



RECEIVED
MAY 01 2013
Town of Mammoth Lakes
RECREATION DEPARTMENT



2013 MEASURE R SPRING APPLICATION FORM

APPLICANT INFORMATION

Name of Organization:	Town of Mammoth Lakes
Type of Organization (non-profit, HOA, Govt.):	Government
Contact Person:	Stuart Brown
Organization's Address:	P.O. Box 1609, Mammoth Lakes
State / Zip:	CA, 93546
Office/Cell Phone Number:	(760) 934-8989 ext. 210
Email Address:	sbrown@ci.mammoth-lakes.ca.us
Internet Address:	www.mammothrecreation.com

PROJECT SUMMARY

1. Name of Project:	Web-based Recreation Software
2. Project Category:	Recreation
3. Project Start / End Date:	May, 2013
4. Project Type:	Administration
5. Measure R Funds Requested:	<u>\$12,100</u>

SECTION 1 – PRELIMINARY QUALIFICATIONS

1. **Does the project live within the Parks and Recreation Master Plan; Trail System Master Plan and/or the RecStrats Implementation Plan?**

If YES, please cite (page # & Section #): Yes, See Attachment A

2. **Does the project/service meet the “Priorities & Principles” established by the Recreation Commission and approved by the Town Council?**

If YES, please cite: Yes, the project meets the following “Principles & Priorities” established by the Town:

Priorities:

2. Plan for the future.

Principles:

1. Emphasis on visitor-driving projects.
3. Provide community benefits.

3. **Describe your project’s service conceptual plan including the size, scope, type, design specifications, use, including an itemized detailed budget that identifies all revenues and expenditures (P&L statement) that is associated with your project/program.** (This should be an attachment to the application titled: “Project Concept Plan”).

See Attachment B

4. **Provide a one (1) page Executive Summary of your project / program.** (This should be an attachment to the application titled: “Project Executive Summary”).

See Attachment C

SECTION 2 - PROJECT DESCRIPTION

1. Project Location

A. If your project is Development (Design), Implementation (Construction), or Maintenance (Operational), what is the location (fields, Town or private property, etc.) of your project?

NA

B. If your project is Contractual Services where will your services be provided?

Town of Mammoth Lakes – Recreation Department Office

2. Do you have approval to use the location (fields, Town or private property, etc.) identified in this application?

If YES, Please provide documentation of approval

NA

3. Based upon your project type ("Project Summary" - Question 3) who is / will be (organization & person) responsible for maintenance and operation upon completion of the project/service, and has this entity agreed to provide these services?

A. Maintenance: ActiveNet

B. Operation: TOML/ActiveNet

4. Will any Development (design) funds be required for your project or service?

If YES, please describe what is required, when it's required, the timeline (schedule) and detailed costs:

NO

5. Will any Implementation (construction) funds be required for your project or service?

If YES, please describe what is required, when it's required, the timeline (schedule) and detailed costs:

NO

6. Will any Maintenance funds be required for your project or service?

If YES, please describe what is required, when it's required, the timeline (schedule) and detailed costs:

NO – On-going software updates are provided by ActiveNet as part of the contract. The Town will not incur any annual support or maintenance fees, and customers also have access to around the clock support.

7. Will any Operational / Administration funds be required for your project or service?

If YES, please describe what is required, when it's required, the timeline (schedule) and detailed costs:

YES – Town staff will operate the software.

8. Will any Replacement funds be required for your project or service?

If YES, please describe what is required, when it's required, the timeline (schedule) and detailed costs:

NO

9. Will there be Contractual Service hours used for any phase of your project?

If YES, please identify which phase, how many hours and the value of those hours:

YES – Staff will contract with ActiveNet for an initial 3-year term.

10. Will there be volunteer hours used for any phase of your project?

If YES, please identify which phase, how many hours and the value (calculate at \$24.18/hr. per volunteer) of those hours:

NO

11. Have any public funds (Town Funds – includes Measure R/Measure U) been previously committed to this project/service or project site?

If YES, please identify amount and year of funding or award:

NO

12. Is Measure R your only funding source for this project/service?

If NO, provide amount and source of additional funds (You will be required to provide proof of this funding)

YES, however, Town staff have budgeted general fund monies to operate the reservation system.

13. Is your project/service going to have an impact (positive or negative) on existing use in the location you have identified? (Please Describe)

Case studies have demonstrated that wait-times for walk-in registration have been significantly reduced with the introduction of web-based recreation software. For example Staff members at the City of Surprise's recreation department were swamped with large volumes of registrations through a manual, walk-in only process. They switched to automated recreation software and cut lines of 2,000 people down to 300 (85% decrease) by offering online registration.

14. Describe your plan for how the Town of Mammoth Lakes will manage/maintain oversight of this project/service.

ActiveNet have an "Evergreen Policy" which means that under the ActiveNet support and agreement contracts, there will not be a need to ever re-purchase the software. The provision of new Releases and Versions of the modules in use – including appropriate documentation – will be updated approximately every 4 months to include new functionality.

SECTION 3 - PROJECT BENEFITS

1. Describe how your project/service provides a measurable quality of life benefit to the residents and visitors of Mammoth Lakes?

Web-based recreation software provides the following community benefits. This list is by no means complete.

- 24/7 User Access - Remote web-based access, anytime.
- Convenience – With a few simple clicks, users can purchase recreation products from the convenience of home.
- Enhanced citizen service - By implementing online registration, the Charleston County Park and Recreation Commission cut back on long lines and 30-minute phone calls.
- Ease of Use – Access to facility and activity listings, including search and calendar function.
- Interactive Mapping – Conveniently find your camp or facility via phone/computer with step by step directions.
- Waiver – No need to sign a waiver for every camp or facility. E-waiver will expedite the reservation process.
- Personalized Log-in – Hosted software creates personalized log-in saving time for the user.
- E-Marketing – receive e-coupons and notifications about your favorite program or event.

2. Is your project/service available for limited or year-round use? (Please describe the use.)

The web-based reservation system will operate year-round and will ultimately be the 'face' of the Recreation Department.

3. Describe the measurable economic benefits of your project/service (incremental visits, revenue, etc.).

Economic benefits of web-based software include improved employee productivity, additional program and facility revenue, and increased program participation. The Recreation Department currently requires all participants and user groups to complete, submit and pay for recreation services at the Town of Mammoth Lakes offices. This involves staff collating reservation forms, manually processing payments, scheduling reservations on Outlook calendars and storing forms in binders. This process is not convenient for our guests, is grossly inefficient for our staff, and does not deliver on our mission to "Deliver seamless recreation in the Eastern Sierra where collaboration ensures quality of life experiences for generations."

Web-based recreation software enables online registration, program management, facility reservation, league management, customer relationship management and marketing all from one easy-to-use software interface. With a few simple clicks, staff can quickly locate available times, create reservations, generate invoices and track payment status. In addition, staff could manage all aspects of scheduling our adult Softball leagues and tournaments, as well as posting all the scores, standings and schedules directly to the Town's website.

4. Please provide any additional information you would like the Recreation Commission to consider when reviewing your application.

To implement this web-based recreation software prior to summer, a 30-60 day contracting and set-up time is typically required. ActiveNet, however, have verbally committed to a 2-3 week installation if we can get funding approval by mid-May. As the 2013 Measure U Spring award is not reviewed and potentially approved by Town Council until June 19, 2013, staff is seeking approval from the Recreation Commission on a May 7, 2013 to fund the upfront cost and onsite training in the amount of \$11,100. If approved by the Commission, Town Council would consider the appropriation of Measure R funds on May 15, 2013.

SECTION 4 – PROJECT FEASIBILITY

For any new project request not previously funded by Measure R, please complete the feasibility portion of your application that includes the demand, cost and feasibility analysis. The Recreation Commission may ask for a professional feasibility study conducted by a consultant depending on the cost and scale of your project.

DEMAND ANALYSIS:

1. Competitive Supply Analysis

Provide a review of both direct and indirect competition and the strengths and weaknesses of the competition (SWOT) – identification of where the proposed project fits within the marketplace.

