

Recreation Department for Stafford



02/04/2025
“ENERGIZE”

STAFFORD RECREATION CENTER



Town-Wide Survey Results

Survey
June-August,
2024

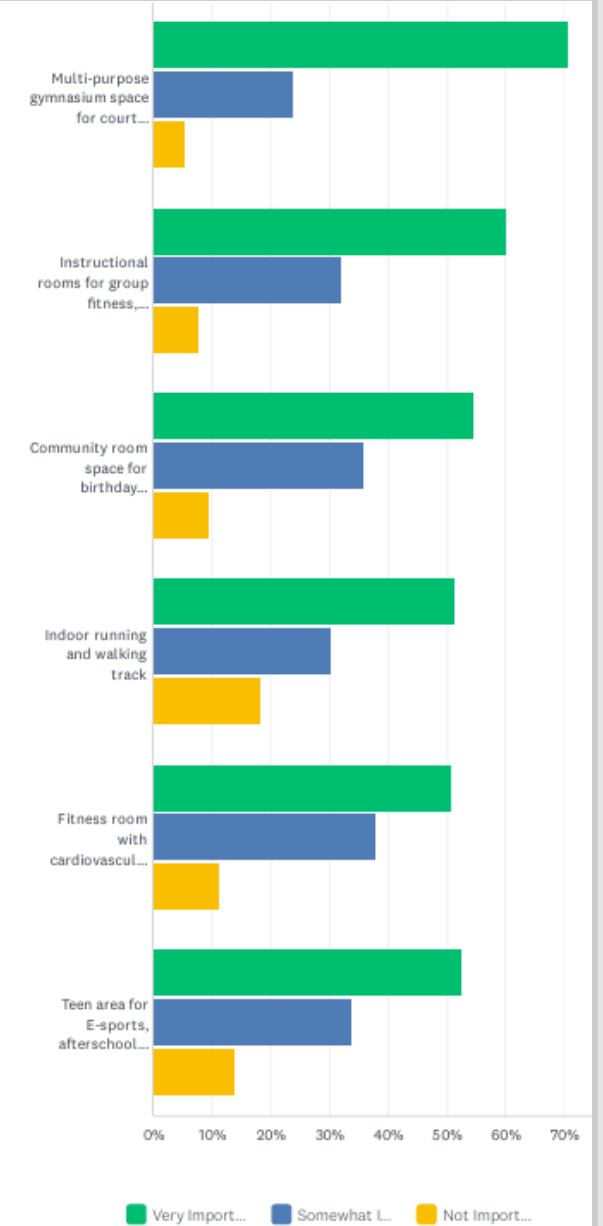
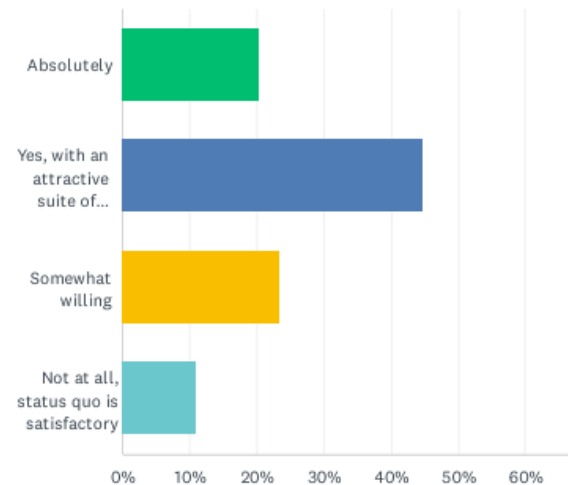


Interest to develop Staffordville School
use >85%

Willingness to Hire a full-time
Director >65%

Q9 Would you be willing to fund the salary for
the next town budget? Between salary and frir
the right individual to the job, it would cost clos
taxes by approximately 0.1

Answered: 282 Skipped: 5



What?

