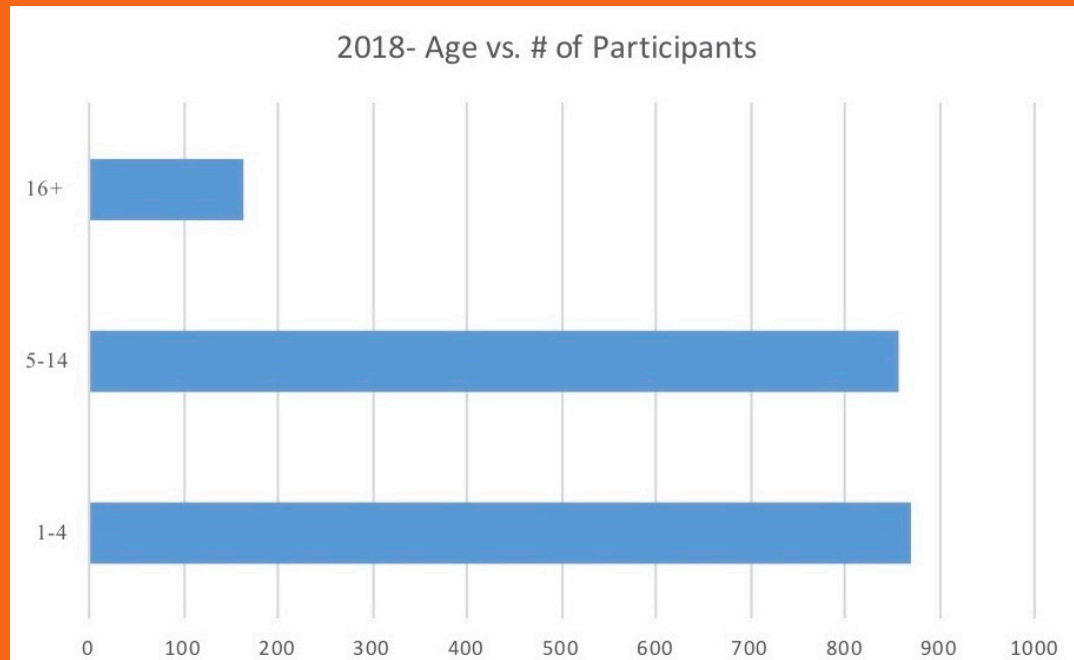
DATA 2018

Year	Season	#Participants	Revenue
• 2018	Winter	261	\$31,843.55
• 2018	Spring	393	\$28,254.00
• 2018	Summer	731	\$161,882.25
• 2018	Fall	482	\$75,654.00
Total:		1867	\$297,633.38