Strengths	Weaknesses
<ul style="list-style-type: none"> • 35 year branded company • Parks & Recreation Solution • Remote 24/7 User Access • Convenience • Ease of use • Interactive Mapping • e-Waiver • Personalized Log-in • E-Marketing • PCI Level 1 Compliant • Quality Software • Worry-Free Support • “Evergreen” policy • No license or maintenance fees • Infrastructure fully maintained • Quick implementation updates • Unlimited number of licenses and workstations that have access to the system. • Integration with AS400 	<ul style="list-style-type: none"> • High upfront set-up costs • \$2.50 user convenience fee • Contract length (3 years)
Opportunities	Threats
<ul style="list-style-type: none"> • Increased facility reservations and revenue • Increased activity registrations and revenue • Reduced registration wait-times at counter • Waiver completed online • More productive staff – less time processing reservations & more time delivering camps and programs • Integration of e-newsletter, brochure & coupons with ActiveNet • CRM - Segmented subscriber e-mail marketing capabilities • Affinity marketing opportunities • Installation of POS at Multi-use facility and Whitmore Pool • Softball & Soccer league scheduling • Detailed reporting capabilities • Mobile and social media capabilities 	<ul style="list-style-type: none"> • User resistance to online reservation process • User resistance to convenience fee • Inability of staff to fully-utilize software & functionality • Issues with financial integration

Please see Attachment D to review a comprehensive table of three web-based specific parks and recreation software providers based upon the 10 primary needs of the Parks and Recreation Department. They included: ActiveNet, EzFacility and our existing website provider CivicPlus.

2. Identification of Market Opportunity

Identify the long term opportunity that the project presents.

The web-based reservation system will provide enhanced facility reservations and activity registration for our existing users, but will also provide the opportunity to reach new customers via the Active network. Active.com and their media properties are the #1 destination for people to find the things they love to do, including reserving a campsite or tee time, registering for a marathon or sports league, or participating in a class or conference. They direct these consumers back to technology customers via zip code targeting creating the world’s largest network of events, activities, communities, and participants.

3. Describe the targeted users of your project/service. (Include numbers of participants)

In 2012, Staff determined that over 700+ transactions are processed annually for both activity and facility reservations. This includes over 1,700 youth camp/program participants (not unique) and over 650 adult program participants.

4. Projected Multi-Year Demand Analysis

Provide the projected demand with assumptions.

See Table 1 below....

5. Projected Multi-Year Revenue Projections

Provide projected revenue with pricing assumptions.

For comparison purposes and to forecast multi-year revenue and user fee projections, staff has produced the following table. Table 1 is based on recreation program and facility rental revenue of \$35,000 for each category (total actual annual gross rev. is approx. \$70,000). This assumes that half of our guests will still come to the office and pay by cash or check, and the other half from the convenience of their home or office. Comparisons are made between ActiveNet and EzFacility as CivicPlus does not offer recreation program reservations, just facility reservations.

Table 1:

	TOML Annual Fee Projections								
	ActiveNet					EzFacility			
	Transactions	Processing Fee	Cash/Check Fee	License Fee	Total Fees	Transactions	Processing Fee	License Fee	Total Fees
1 year Cost*	\$ 35,000.00	\$ 1,050.00	\$ 700.00	\$ -	\$ 1,750.00	\$ 35,000.00	\$ 836.50	\$ 3,848.00	\$ 4,684.50
3 year Cost (10% growth)	\$ 115,500.00	\$ 3,465.00	\$ 2,310.00	\$ -	\$ 5,775.00	\$ 115,500.00	\$ 2,760.45	\$ 12,324.00	\$ 15,084.45
10 year Cost (25% growth)	\$ 437,500.00	\$ 13,125.00	\$ 8,750.00	\$ -	\$ 21,875.00	\$ 437,500.00	\$ 10,456.25	\$ 41,080.00	\$ 51,536.25
	Fixed rate	3%	2%	\$ -		Variable rate	2.39%	\$ 299.00	
*Based on \$70,000 Gross Rev.	no service fees	CC fee	Cash/Check Fee	\$ -		service fees	CC fee	\$260/year	

As Table 1 illustrates, total annual fees for ActiveNet based on \$70,000 of annual online (\$35,000) and cash/check (\$35,000) transactions is only \$1,750. This compares to EzFacility at over \$4,684.

Staff would like to point out that these fees are after the one-time upfront payment of \$8,600 (or \$11,100) to ActiveNet for the duration of the 2 or 3-year contract. No renewal fee is required if the Town decides to renew with ActiveNet.

COST ANALYSIS:

1. **Provide the estimated one-time or annual costs for each phase of your project or service (Where applicable).**
 - a. Land acquisition costs: \$0
 - b. Equipment acquisition: \$0
 - c. Site preparation/demolition and site prep costs: \$0
 - d. Entitlement costs: \$0
 - e. Architect and planning costs: \$0
 - f. Construction costs: \$0
 - g. Operational costs: \$0 Measure R (General fund cost)
 - h. Administrative costs: \$12,100 contract with ActiveNet for one-time set up fee
 - i. Maintenance costs: \$0 – included (Evergreen policy)
 - j. Programming costs: \$0
 - k. Other: NA

FEASIBILITY ANALYSIS:

1. Project and Financial Assumption

Please state assumptions which are the basis of the pro forma development.

NA

2. Multi-Scenario Pro Forma's

Provide a number of pro forma scenarios to understand financial feasibility. Within this element it is recommended that a 5-year operating budget be provided.

NA

3. Risk Analysis

Identify project risks.

NA

4. Project Schedule

Identify the necessary implementation tasks required for your project or service.

NA

5. Quality of Life Analysis

A. Identify positive and negative project effects on the quality of life for the community of Mammoth Lakes.

NA

ATTACHMENT A:

Does the project live within the Parks and Recreation Master Plan; Trail System Master Plan and/or the RecStrats Implementation Plan?

ATTACHMENT A: Question 1 - Town's Adopted Plans

1. 2007 Town of Mammoth Lakes General Plan

This application is consistent with the Community Vision of the Town of Mammoth Lakes as stated on page 7 of the **2007 General Plan**. The study substantiates the community vision of "Being a great place to live and work: Our strong, diverse yet cohesive, small town community supports families and individuals by providing a stable economy, high quality educational facilities and programs, a broad range of community services and a participatory Town government."

"Parks, Open Space and Recreation" - Recreation Opportunities

P.4 GOAL: Provide and encourage a wide variety of outdoor and indoor recreation readily accessible to residents and visitors of all ages.

P.4.A Policy: Expand recreational opportunities by proactively developing partnerships with public agencies and private entities.

P.4.B Policy: provide an affordable and wide range of year-round recreational opportunities to foster a healthy community for residents and visitors.

2. Town of Mammoth Lakes Recreation Plan

Strategies:

1. *Provide diverse recreation programming:* Offer a variety of recreation activities that serve both residents and visitors of all ages.
3. *Foster communication and participation:* Promote recreation activities and collaborate with user groups and public/private partners.

3. Town of Mammoth Lakes Parks and Recreation Master Plan

Page 6 – Goals

- Goal # 4: Provide and encourage a wide variety of outdoor and indoor recreation readily accessible to residents and visitors of all ages.
- Goal # 6: Provide parks and recreational facilities and programs that foster a sense of community and nurture the emotional connection people have with each other and Mammoth Lakes.

4. Mammoth Lakes RecStrats II – Implementation Strategy

Page 11, Core Strategies

Core Strategy # 3 – *Municipal Sports and Recreation*: To provide local residents with high-quality recreation facilities and diverse programming that can lead to an improved quality of life.

Page 30, Non-Linkage List of Community Identified Elements

In addition to the linkage list (above), the workshops also identified a number of worthwhile projects that had no linkages to multiple core areas. This list contains a number of worthwhile projects some of which may be implemented as part of the major projects or are worthwhile as standalone project.

- Enhance Municipal sports

ATTACHMENT B:

Describe your project's service conceptual plan including the size, scope, type, design specifications, use, including an itemized detailed budget that identifies all revenues and expenditures (P&L statement) that is associated with your project/program.

ActiveNet - Recreation Management Software

February 3,, 2013

Mammoth Lakes, CA
Stuart Brown

Submitted by:
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THIS MATERIAL IS STRICTLY CONFIDENTIAL.

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Active Community Solutions
10182 Telesis Ct, Suite 300
San Diego, CA 92121

February 3, 2013

Dear Stuart,

I am pleased to provide you with additional information as well as a pricing proposal for ActiveNet, an operations management software solution.

The practice at Active Community Solutions is to partner with our clients, ensuring that the right solution is proposed - A solution which effectively addresses your current and future needs. Our 'no guessing' approach assures success for your organization by reducing miscommunications, and provides us with a clear understanding of your business. We work closely with our clients to identify all of the key issues and then structure the solution accordingly.

We are excited by the solution presented in the attached proposal and look forward to hearing from you regarding next steps.

Sincerely,

Neal Block
Account Executive
The Active Network, Active Community Solutions
1-858-527-5951
neal.block@activenetwork.com

CORPORATE PROFILE

Active Corporate Overview

For the third straight year, The Active Network was named one of North America's fastest-growing technology companies in the Deloitte's 2006 Technology Fast 500, a ranking of the 500 fastest-growing technology companies in North America by percentage revenue growth over five years. Ranked by percentage revenue growth over five years, The Active Network grew 940% from 2001 to 2005 and ranked 180th overall.



