



Town of Bridgton
Department of Recreation
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MEMO

To: Bridgton Community

From: Gary Colello, Director of Recreation

Re: Program Registration Changes

Several years ago, the Town of Bridgton Recreation Department adopted the ACTIVE Works online registration software to facilitate registration for various programs, including Enrichment Programs, Swim Lessons, Athletics, Town Events, and Adult Trips. This was a significant leap for the Recreation Department, as it allowed for online registrations, users could create their accounts, access their payment history, set up payments, subscribe to newsletters, and receive timely updates regarding program changes and cancellations.

Over the past few years, our involvement in programs has experienced a substantial upswing. The implementation of the ACTIVE Works online registration software played a crucial role in streamlining our registration process, reducing administrative workload, and improving organization. However, we quickly realized that while ACTIVE was beneficial in some respects, users, staff, and coaches encountered difficulties in other areas. Additionally, we found that the administrative software fees have risen as a result of the growing number of registrations.

In conjunction with the Town's Finance Department, we conducted extensive research on various recreation management software options currently available in the market. Additionally, we gathered feedback from several other Recreation Departments across the state. Following a comprehensive evaluation, we have decided to transition from ACTIVE Works to a new registration software, SmartRec (Amilia).

SmartRec is a widely adopted platform utilized by a multitude of towns and cities throughout the United States, including Maine. Our organization can benefit from SmartRec's comprehensive suite of tools, which integrate programming, facility scheduling, registration processes, public e-mail communications, electronic forms, and attendance tracking into a single, centralized location, thereby streamlining organization and enhancing efficiency. The change also significantly reduces software fees to the Department.

Registered users are provided with user-friendly interfaces, allowing for 24/7 access to their family account, program registration, documentation uploads, and event scheduling.

We are excited to announce the upcoming launch of our Spring 24 and Summer 24 programs in the following weeks. Registration for Baseball, Lacrosse, Softball, Run Club, Summer Camp (including Theater Camp and other specialty camps), Swim Lessons, Cabbage Island Adult Trip, and other programs will open on March 4th at 10:00 AM.

In case you have already registered for Spring Sports, we will get in touch with you to figure out the best approach for merging your registration to our new software portal.

We are excitedly anticipating the upcoming registration process makeover, and we want you to know that we are here to assist you through this transformation.

We will have more details to come as we get closer to the March 4th release date!

Respectfully,

A handwritten signature in black ink that reads "Gary Colello". The signature is written in a cursive, flowing style.

Gary Colello
Director of Recreation
Town of Bridgton