

# Stamford Recreation Star Center 2021 Report



[www.StamfordRecreation.com](http://www.StamfordRecreation.com)

# Stamford Recreation - Star Center

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 throughout all of Stamford.

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. In the following pages you will find the data to tell the true story of the success the Star Center is achieving and why.

As we close in on the expiration of our five year lease, we are proposing an extension of the lease. As a result of the success and demand from users of the Star Center over the almost last five years, we are also proposing an expansion of space that allows us to utilize the entire facility throughout the school year.

Through these last two challenging years, many parents are facing an extraordinary amount of financial hardships, health issues and more and have looked to The Star Center for help. We have been there to help with childcare, help keep the Holiday Spirit alive for children and help kids and families connect with others.

I look forward to speaking with you and sharing The Star Center story at our budget hearing and how especially this year, we are so needed in our city.

Sincerely, Laurie Albano  
Superintendent of Recreation Services

# Testimonials

## **Brittany Newnham. - Stamford Resident**

I've had the most positive experience possible with "Stay and Play". This is the third year I've enrolled one of my kids in the program, and each year I accumulate wonderful memories and milestones with my boys and the teachers.

## **Stamford Resident**

Stamford Rec and The Stay and Play Pre-K have been integral parts of my boys lives. The preschool teachers are so kind and nurturing and make the transition to school so smooth. My son looks forward to school everyday- he doesn't want to leave the curriculum us age appropriate. the teachers are patient and establish trusting relationships with every students. They also keep parents up to date and engaged in classroom activities. I highly recommend stay and play

## **Roger Galindo- Stamford Resident**

Stamford Recreation Play and Learn is a great entry level learning program for children around the age of 2 to 3 years old. We were blown away at the level of attention, detail and energy given at every class. Ms. Jen is a superb teacher who cares deeply about her profession. The value is bar-none unmatched by any program we researched in Lower Fairfield County. Play and Learn truly gave us a phenomenal opportunity for our daughter throughout the year.



# Programs at the Star Center vs The BOE/City Schools.

## 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 Season

### # Participants

### Revenue Collected

Winter

261

\$31,843.55

Spring

393

\$28,254.00

Summer

731

\$161,882.25

Fall

482

\$75,654.00

**Total Revenue:  
\$297,633.38**

## 2019 Season

### # Participants

### Revenue Collected

Winter

498

\$66,177.25

Spring

507

\$57,465.50

Summer

784

\$164,600.00

Fall

764

\$94,581.40

**Total Revenue:  
\$382,824.15**

# Stamford Recreation- Star Center Data

<b>2020 Season</b>	<b># Participants</b>	<b>Revenue Collected</b>
Winter	577	\$112,006.70
Spring	32	\$7313.75
Summer	542	\$69,472.50
Fall	400	\$53,877.75
		<b>Total Revenue: \$242,670.07</b>

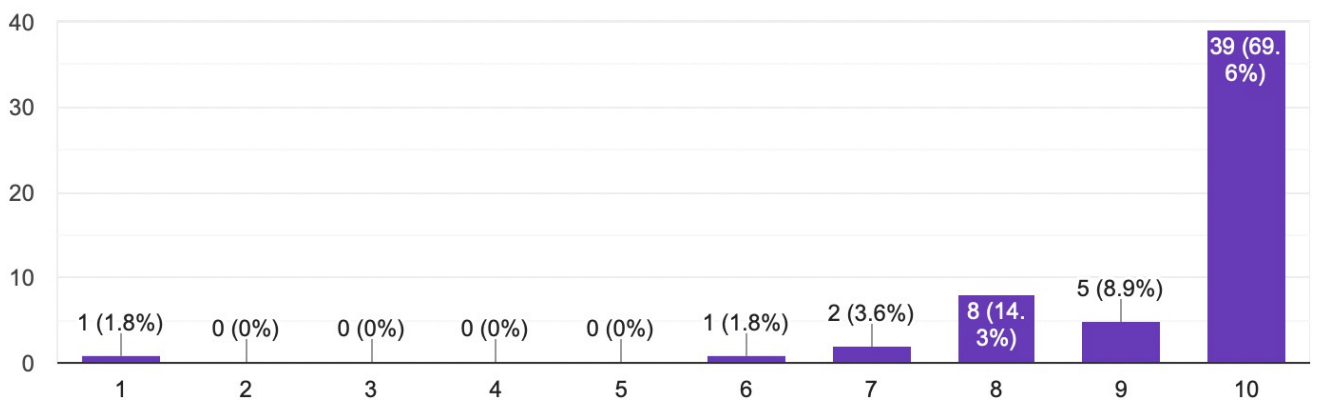
<b>2021 Season</b>	<b># Participants</b>	<b>Revenue Collected</b>
Winter	354	\$58,092.80
Spring	450	\$69,688.08
Summer	600	\$134,934.21
Fall	510	\$125,329.35
		<b>Total Revenue: \$388,044.44</b>