Active Community Solutions, a division within The Active Network, Inc., brings a 30-year history delivering organizational efficiencies and improved citizen service to local governments worldwide. A major solutions provider to more than 3,000 are local municipalities, this division provides recreation and golf management, point of sale and inventory controls and professional services designed specifically for cities and counties. The division's mission statement is:

“**Enabling governments to provide 24/7 service delivery to meet increasing customer demands.**”

The Active brand and value proposition to local government organizations is a tacit promise that conveys our mission and purpose in helping you serve your customers. We are driven internally by the quality of our people, who are singularly committed to delivering lifetime value to you and your customers and enhancing their lives as citizens within your community.

The Active Network provides technology applications and marketing access to community service organizations worldwide. The company's application services help organizations increase efficiency, while reducing the cost and complexity of delivering services, managing community activities and fundraising events. Organizations of all size use the company's technology to automate website content and design, payment management processes, information collection, service delivery, activity registration, facility reservation, membership and fundraising management.

The Active Network's marketing services offer integrated online and field marketing campaigns that help brands develop authentic relationships with Active consumers, In addition Active marketing services is working with government agencies to establish new and innovative revenue sources outside traditional channels by working with governments to assess their assets and foster public sector and private enterprise marketing partnerships.

The Active Network serves over 4,000 local governments (cities and counties), parks and recreation, non-profits, sports organizations and associations, educational and health care organizations, and consumer products corporations throughout the United States, Canada, Europe, Australia and New Zealand.

Over 75% of the top 100 local government organizations make up our customer base and Active's solutions have been proven best of breed to manage communities ranging from a few thousand in population to complex large scale operations.

ACTIVENET OVERVIEW

ActiveNet is a full-featured management solution, designed to give your team secure, on-demand access to your organization's data from any computer with an Internet connection. The Active Network (TAN) hosts and manages your data securely, off-premise, using the latest technology infrastructure. You avoid major upfront investments in computer hardware, software licenses, and web servers. There are no ongoing software maintenance or technical support fees. With our flexible transaction-based pricing model, your only upfront costs are for consulting services. ActiveNet helps organizations streamline operations through automated reports, financial integration, and scalability.

Some of the benefits of this solution include:

- Remote web-based access, anytime
- Low upfront costs
- No license or maintenance fees
- Infrastructure fully maintained
- Quick implementation updates
- Unlimited number of licenses and workstations that have access to the system.

Big city vision? Small Town Budget?

ActiveNet gives you the recreation automation tools to offer your community the every best customer service.

The state of today's economy means parks and recreation professionals need to deliver improved public service under tighter budget and resource constraints.

We can help

More than 4,000 community service organizations already trust us to help them make sound technology choices. ActiveNet targets the most inefficient areas of your operations first, so you immediately realize savings in the areas you need it most.

ActiveNet offers a choice of hosted Web-based solutions to meet the needs of growing organizations. Our technology's scalable deployment means you only pay for the functionality you use. Additional solutions can be seamlessly added in stages, according to your budget.

⇒ Quality Software

Active staff performs extensive quality assurance testing for each new release

⇒ Worry-Free Support

Unlimited access to a team of technical analysts trained to quickly resolve issues

⇒ Lifetime Value

"Evergreen" policy ensures your technology investment is protected

MINIMUM REQUIREMENTS FOR ACTIVE NET

Before you get started, you will need to make sure that your workstations meet the minimum hardware and software requirements for accessing *ActiveNet*.

Configuration Item	Requirements
Required Agency Software (for Windows OS)	Microsoft Internet Explorer (6.0 or higher) or Netscape (6.0 or higher) Cookies must be permitted on all workstations JRE 1.4 is required to run applets such as POS and Membership is required to run applets such as POS and Membership
Required Agency Software (for Mac OS)	Microsoft Internet Explorer (6.0 or higher) OS X 10.2 Panther
Certifications	<i>ActiveNet</i> is certified to operate on all name brand workstations, running all commonly installed Windows platforms
Workstation / Desktop	Windows 2000, ME or XP Pentium 133MHz
Workstation RAM	Must meet operating system requirements
Workstation hard drive space	100MB
Workstation Video Monitor	800x600 resolution or higher recommended
Communication Links (WAN)	Any Internet connection 56k dial-up modem or better
3rd party Credit card interface	All credit card verification processing handled by Active Merchant Services

PROPOSED OPERATIONAL NEEDS

Activity Registration

The functionality of Activenet's Activity Registration provides complete automation of the Town of Mammoth Lakes' activities and programs. Deliver superior customer service and reduce your administration time costs for registration and reporting with this module. Unlimited number of activities, programs, and special events may be entered in this system.

Reservations

ActiveNet Facility Reservation improves your facility management process – speeding up reservations, eliminating double bookings, and automating third-party permit approvals. Full integration between Activity Registration and Facility Reservations, so information entered into ActiveNet is automatically updated in all related functional areas.

Public Access / Online Functionality

The flexibility and functionality of ActiveNet's Public Access provides a convenient world of options to all your key stakeholders including customers, instructors, coaches, staff and volunteers.

Deliver superior and timely customer service – reduce your administration time and costs for registration while maximizing community participation. ActiveNet's Public Access gives your customers around-the-clock, real-time access to your department.

Facility reservations– all can be managed and paid for from the comfort and convenience of home. Through personalized accounts, your customers can track their account status, change personal information, print-off their current and past receipts, view individual and family schedules, book facilities and more.

Instructors, coaches, staff and volunteers can be given online access to view rosters, attendance sheets, schedules and participant email address as you deem appropriate.

Online payments are set-up to work with your general ledger systems. This ensures that you can track your online revenue to the appropriate account without additional paperwork.

Membership/Online Functionality

The functionality of ActiveNet's Membership module provides a convenient way to buy, sell, and track memberships in your district. You have the ability to place membership scanners, hardware, etc in your building to track the number of participants in your facility.

INCLUDED IN QUOTE:

Brochure-Link – Included

This involves the integration from ActiveNet to the Customer's desktop publishing program whereby all information in ActiveNet (is exported to your Brochure Software)

Reporting

Make faster, better-informed decisions using a variety of automated reports. Easily monitor revenues and enrollments for specific activities, categories, customer types, facilities, sites and general ledger accounts. Support your programming decisions, analyze instructor and program efficiency, and track effectiveness of your marketing campaigns.

Marketing

ActiveNet Marketing helps you execute effective marketing programs that encourage community participation, build dynamic relationships, and drive online registrations. The customer segmentation, email campaign, print label, and catalogue export tools help streamline your marketing activities.

Pre-project planning and Post Planning documentation days

This involves all of the documentation our consultants will provide the Association with to gather data and information for training as well as weekly status reports, staff procedure reports, staff payment server reports, troubleshooting documents, etc.

NOT INCLUDED IN QUOTE:

League Scheduling

Point of Sale

Childcare

ACTIVENET PRICING PROPOSAL

Onsite and Remote Training

Module	Number of Licenses	License Cost	Total License Cost	Maintenance Fee	Implementation Service Days
MODULE PRICING					
Facility Reservations	1	\$0	-	-	2
Activity Registration	1	\$0	-	-	2
Public Access (online registration)	1	\$0	-	-	1.5
Membership Management	1	\$0	-	-	2
Marketing	1	\$0	-	-	Included
Reports	1	\$0	-	-	Included
Total License Cost		0	-		
Annual Maintenance Cost		See Below			

CONSULTING AND TRAINING (Remote and Onsite)

Description	Hours	Unit Price	Extended Price
General Settings	8	\$100	\$800
Project Planning and Documentation	8	\$100	\$800
Facility Reservations Training and Implementation	20	\$100	\$2,000
Public Access	16	\$100	\$2,000
Activity Registration	20	\$100	\$1,600
Reports/Marketing	INC	\$0	\$0
Business Process Review	8	\$175	\$1,400
Onsite Days (optional)	5	\$500	\$2,500
Total Services Cost			\$8,600

Quote Summary	Totals
Total Software and Maintenance Cost	0
Total Services Cost	\$8,600
Total Hardware Cost	\$0
Grand Total – Upfront Cost	\$8,600