Recreation Department

Long term vision / scope – build a foundation

- Staff a Recreation Department to offer Recreation Programming
- Leverage Staffordville School as a Recreation Center
- Develop & Own Strategy for Recreation aligned with needs of the public
- Augment Grants & Community Development office specifically for Recreation
- Operate and Grow Summer Camp at Staffordville Lake
- Manage Activity Administration & Volunteers for Youth, Adults, Seniors
- Partner with Youth Sports to offset administration heavy lifting
- Align Recreation Activities with Parks Department & other Volunteer orgs

These are the responsibilities of our Recreation Director

What?

Recreation Director

Typical Duties (from Job Description)

- Offer Recreation Programming for residents of all ages;
- Manage the curriculum for age-appropriate activities and staff with appropriate instructors;
- Operate the delivery of such programming including registration, fee collection, equipment and facility provisioning, contracting instructors, qualifying volunteers risk management;
- Partner with existing organizations to maximize effectiveness of related activities;
- Manage the use of the Staffordville Recreation Center and Buckley Highway Senior and Community Centers;
- Plan and deliver the summer recreation camp activities at Staffordville Lake;
- Research and apply for state, federal and private grant funding to support recreation activities;
- Contribute to the strategic plan for maintaining current and growing future recreation opportunities;
- Advertise and communicate all programs using the town website, email newsletters & physical brochures, social media and other forms of communication.
- Manage staff as appropriate (in the future) and be a liaison for the department to Selectmen and General Public;

Recreation Organization Structure

Structure to Engage

Redefine the existing Senior Center / Community Center position to be a Recreation Director with duties that include programming for all ages

- Coordinate with Grants, Marketing, Events responsibilities
- Partner with Recreation Commission and other volunteer groups for priorities
- Leverage local activity providers to get initial programming offerings at SVS
 - Examples include fitness instructors from Star Hill, local yoga instructors, arts and crafts
 - Mitigate any competitive tension with private providers by including them in the solution
- Partner with Stafford Library for activity programming

Build a team to absorb some duties

How?

Recreation Department Structure

- Recreation Director for Recreation Programming: **GP**, merging activity plan for seniors with activity plan for youth and non-seniors, develop & deliver broadened activity programming
- Communication & Revenue: **AW-W**, taking on website communication, online registration, social media presence, grants, recreation department fee structure
- Move offices to Staffordville School building
- Leverage exercise regimen from Star Hill, delivered at Staffordville & Star Hill bubble
- Identify & deliver other programming such as adult education, group trips, cultural events, arts & crafts, teen center
 - Leverage local providers to help expand their clientele base

What?

Q: So Just What is Recreation Programming?

| Exercise Programs | Adult Education | Culture, Arts, Crafts, Other | |
|----------------------------|------------------------|------------------------------|------------------------|
| Zumba | Home Finances | Knitting, Crochet, | CPR / First Aid |
| Yoga, Chair Yoga | Tax preparation | Cooking, Sewing | Fly Tying, Fly Fishing |
| Group Power, Active | Smartphone 101 | Art, Pottery | Dog Obedience |
| Group Centergy | Computing 101 | Indoor Farmer’s Market | Chess Club |
| Indoor Volleyball | Estate / Will Planning | Line Dancing | Foreign Languages |
| Pool, Weights (@Star Hill) | Resume Building | | |

| Youth Sports | Teen | | Trips |
|-----------------------|--------------|---------------------------|-----------------------|
| Soccer | E-Sports | Kickboxing | NYC, Boston |
| Basketball, Wrestling | Movies | Lifeguard training | Hartford, Springfield |
| Football, Cheer | STEM classes | Babysitting certification | Theater productions |
| Baseball, Softball | | Pool table, Foosball | Yankee Candle |

A: Quality of Life



Next Steps



Next Steps



Assemble formal job posting

Identify incremental funding until next fiscal year

Initiate new programming at SVS

Requires Online Registration Platform & Website

Get started on Summer Rec Camp planning by Feb 1