# 2021 Stamford Recreation - Survey

On scale 1-10 how likely are you to recommend a program to a friend?

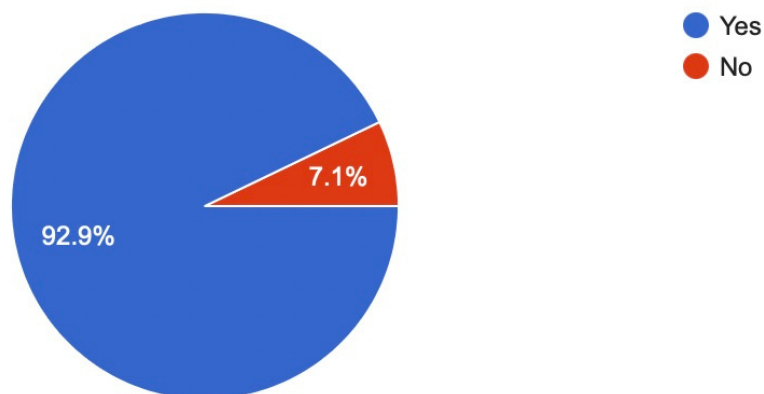


56 responses



Will you continue to register for more programs at the Star Center in the future?

56 responses



"We love the Star Center's after school program. Ralph and other teaches are great. We've also had very good experiences with the enrichment classes for our girls 8 and 4. The programs are such an important resource for the community and working parents. I hope you're able to renew your lease at the Star Center!"

# 2020-2021 Stamford Recreation - Star Center Programs

## Winter 2020

Adult programs -1  
School Vacations -4  
Youth Program - 34  
Preschool - 24

## Spring 2020

Adult programs -0  
Youth Program -2  
Preschool -1

## Summer 2020

Youth programs - 31  
Week specialty camps -9  
Special events - 1 Drive-in movie night  
Day camp -1

## Fall 2020

Adult programs -0  
School Vacations- 3  
Youth Program - 22  
Preschool Programs -15  
Special events - 1 Halloween event

## Winter 2021

Adult programs -0  
School Vacations -4  
Youth Program - 30  
Preschool -19

## Spring 2021

Adult programs -0  
Youth Program -33  
Preschool -19  
School Camps 4

## Summer 2021

Youth programs -19  
Week specialty camps -10  
Special events - 1 Drive-in movie night  
Day camp -1

## Fall 2021

Adult programs -1  
School Vacations-4  
Youth Program -40  
Preschool Programs -18  
Special events - 1 Halloween event

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# 2018- 2020 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 per week
- PM Care participants average 51 per week

## **2020 - 64 campers**

- 31 Full fee price
- 33 Free and reduced lunch fee
- AM and PM participants average - 178 per week

## **2021 - 118 campers**

- 60 Full fee price
  - 58 Free and reduced lunch fee
  - AM and PM participants average - 120 per week
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# 2019-2021 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 class rooms, 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.