Please Note

- **This total is for upfront cost only. Please refer to the Transactional Service Fees for on-going fees.**
- Sales taxes, where applicable, are not included and prices are in the currency of the country of installation (subject to change without notice).
- Hardware, operating system, 3rd party software and site preparation are not included unless otherwise noted.
- Hardware is covered by Standard Manufacturer's warranty. Equipment that is defective upon arrival will be replaced. RMA process will apply for items after support has indicated there are no alternatives.
- Hardware returned that is not defective will be assessed a re-stocking fee.
- Onsite services are exclusive of airfare.
- Onsite services are figured on an eight hour day. Any additional training hours above those included for onsite training will be completed remotely.
- Implementation and Training Services are restricted to for five (5) participants per class for remote services and ten (10) users on site. Additional participants \$100 each to a maximum of ten (10).
- Transactions entered directly by participants through the Website will be assessed the customary service fee charged by Active to online registrants ("Service Charge"), as described below. We may change the Service Charge at any time and you agree to such change unless you provide us with written objection to such change within 30 days from the date such change is first implemented. We will be responsible for collecting all registration fees charged by you and all Service Charges assessed by us. All registration fees, except Service Charges, are your exclusive property. Any registration fees collected by us will be sent to you twice a month and Service Charges shall be retained by us. You shall guarantee and pay to Active a minimum aggregate Service Charge, whether through offline or online transactions, of **\$0 per calendar year** (the "Minimum Yearly Service Charge"). You shall pay to Active the difference between such Minimum Yearly Service Charge and the actual Service Charges collected by us during the year, which will be billed at the end of each year beginning from the date set forth on the Agreement. Active shall not be responsible for processing or making any refunds. All credit card refunds processed will be assessed a \$.10 fee charged by Active to you. Active may reimburse itself for any credit card charge backs and associated fees out of registration fees collected by it. In the event such funds are not available, you agree to reimburse Active for any charge backs or refunds.

TRANSACTION PRICING MODEL

Ongoing Service Fees

In order to provide your organization with continued support, a lifetime of no charge product enhancements, and the many benefits of hosted technology, a small transaction charge will be applied to each receipt generated by ActiveNet. The ongoing service cost for ActiveNet is based on a transaction fee structure applied to each monetary transaction. Active's definition of a transaction is a single receipt issued within the system. The dollar amount or the number of different line items totaled on one receipt does not matter as it is still considered one transaction.

Cash/Check Transaction Fee:

This figure is based on 2.0% transaction fee, and covers unlimited technical support; new updates; hosting/maintenance of data; back ups every 30 minutes.

Additional Credit Card Processing Fee:

This figure is based on 2.5%. This is in lieu of the credit card processing fees you currently pay to third party vendor.

Online Transaction Fees

Participants will pay a convenience fee of 6.5% plus \$.50 per transaction. This 6.5% covers the cost of the following that the Customer currently incurs by processing its own credit cards:

- The different rates charged by different credit card companies (e.g. Discover charges higher fees than Amex and MasterCard, with Visa being the lowest)
- Cost of payment servers and infrastructure
- Cost of Software Security License (SSL) certificates and Merchant Accounts
- The flat fees charged by credit companies on each transaction
- Higher rates for affinity or frequent flyer cards
- Higher rates for International cards
- Hidden fees associated with the Payment Gateway that sits between the retailer and the bank:
 - Deposit
 - Authorization
 - Transfer of funds from gateway to bank account
- Assessment charges from the bank or clearinghouse
- Interchange fees from the bank or clearinghouse

The savings for Online Transaction fees would be subtracted from the overall transactions processed since these fees are not paid for by the Customer.

WHAT DOES TRANSACTION / CONVENIENCE FEES COVER?

In this day and age, antiquated software and manual processing doesn't just slow down your staff's productivity, it limits their ability to interact effectively with your participants. It also limits your participants' choices and overall experience, as well as decreasing the likelihood of enhancing participation within your community through technology and marketing solutions.

Intuitive software will support more effective interaction between your staff and participants online, wirelessly, in person or over the phone; it improves efficiency, productivity and offers more personalized service options to our community. Plus, with the Marketing Services and community networks provided to your department without additional charge, you gain the added benefits of bolstering online service launches, ongoing promotions and extend your community access and the value we provide to your participants.

So, in addition to allowing an unlimited number of users – both internal customers (staff) and external participants (your community) can access ActiveNet at any time – “24/7, 365 days/year”, wherever an internet connection is available – this transaction fee model also provides you the following:

SUPPORT & MAINTENANCE

- Unlimited number of users (both internal staff and external participants) accessing the system at any point in time.
- Remembering with ActiveNet there is no annual support & maintenance fees, our customers have access to around the clock support.
 - Unlimited toll free telephone support between 6:00 am and 6:00pm Pacific Time (“PT”) Monday – Friday (“**Regular Support Hours**”)
 - Unlimited dial-in access support for “system down” issues 24 hours a day, 7 Days a week (“**Extended Support Hours**”)
 - 15 minute response time for all support issues.
- Support also includes assistance to isolate the source of problems and/or to troubleshoot difficulties resulting from sources other than ActiveNet Software Solutions Ltd. products or services, such as:
 - General network support – for example network access, printing, backup & restoration
 - PC hardware trouble shooting
 - Network operating system configuration and functionality
 - Basic Microsoft Corporation “Windows” functionality (e.g. using File Manager or Explorer)
 - Modem configuration & setup
 - Data corruption due to lack of disk space; and
 - Loss of supervisor or other password
- Additional customer services. For example, Active acts as First-Responder and will field calls from your participants regarding charges on their credit card from your department...and will also act as lead (if the department desires) with respect to working with the credit card company about the query.

- Access to Customer Area on the ActiveNet Software Solutions Ltd. secure website (including incident tracking, access to future release functionality, etc.)
- Regular documentation and communications sent to your department throughout the year
- **“Evergreen Policy”** – under the **ActiveNet** support and agreement contracts, there will not be a need to ever re-purchase the software. The provision of new Releases and Versions of the modules in use – including appropriate documentation – will be updated approximately every 4 months to include new functionality.
- The members of our Customer Care Team are skilled in all aspects of ActiveNet software and in technical knowledge, and many have technical certifications such as the MCSE, Oracle DBA, Citrix Certification and Crystal reports Certification. We maintain a 1:15 ratio of Support Staff to Clients, and are able to solve most of your concerns on your first call to us
- In addition to our software support, ActiveNet offers continued opportunities for customer learning in the form of user groups (where people from our partner organizations in a given area discuss best practices), regional training, and our annual customer conference – which alternates locations between the West and East regions each year.

DATA INTEGRITY AND SECURITY

At Active, ensuring customers’ data is private and secure is a priority. With a proven track record processing millions of secure online transactions annually for events and activities, the company uses industry-leading security measures to ensure the privacy and security of all data stored in its system.

- Secure Transactions (128 SSL encryption) protecting data while the transaction is being processed.
- Data back-ups occur every 30 minutes, translating into 24/7 security and reliability.
- Physical security of data
 - Many of our participants are in geologically unsafe conditions (Florida Hurricanes, etc.) where their servers could potentially be in dangerous scenarios; our hosting facility is in a location where necessary precautions have been taken to ensure protection on a level few government agencies can match.
 - With dedicated servers in a remote location, should your organization be subject to theft, damage or contract a virus – your database is not compromised.
 - Security of your data against intrusion / “hackers”. The Intrusion Detection and Firewall system in place is deemed state-of-the-art and again, few organizations would be able to implement such similar capabilities.

Compliance with Payment Card Industry (PCI) Data Security Standard

Active is compliant with security standards for the Payment Card Industry (PCI) Data Security Standard, and internationally-recognized, best practices standard for cardholder data security.

For service providers like Active, who store, process and transmit cardholder data, compliance certification with the PCI Data Security Standard represents a significant commitment to industry security standards. The certification is supported by all major credit card associations, including American Express, Diners Club, Discover, JCB, MasterCard International, VISA USA and VISA International.

To achieve compliance for the PCI Data Security Standard, the company enrolled in Ambiron TrustWave's TrustKeeper remote Compliance Program. Through the program, Active's policies, procedures and technical systems were evaluated, security levels were assessed, and monthly scans were conducted to ensure consistent protection.

For more information on the compliance program, visit www.atwcorp.com/trustKeeper.php.

UPGRADES

One of the greatest benefits of a hosted solution is the method of software updates: AUTOMATIC! Traditionally, upgrades are work-intensive processes, costing time and money including loss of revenue due to any "downtime" the department might incur. With ActiveNet you have:

- Immediate deployment of new functionality
- Quicker releases for maintenance fix requirements, commonly called "bug fixes" in the industry. If a bug is found, Active can push the bug fix in a more timely fashion.
- Zero Downtime Upgrades, which means the system available through the upgrade process.
- Quarterly upgrades / new releases, versus very 9-12 months for traditional client-server solutions.
- The Enhancement Request process in place looks to our customers for future functionality; at least 25% of all new functionality comes directly from customer requests.
- ActiveNet upgrades come at no additional charge.