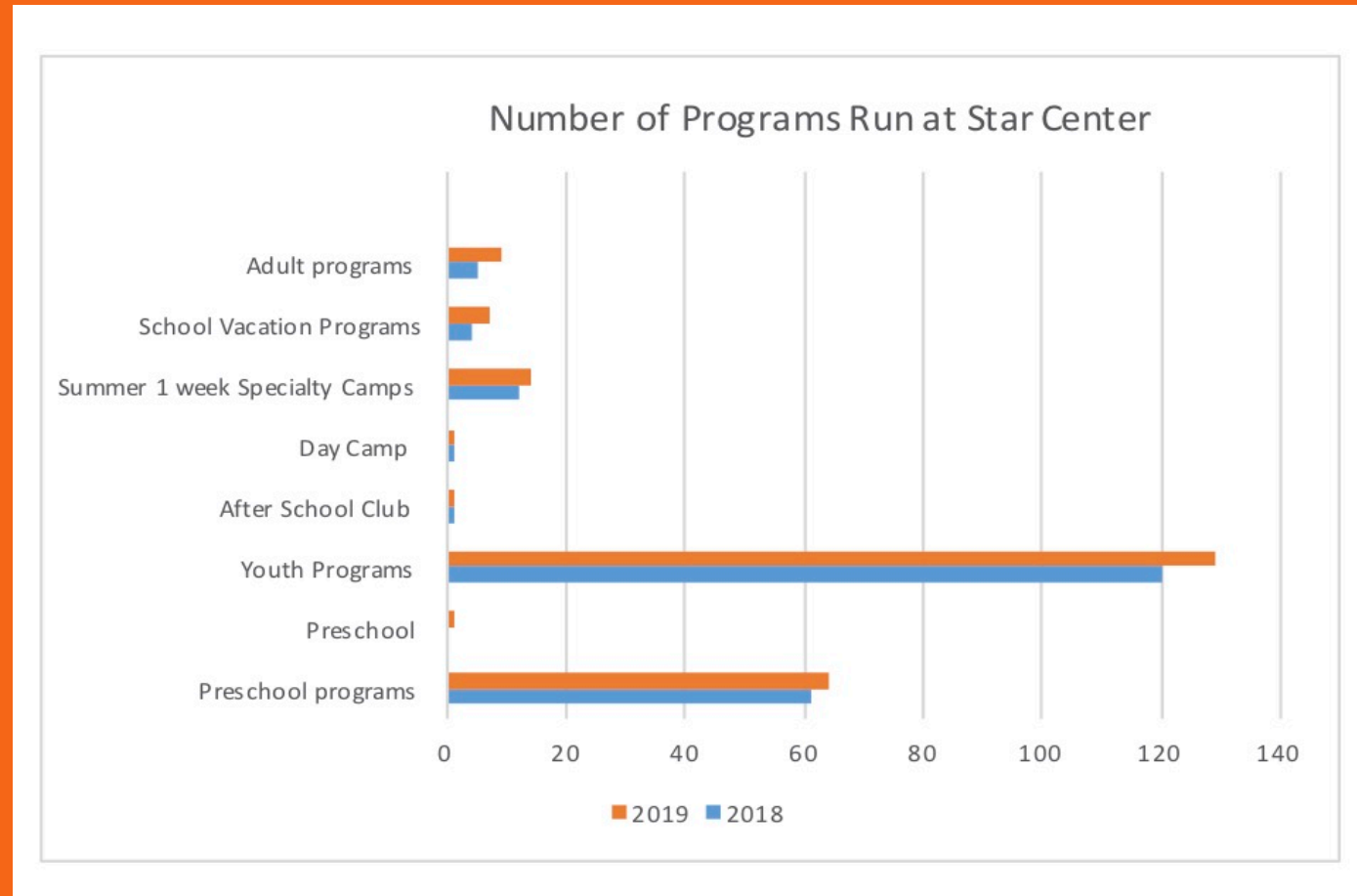
STAMFORD RECREATION DATA- STAR CENTER 2019

Year	Season	#Participants	Revenue
· 2019	Winter	498	\$66,177.25
· 2019	Spring	507	\$57,465.50
· 2019	Summer	784	\$164,600.00
· 2019	Fall	764	\$94,581.40
Total:		2553	\$382,824.15

2018-2019 STAMFORD RECREATION – STAR CENTER PROGRAMS



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2018-2019 STAMFORD RECREATION – STAR CENTER PROGRAMS

- Days and Hours of Operation:

Monday – Thursday 8:00am – 9:00pm

Friday 8:00am – 6:00pm

Saturday – 8:00am – 3:30pm

- Hours not available by lease agreement:

Saturday 4:00pm – 9:00pm Sunday all day

- We operate on 5 and $\frac{3}{4}$ quarters of a day per week and run our programs in six classrooms, gym and small kitchen September – May.

- We do not currently rent the remaining classrooms or lounge during these months. We don't pay rent on any of the 4 classrooms and lounge on the left side of the building during the September – May lease agreement.

- Only in the summer month do we rent the whole school.