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# 2022/2023 Star Center Expansion

**Current After School Programs Monday – Friday From 3:00pm  
– 6:00pm – Add 20 -25 more kids per day**

**Stay and Play Program / Double the program to expand to  
two classes**

**Expand current Piano and Music Keyboard Program**

**Expansion of current Science and Technology after school  
programs**

**Expand the current number of Dance and Ballet programs  
for youth**

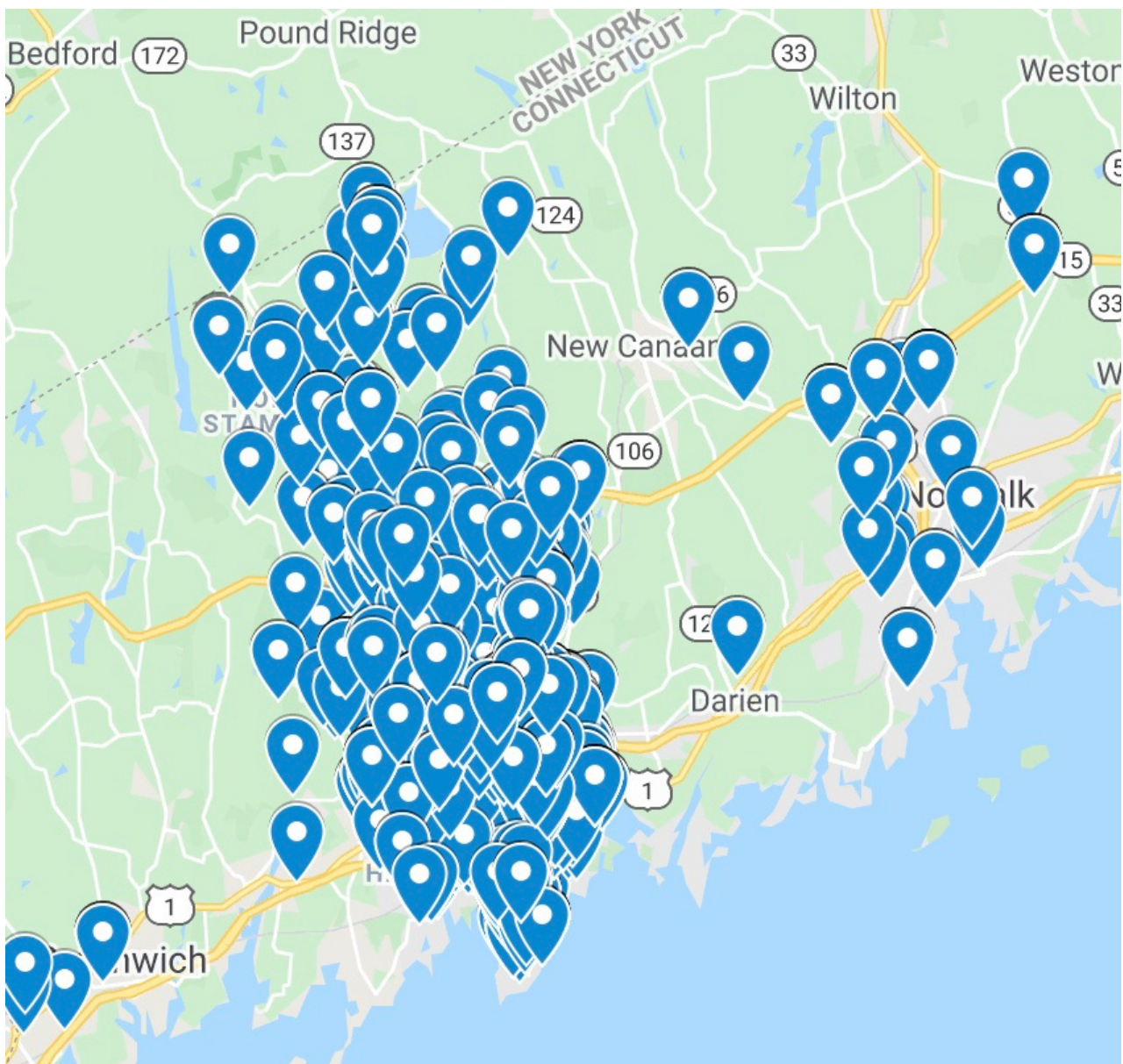
**Create and offer Adult Evening Programs**

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# Where do our participants live?

## 2021 Program Participants

As previously mentioned with leasing the entire facility we can meet the demand for the expansion of existing and new programs.



# 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: 2,882 likes

Reaching 2700-4500 people each month

Instagram: 1,378 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.

We respectfully end this report asking for your continuing support of the Star Center and its lease expansion. Lastly we invite you to please come visit and see firsthand the wonderful place the Star Center truly is!