Marketing Services

At The Active Network our solutions go beyond technology. Uniquely, we also offer an array of marketing services to help your organization maximize community participation and enhance customer relationships. Through a combination of marketing guidance and added value services, Active gives your organization access to the tactics, tools and programs that will help you successfully market your services. Work directly with our marketing team to develop and execute a communications plan and with our innovative programs you can also reward your customers in a number of satisfying ways.

- eMarketing Resource Center Access

With 24/7 access to our eMarketing Resource Center it's easy to learn how to build effective marketing campaigns that drive online traffic, grow online bookings and build lasting relationships with your community. Educations checklists, templates and much more are available to you at no additional cost. Highlights include:

- ⇒ Email and Website education
- ⇒ eMarketing checklists and tips
- ⇒ Media kit preparation
- ⇒ Building advertising partnerships
- ⇒ Measuring results
- ⇒ Success stories
- ⇒ Advertisements; Posters, Postcards, Flyers
- ⇒ Archive of graphics templates you can customize
- ⇒ Brochures, Catalogs
- ⇒ Web banners
- ⇒ Web buttons
- ⇒ Press release templates

- Media Relations & Community Outreach

Rapidly build awareness when launching your online services with help from the Active PR team. Take advantage of their skills and expertise to develop a media relations plan covering local media research, press release writing and media release management.

- Active Rewards Sampling Program

Build community relationships and add excitement to your events, facilities or activities with Active Rewards. Opt-in to this free program and distribute a wide variety of product samples and coupons to reward your participants and members. Over the years, we've brought millions of samples and promotions to our customers from big-name brands like Timex, Degree, Fig Newton's, Crystal Light, Bull Frog, Snicker's Marathon, Whisk, and many more.

- Active Reader Rewards

Motivate and reward your customers to register or book online with the opportunity to receive 3 months of FREE magazines! Online registrants can select three magazines at a time from a range of leading titles that appeal to the entire family.

- Additional FREE marketing services:

- ⇒ Updates on marketing trends and success stories with regular eNewsletters and webinars
- ⇒ Utilize customizable graphic templates to help you build integrated campaigns
- ⇒ Over 50 tactics to drive online / e-commerce revenue

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Web-based, Hosted Software for Improving Efficiency, Customer Service, and Encouraging Participation

ActiveNet is the market-preferred hosted technology for automating recreation management. It helps organizations like yours streamline operations, offer the best service to your community, and encourage community participation.

Increase Operational Efficiency

Parks and recreation organizations of all sizes use ActiveNet software to streamline administration processes. By reducing manual activities, ActiveNet can minimize errors, and operating costs. Your front-line teams are more efficient and better equipped to deliver superior service.

Improve Decision-Making

ActiveNet centralizes all of your data. Up-to-the-minute reports on financials, registrations, reservations, memberships, and more help you make better, faster decisions to more effectively manage your organization.

Maximize Participation

With ActiveNet, you can easily offer a fully integrated, transaction-enabled website to your community. They benefit from the convenience of around-the-clock access to your activities and facilities via the Internet. Additional marketing applications – including email, mail, and brochure exporting tools – help you keep your community informed. The result is increased awareness and participation in your activities and programs.

Save with Hosted Technology

ActiveNet is a full-featured recreation management solution, designed to give your staff secure, on-demand access to your organization's data from any computer with an Internet connection.

We host and manage your data securely, off-premise, using the latest technology infrastructure. You benefit with:

- ▶ Remote web-based access, anytime
- ▶ Low upfront costs – avoid major investments in computer hardware and web servers
- ▶ No license or maintenance fees
- ▶ Infrastructure fully maintained
- ▶ Quick implementation updates

Choose with Confidence

Over 4,000 community organizations trust the Active Network as their technology and marketing partner. By making Active your technology choice, you benefit from 30+ years of experience providing parks and recreation solutions, market-leading software, and unlimited support.

Sara Wise-Martinez
Account Executive
1-800-661-1196 ext. 2806
Sara.Wise@ActiveNetwork.com

Features



“ActiveNet has been just a wonderful solution to streamline our operations, offer convenient customer services, and save staff time on manual, paper-based processes.”

– Angela Crawford,
Admin. Assistant, Botetourt
County Parks and Recreation

Get Started Today!

1.800.661.1196 | Communities@ActiveNetwork.com | www.ActiveCommunities.com

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Public Access

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Public Access with ActiveNet gives your customers around-the-clock access to your activities and programs on the Internet – helping you deliver superior customer service, reduce administration, and maximize community participation.

Home Page. Customize your Public Access website, with an easy-to-use form. Select your colors, add images, include web links, and tailor the information – no web design experience is necessary. Include a Quick Start page with frequently asked questions to help customers use the Public Access website.

“My Account” for Customers. Give your customers a totally personalized Internet service experience. They can use the convenient “My Account” feature to update their profiles, add family members, view their family schedule, print past receipts, change their password, and much more.

Fully Integrated. Automatically integrate your public website and administration system, so staff and online customers always have access to the latest information.

Online Activity Registration. Make all activities available for Internet registration to increase community participation. Allow customers to search for activities, explore descriptions, view remaining availability, register, complete waivers, and pay by credit card at their convenience.

Online Facility Reservation. Increase facility utilization rates by enabling online reservations. Let customers search for facilities by event type, location, region, amenities, and availability. Quickly review requests, approve the reservation, and send confirmation emails to customers. It's easy!

Online Memberships. Allow customers to buy and renew memberships and passes on the Public Access site. Assign specific employees to corporate memberships, so they can renew them online.

Online League Registration. Give customers the option to register as a team or for a team online. Players can then view all scheduled games, rain out information, and team standings online. With special login privileges, Officials can use the Public Access website to print team rosters, post final scores, and email game updates to coaches and team players.

Online Child Care Scheduling. The easy view Calendar allows customers to see availability and book specific days quickly and easily. All scheduled child care is instantly updated on family calendars.

Online Instructor and Coach Access. Give instructors online privileges so they can print rosters and attendance sheets from their home or office. Instructors can also use the Public Access email tool to quickly send activity updates to participants.

Management Advantages

- ▶ Increase customer service and satisfaction
- ▶ Maximize community access and participation
- ▶ Eliminate administration for all online transactions
- ▶ Reduce the cost of automation software

Staff Benefits

- ▶ View up-to-date customer information
- ▶ Reduce line-ups at peak times
- ▶ Decrease phone inquiries
- ▶ Frees up staff time

Customer Experiences

- ▶ Around-the-clock access
- ▶ Immediate service without line-ups
- ▶ Personalized online services
- ▶ Up-to-date availability information
- ▶ Quick, secure online payments
- ▶ Automatic email confirmations
- ▶ Historical receipts always available
- ▶ Family calendar of scheduled activities
- ▶ Online customers are always first in line



Marketing

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Marketing with ActiveNet helps you execute effective marketing programs that encourage community participation, build dynamic relationships, and drive online registrations. The customer segmentation, email campaign, print label, and catalogue export tools help streamline your marketing activities.

Customer Relationship Management. Centrally track all your customer information, with one view of customers across all sites. Track contact information for individuals and families, including mail and email addresses, phone numbers, and residency status. View past receipts, usage patterns, demographics, and answers to custom questions.

Segmentation and Targeting. Create custom lists based on criteria as broad as demographics, interests and age or as defined as activities. Automatically assign customers to lists using the integrated custom question tool. Assign 'interest lists' to activities to track customer preferences based on registration patterns. Allow both staff and customers to manage 'subscription lists.' Then use the automated list building tool to segment marketing audiences and boost response rates to direct mail and email campaigns.

Email Campaigns. Save on printing and mailing costs by sending email campaigns using ActiveNet's popular Communication module. Send text or HTML emails with links to your website to increase participation. Personalize emails with recipient names and comply with CAN-SPAM regulations by using ActiveNet's automatic opt-out mechanism. Save time by storing, scheduling, and reusing email campaigns.

Label Tool. Quickly build a customer list and print labels for your direct mail campaigns with ActiveNet's easy-to-use label tool.

Catalogue Creation and Exporting. Drastically cut down the time it takes to build your catalogues, brochures, and newsletters, and virtually eliminate errors with the Catalogue Export tool. Quickly export specific activity information, including times, facilities, descriptions, and pricing. Select your preferred format: ASCII files (CSV) or camera ready files (RTF). Then quickly import the information into your graphic design program.

eMarketing Center. Visit the customer eMarketing Center, which features over 100 marketing best practices and free tactics that can help boost Internet registrations and overall community participation. Resources include a newsletter, guide, sample marketing campaigns, and case studies.