2018- 2019 NUMBER OF CAMPERS FULL PAY VS. FREE AND REDUCED LUNCH

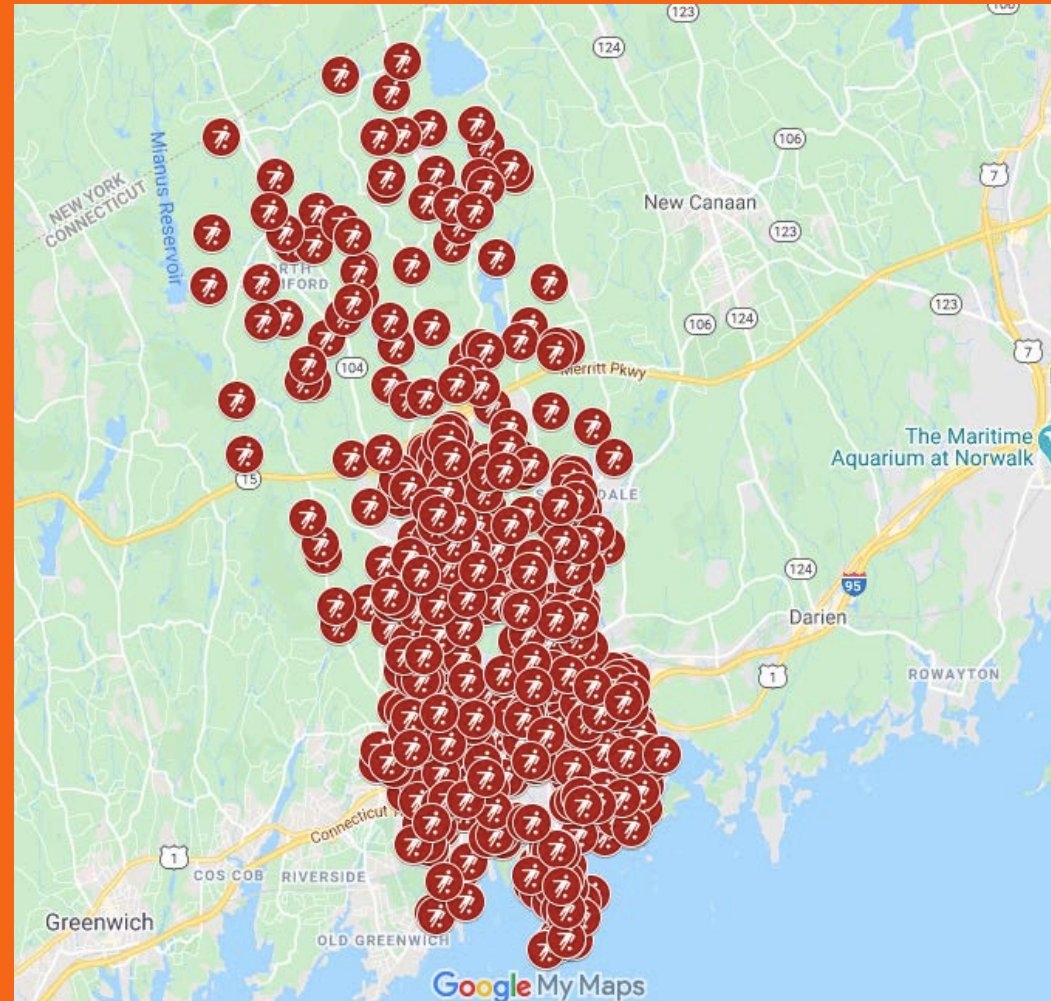
2018- 153 Campers

- 81 full fee price
- 72 Free and Reduced Lunch Fee
- AM Care Participants Average 40 participants per week
- PM Care Participants Average 42 participants per week

2019 – 156 campers

- 69 full fee price
- 87 Free and Reduced Lunch Fee
- AM Care Participants Average 49 participants per week
- PM Care Participants Average 51 participants per week

WHERE DO OUR PARTICIPANTS LIVE?



HOW DO WE IMPACT THE CITY RESIDENTS?

Website: stamfordrecreation.com averages 3-4 thousand visitors each month. There is a significant increase in numbers on registration days and program release days.

Social Media:

- Facebook: 2500 likes
- Reaching 2700-3500 people each month
- Instagram: 1,100 followers

Our Social Media serves as a sounding board for parents to ask questions, get information and see pictures of their kids and families having fun. We share photos and connect our large city to feel like the community it really is.

The Star Center is home to so many children across the city, helping families with child care and creating an environment where kids can grow and learn.

Our adult classes allow for people to get together and get healthier. We provide many exercise classes at the Star Center. Allowing for people to enrich their own busy lives.

STAR CENTER FUN!



STAMFORD
RECREATION
SUMMER CAMP!

TINY TOTS
CAMPER OF THE
WEEK!

Marina
Aivalis

Marina loves playing with blocks
and puzzles!
Marina's favorite food is Avocado
sandwich and popcorn!
"All my bows in my hair make
me so awesome!"