Reporting. Use the Transaction Comparison Reports to monitor the effectiveness of marketing campaigns in driving transactions and revenues. Quickly compare online and front desk results before and after campaign launches. Track the success of email campaigns with the help of open and click-through reports. Review results for activity registrations, facility reservations, child care services, and membership sales.

Management Advantages

- ▶ Enhance marketing campaign effectiveness
- ▶ Increase customer communication
- ▶ Maximize community participation

Staff Benefits

- ▶ Increase go-to-market campaign speed
- ▶ Increase responses with better targeting
- ▶ Save time and money
- ▶ Reduce time and errors creating catalogues

Customer Experiences

- ▶ Regular marketing communication updates
- ▶ Increased awareness of programs and deadlines
- ▶ Improved customer satisfaction



Activity Registration

ActiveNet

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Activity Registration in ActiveNet streamlines your entire activity management process. Automation decreases transaction handling times, improves decision making, and enhances the overall customer experience.

Activity Management. Manage all activity, event, and program details in ActiveNet. Specify prerequisites, instructors, gender and age restrictions, minimum and maximum capacities, flexible course schedules, registration dates, multiple pricing options, team details, and more. Manage all registrations, withdrawals, and waiting lists. Include custom questions that participants must answer to successfully register for activities. Automate waiver processing, from generation to completion tracking.

Payment Processing. Process registrations, transfers, and refunds. Easily print customized receipts. Include multiple enrollments for family members on a single receipt. Accept immediate payment or installments in cash, check, credit card, or from credit on account. Multiple taxes and fees are automatically applied during registration. Track instructor fees based on enrollments and payments.

Customer Relationship Management. Get one central view of customers and their transaction histories across all sites. Track contact information for individuals and families, including mail and email addresses, phone numbers, and their resident/non-resident status. View past receipts, usage patterns at all facilities, and demographic statistics.

Batch Registration. Register a group of participants or an entire team in one quick and easy transaction.

Multi-Window Activities. Open multiple screens at once. Quickly process a walk-in facility reservation while in the middle of entering a mail-in registration for another customer.

Fully Integrated. Automatically reserve facilities as new activities are created in the system. Eliminate duplicate entries and scheduling conflicts, while at the same time reducing user errors.

Reporting. Make faster, better-informed decisions using a variety of automated reports. Easily monitor revenues and enrollments for specific activities, categories, customer types, facilities, sites, and General Ledger accounts. Speed up end-of-day cash reconciliation with the Daily Close Report. Integrate your ActiveNet data with your accounting systems, using the customized file export function. Print waiting lists, rosters, and attendance sheets with just a few clicks.

Management Advantages

- ▶ Centralize your database
- ▶ Automate reporting
- ▶ Compare data across sites
- ▶ Make faster, better informed decisions
- ▶ Increase staff productivity
- ▶ Mitigate cash handling errors and fraud

Staff Benefits

- ▶ View up-to-date activity information and availability
- ▶ Eliminate overbookings
- ▶ Support additional payment options
- ▶ Speed up daily cash reconciliation
- ▶ Automate facility bookings for activities

Customer Experiences

- ▶ Faster service, shorter line-ups
- ▶ Print and email options for receipts
- ▶ Reprinting of historical receipts
- ▶ Up-to-date personal information at all sites



Facility Reservation

ActiveNet

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Facility Reservation in ActiveNet improves your facility management process – speeding up reservations, eliminating double-bookings, and automating third-party permit approvals.

Facility Management. For each facility, define your hours of operation, allowable reservation periods, required preparation times, and amenities. Administer facility capacity controls by setting minimum and maximum capacities. Set specific deposit and pricing details with ActiveNet's flexible charge options. Process reservations requiring multiple approvals from within your organization or permits from third-party organizations, with automated email and web approval tools.

Easy Search. Look for desired facilities by name, type, amenities, site, geographic location, and more. Find suitable facilities quickly and easily.

Calendar View. Use the Scheduling Calendar to view existing reservations and arrange new ones with a simple "point and click." Configure the Scheduling Calendar to view up to six facilities at once by day, week, or month.

Quick Reserve. Speed up bookings with the Quick Reserve screen, which displays facility groupings and availability for easy selection.

Facility Overlaps. Manage all facilities, including those that 'overlap' (such as a soccer field that overlaps with the outfield area of a ball field) – eliminating any chance of double-bookings.

Payment Processing. Track reservations, deposits, payments, and refunds. Quickly create receipts for stand-alone, continuous, or multiple bookings. Accept immediate payment or installments in cash, check, credit card, and from credit on account. Multiple taxes and fees are automatically applied during the reservation process.

Holidays. Set 'global' skip days, such as New Year's Day – preventing reservations for sessions or events on dates designated as skip days.

Fully Integrated. Automate integration of activity and facility transactions. Facility Reservation integrates seamlessly with Activity Registration and Memberships, so information entered into ActiveNet is automatically updated in all related functional areas.

Reporting. Use a variety of automated reports available at the click of a button. Review all booking details, event information, contacts, permit numbers, and attendance numbers with the Reservation Master Report. Improve utilization planning and maintenance scheduling with the Facility Utilization report. Integrate your ActiveNet data with your accounting systems, using the customized file export function.

Management Advantages

- ▶ Improve facility and asset management
- ▶ Increase utilization rates
- ▶ Reduce third-party permit risk
- ▶ Automate reporting
- ▶ Improve A/R management
- ▶ Set flexible pricing structures
- ▶ Improve maintenance management

Staff Benefits

- ▶ Identify suitable facilities quickly
- ▶ View calendars for availability
- ▶ Save time with Quick Reserve
- ▶ Prevent double-bookings
- ▶ Automate permit processing
- ▶ Support additional payment options

Customer Experiences

- ▶ Quicker reservation turnaround
- ▶ Print or email options for receipts
- ▶ Easier permit approval process



Membership & Pass Management

ActiveNet

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Membership and Pass Management in ActiveNet is a truly integrated solution, designed for flexibility and ease of use. It allows your organization to process membership sales, create photo identification cards, manage passes, and track usage statistics.

Package Management. Create and sell various types of memberships and passes, with flexible pricing options. Set memberships to be time-specific, with allowances for day-of-week and time-of-day validation. Or manage computerized "punch card" passes that are usage-specific, limiting the total number of visits. Control access to facilities like gyms, pools, and other check-in points by specifying entry point access for each type of package or pass.

Payment Processing. Automate pass sales, refunds, transfers, and renewals. Accept immediate payment or installments in cash, check, credit card, or from credit on account. Taxes and fees are automatically applied. Set packages for automatic renewal with credit card payment – and significantly increase membership retention rates.

Membership & Pass Cards. (Optional) After a pass sale, quickly take the customer's photo and generate a pass specific to his or her membership package and customer account. Issue multiple cards for family memberships.

Just point the camera at the customer and click "Take Photo"; then print the pass. It's easy! Customize the cards for different packages with unique attributes: identifiers (pictures, barcode, magstripe, and pass number), layouts (logo and background images), and content (your organization and customer information).

Hardware Integration. Use popular membership management hardware, including mounted or hand-held card magstripe readers or barcode scanners.

Access Management. Automate access control. Instantly verify that a pass is valid and view the member information on screen each time a card is swiped or scanned, such as when a member arrives at a facility. If a pass is close to expiration, suspended, or has expired, an alert is provided.

Reporting. Produce reports that track revenues by pass type and utilization statistics. Print lists that include contact phone numbers, membership effective and expiry dates, and balances outstanding. Review the Membership Statistics report for current membership data by package category, customer type, site, or area – historical comparisons show changes in active, renewed, expired, withdrawn, transferred, and suspended accounts.

Management Advantages

- ▶ Increase membership retention rates
- ▶ Automate reporting
- ▶ Improve A/R management
- ▶ Track usage statistics for all sites

Staff Benefits

- ▶ Automate computerized pass production
- ▶ Review validation on-screen
- ▶ Track punch/visit accurately
- ▶ Receive automatic expiration alerts

Customer Experiences

- ▶ Personalized, durable cards
- ▶ Faster facility entry process
- ▶ Notice of approaching expiration
- ▶ Auto renewal with credit card
- ▶ Fast reprint of lost cards



Child Care

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ActiveNet's Child Care module helps community organizations manage their administration processes. By streamlining enrollment in before- and after-school programs and summer camps, ActiveNet helps free your time so you can focus on what matters most: the children.

Child Care Management. Tailor your child care session details including description notes, facilities, minimum and maximum capacities, and available dates and times. Then roll-up your sessions into complete programs, which can be tailored for specific genders or age groups.

Specify your unique program pricing by hour, day, week, or month. Customize your pricing further with ActiveNet's flexible pricing options. For example, apply multi-child discounts for programs.

Flexible Enrollment. Enrollment is easy. Pick a program, identify the child, specify the dates, process payment, and print a receipt. View ActiveNet's calendars to see session availability at a glance, and prevent over-bookings. Easily manage customer waiting lists.

Add child-specific medical alerts and special care notices at the time of enrollment. Denote Drop-Off and Pick-Up authorizations, with specific adult contacts for each child.

Payment Processing. Process enrollments and schedule refunds. Customized receipts are easy to print and feature child care program enrollment details. Print multiple-child enrollments for families on a single receipt. Accept immediate payment or installments in cash, check, credit card, or from credit on account. Automatically include pre-set taxes and fees during the registration process.

Fully Integrated. Create new child care programs and automatically reserve facilities in the system. Eliminate duplicate entries, scheduling conflicts, and reduce user errors.

Reporting. Review all child care programs, including facilities, minimum and maximum enrollments, and date and time details with the Child Care Sessions Report. Quickly print attendance sheets and rosters. Monitor revenues and enrollments by date, session, or child care programs.

Management Advantages

- ▶ Automate revenue reporting by program
- ▶ Improve A/R management
- ▶ Increase staff and customer satisfaction

Staff Benefits

- ▶ Automate roster printing
- ▶ Support additional payment options
- ▶ Quickly view authorized pick-ups and drop-offs

Customer Experiences

- ▶ Faster drop-off and pick-up
- ▶ Secure pick-up system



League Management

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League Management in ActiveNet helps you efficiently manage league organization, registration, and game scheduling activities. You save time and money by doing away with league calendar books!

League Management. Configure your exact league structure, including all parent and child leagues. Customize league names, descriptions, start and end dates, no-play dates, league types, Officials, and facilities for each league.

Coordinate league schedules using the Manage Schedule calendar, which displays information on dates, times, and game sites. Automatically balance league schedules based on multiple parameters including time, week, day of week, and game site. Specify maximum number of games per day and week.

Game Management. Schedule, swap, or delete games. Assign players to each team and teams to each game. When a date is modified, the specified game site is automatically reserved; validation rules automatically prevent site and team conflicts.

Use the Game, Time, and Site Distribution screens to view all games for each team, with number of home and away games, timeslots, and game sites. Quickly allocate games evenly across teams using the Team vs. Team Distribution screen.

Track all game results including: home team scores, away team scores, tied game notes, and postponed game notes.

Officials Management. Administer all Official information in ActiveNet, including all contact coordinates. Create a mailing list to support quick email communication of updates to all Officials. Use the Officials Schedule report to view the games calendar, which includes dates, times, and sites for each Official.

Fully Integrated. Automate the entire league management process, while preventing duplicate entries and scheduling conflicts by using ActiveNet's League Management, which is fully integrated with Activity Registration and Facility Reservation.

Reporting. Track activities by league type, name, schedule, team, and Official. Review pairings, game sites, dates, and times for leagues and teams with the League and Team Schedule reports. Use the League Standings report, which ranks teams by their standings and includes team statistics. Quickly print team rosters with player names, addresses, phone numbers, and age data.

Management Advantages

- ▶ Automate registration process
- ▶ Do away with league calendar books
- ▶ Automate reporting

Staff Benefits

- ▶ Reuse league information each year
- ▶ Create and modify schedules quickly
- ▶ Eliminate team and site conflicts
- ▶ Automate Official schedule reporting

Customer Experiences

- ▶ More professional league management
- ▶ Faster registration process
- ▶ Timely email updates of schedule changes



Point-of-Sale

ActiveNet

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Point-of-Sale with ActiveNet is fast, easy, and flexible. It streamlines payment processing and order tracking in a variety of POS environments – including concession stands, shops, food establishments, and drop-in facilities – so you can improve customer service, reduce cash handling errors, and increase labor efficiency.

Custom Configuration. Customize your interface designs by quickly configuring unlimited buttons and screen layouts for different sites. Set-up buttons for a variety of products, services, and charges, including drop-in activities, gift certificates, food and apparel items, as well as sales tax computations.

Easy to Use. Improve efficiency and customer service with this cashier-friendly system. Group buttons by product category and use color coding to make your POS environment easy to learn. Pre-set prices and quantities for popular items to make service more efficient and billing more accurate. Use an intuitive touch screen or point-and-click hardware to speed up transactions.

Payment Processing. Save time – orders and sales tax are automatically computed. Configure new pricing or weekly promotions and automatically update all POS interfaces. Accept payment by cash, check, credit card, and credit memo, and quickly print or email itemized receipts. If need be, a transaction can be easily voided.

Assign revenues to a generic drop-in customer account or track purchases by specific customer or company. Parents can pre-pay for future child purchases by putting a credit on their account. Send receipts to parents by email as credit balances are used, so they can monitor expenditures.

Inventory Control. Set up UPC codes for products, print labels, and attach to POS items. Maintain vendor contact information. Be notified when inventory goes below certain volume.

POS Hardware Integration. Use touchscreens, credit card and debit card swipes, cash drawers, and receipt printers to streamline orders. These are fully integrated with your POS system.

Reporting. Capture point-of-sale transactions automatically in all financial reports. Track and analyse up-to-date General Ledger account, user, and site specific revenues – so you can make fast, informed management decisions. Speed up daily cash outs with the Daily Close Reports.

Management Advantages

- ▶ Reduce cash handling errors and fraud
- ▶ Integrate transactions with GL accounts
- ▶ Automate reporting
- ▶ Improve A/R management
- ▶ Set and control flexible pricing options
- ▶ Integrate system with accounting

Staff Benefits

- ▶ Customize displays
- ▶ Quickly process single button sales
- ▶ Ease cash management
- ▶ Support more payment options
- ▶ Eliminate charge errors
- ▶ Automate sales tax calculations
- ▶ Streamline end-of-day reporting

Customer Experiences

- ▶ Quicker purchase transaction times
- ▶ Shorter line-ups
- ▶ Automated tracking of purchases on accounts
- ▶ Credit on accounts eliminates cash carrying
- ▶ Email receipts for purchases



Customer Relationship Management

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From activity enrollment and transaction history to special interests and medical alerts, Customer Relationship Management in ActiveNet provides a 360-degree view of every customer for greater customer insight, improved customer service, and increased transaction efficiency.

Key Features

- ▶ At-a-glance customer summary automatically displays on screen once an ID card is swiped or a customer ID is entered
- ▶ Customize customer summary to display the most pertinent customer data to your organization, such as upcoming activities, interests, memberships, transaction history, and family relationships
- ▶ Chosen customer summary sections appear on a single screen for quick access to full customer information
- ▶ Streamline the search for or data-entry of customers when completing new registrations, bookings, memberships, etc.
- ▶ Add customer notes or alerts. Set the frequency to display high importance notes/alerts and which users to alert.
- ▶ View transaction history for a customer and his/her family from registrations, memberships, point-of-sale, payments, communications, and more
- ▶ From the customer view, complete actions such as registrations, reservations, and memberships without having to re-enter customer data
- ▶ Tabs, similar to the tab functionality in Internet Explorer 7.0, allow staff to move from one module to another without losing previous work or searches

Key Benefits

Staff

- ▶ Build stronger relationships with customers
- ▶ Understand the specific needs of customers and offer customized customer service
- ▶ Reduce data entry for new transactions

Customers

- ▶ Improved customer service
- ▶ Faster transaction times
- ▶ Increase customer satisfaction

Get Started Today!





Access Control

ActiveNet

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Access Control in ActiveNet increases your visibility into who is entering your amenities, where they are entering, and when.

Key Features

Entry Management.

- ▶ Control access into manned and unmanned amenities and entry points
- ▶ Offer both internal (e.g. fitness facility) or external (e.g. outdoor pool) access control
- ▶ Enforce amenity entry rules at the member level
- ▶ Instantly verify that a member ID card is valid and approve or deny access to that entry point
- ▶ Control multiple scanning stations and turnstiles throughout a facility
- ▶ Utilize barcode or mag-stripe cards
- ▶ Report on entry point scanning activity
- ▶ Option for biometric access control which includes fingerprint scans and hand geometry comparison

Key Benefits

Organization

- ▶ Maintain access control despite reduced staff
- ▶ Reduce administration costs and time associated with monitoring access
- ▶ Improve visitor tracking. Provide an audit log on who, when and where access has been granted and/or denied

Customer

- ▶ Faster entry into amenities
- ▶ Enhanced security

Get Started Today!



Website Content Management Solution

activegovernment

Enhance Communications with Citizens and Increase Efficiencies

ActiveGovernment offers a flexible and easy-to-use website content management solution that allows your non-technical staff to update and manage content, enabling timely and relevant communications with your citizens.

Improve Communication and Interaction with Citizens

Enable your website to be a powerful communication resource by delivering relevant and timely information to your community.

- ▶ Deliver personalized content based on visitors' needs, preferences and permissions.
- ▶ Improve the online experience for citizens with web forms, full text search, email updates, and FAQs
- ▶ Allow opportunities for two-way communication. Web 2.0 interaction tools (RSS, blogs) allow citizens to easily participate and exchange information.

Empower Your Staff

Enable staff at any level to easily add or update content, with no HTML knowledge or Webmaster intervention. Daily processes such as content updates, calendar updates, and email notices have never been easier. Features include:

- ▶ High performance engine
- ▶ Document management library with version control
- ▶ Rules-based, multi-level automated approvals
- ▶ Role-based security authorization and automatic tracking, history and audit trails
- ▶ Multi-site management, group management
- ▶ Real-time publishing
- ▶ Quick-edit mode
- ▶ Portal functionality
- ▶ Extensible report management

Increase Efficiency

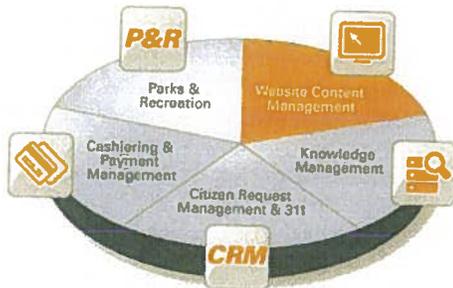
Allow staff to create and publish new content using simple, pre-defined templates such as the following eGovernment Service modules:

- ▶ Community Event and Meeting Calendars
- ▶ Agenda and Meeting Minute Document Library
- ▶ Procurement, RFP and Bid Management
- ▶ Citizen Requests, Polls and Surveys
- ▶ Newsletters, Email subscriptions
- ▶ Careers and Job Posting
- ▶ Online payments
- ▶ Staff and Service Directory
- ▶ Knowledge Base Integration
- ▶ Integration with Active's Suite of Registration Software

"Active's content management solution has already resulted in time and cost savings."

– Amy Davison, Web Services Manager, City of Scottsdale





Citizen Access Suite™

The website content management solution is part of the Citizen Access Suite™, the most complete customer service solution for public sector organizations of any size. The Suite integrates Active's industry-leading technologies:

- ▶ Website Content Management
- ▶ Cashiering and Payment Management
- ▶ Citizen Request Management and 311
- ▶ Knowledge Management
- ▶ Parks and Recreation

Two editions are available:

Express - Hosted solution, ideal for small and medium-sized organizations

Enterprise - Hosted or installed solution, provides additional workflow, security, and customization



Custom Website Design

Whether upgrading your existing site or looking to create a completely new one, Active offers full-scale design and development services in addition to easy-to-use content management tools that help keep your site up-to-date.

Active's expert web design and development staff work closely with you to develop the best site suited for your community. Highlights include:

- ▶ Professional, experienced design team
- ▶ Cutting-edge web development tools
- ▶ Multi-phase development process
- ▶ Custom, intelligent user-interface design
- ▶ Search engine friendly web site development

Choose with Confidence

With ActiveGovernment, you can rely on market-leading software, lifetime value and exceptional service and delivery.

- ▶ 30+ years providing industry-leading technology solutions
- ▶ 400+ organizations manage their website with Active's Website Content Management solution
- ▶ 80 of the 100 largest U.S. cities rely on Active solutions
- ▶ Evergreen software policy protects investment
- ▶ 24/7 worry-free support
- ▶ Microsoft Gold Certified Partner
- ▶ Lean Six Sigma Developer

Get Started Today!



ATTACHMENT C:

Provide a one (1) page Executive Summary of your project / program.

EXECUTIVE SUMMARY

TOWN OF MAMMOTH LAKES: WEB-BASED RECREATION SOFTWARE

“Seventy Five percent of Parks and Recreation Departments in the United States use online registration and facility reservation software.”

The Town of Mammoth Lakes Recreation Department currently does not.

THE BENEFITS OF WEB-BASED RECREATION SOFTWARE

Phase II of the Town’s restructuring plan provided the opportunity for staff to analyze current recreation services, the cost to deliver those services, and a method to identify more efficient and cost-effective service delivery methods. Staff determined that recreation software is a simple, yet highly effective tool that has been proven to increase employee productivity, generate additional revenue, along with program participation and most importantly, provide improved customer service.

Staff conducted a comprehensive analysis of three recreation software vendors, including a review of several others, and taking into account the specific needs of the Recreation Department, staff identified a preferred vendor:



Active Community Solutions, a division within The Active Network, Inc., brings a 30-year history delivering organizational efficiencies and improved citizen service to local governments worldwide. Active is a major solutions provider to more than 3,000 organizations, 400 of which are California Parks and Recreation municipalities.

“ Enabling governments to provide 24/7 service delivery to meet increasing customer demands. ”

MEASURE R FUNDING REQUEST

The Town of Mammoth Lakes Recreation Department submitted this application to the 2013 Measure R spring award to provide enhanced administrative support, superior activity registrations and facility reservations, industry leading marketing capabilities and excellent customer service and convenience for both our residents and visitors.

The Town is requesting a total one-time cost of **\$12,100**. The funding request includes:

Description	Hours	Unit Price	Extended Price
General Settings	8	\$100	\$800
Project Planning and Documentation	8	\$100	\$800
Facility Reservations Training and Implementation	20	\$100	\$2,000
Public Access	16	\$100	\$2,000
Activity Registration	20	\$100	\$1,600
Reports/Marketing	INC	\$0	\$0
Business Process Review	8	\$175	\$1,400
Onsite Set-up Days	7	\$500	\$3,500
Total Services Cost			\$12,100

ATTACHMENT D:

Table: Town of Mammoth Lakes Web-Based Recreation Software Vendor Comparison.



TOWN OF MAMMOTH LAKES WEB-BASED RECREATION SOFTWARE VENDOR COMPARISON

PRODUCT	ACTIVE NETWORK	EZ FACILITY	CivicPlus
VENDOR INFORMATION			
WEB-BASED SOLUTION	YES	YES	YES
YEARS IN BUSINESS	35 years	Since 2003	12
# OF CA MUNICIPAL RECREATION DEPT. CONTRACTS	400	unknown	Released in April
TOTAL CUSTOMER INSTALLATIONS	3,000	unknown	Released in April
CONTRACT LENGTH	2-3 years	30 DAYS	Under main CivicPlus website contract
CONTRACT COST	\$8,600 one-time setup fee + 3% hosted credit card fees plus \$2.50/transaction for user	\$400 ONE-TIME SET-UP + \$299/MONTH + third party cc processing fees + \$20 annual fee + \$20 monthly service & statement fee.	Module included with existing Town contract
ONE-TIME SET UP COST	\$8,600 (\$11,100 with Trg.)	\$400	\$0
1 YEAR COST TO TOWN	3% CC processing fee + 2% Cash/Check fee	\$3,588 + 1.79% to 2.99% CC processing fee	3.95% CC processing fee
3 YEAR COST TO TOWN	3% CC processing fee + 2% Cash/Check fee	\$10,764 + 1.79% to 2.99% CC processing fee	3.95% CC processing fee
10 YEAR COST TO TOWN	3% CC processing fee + 2% cash/check fee	\$35,880 + 1.79% to 2.99% CC processing fee	3.95% CC processing fee
COST FOR USER	\$2.50 per transaction	\$0	\$2.00 per transaction
SUPPORT	Live Support 24/7, includes 15 min. response time	Included	Yes
SOFTWARE UPGRADES (No. & COST)	Yes	unknown	Yes, no cost
OWNER GROUP CONFERENCES	Yes, San Diego, CA	unknown	No
TRAINING/WEBINARS ETC.	Yes	Included	Yes
INTEGRATION WITH FINANCE SYSTEM (AS 400)	Yes	unknown	No
PCI LEVEL I COMPLIANCE	Every 30 minutes	Yes (\$7.50/month)	Third party processor is PCI compliant
DAILY BACK UP/OFF-SITE (CLOUD)	Hosted	Yes	Yes
FACILITY RESERVATIONS			
FACILITY FEATURES LISTING	Yes	Yes	Yes
SHARED DATA WITH ACTIVITY & MEMBERSHIP COMPONENTS	Yes	Yes	No

FACILITY SEARCH FUNCTION	Yes	unknown	Yes
RESERVATION REQUEST FUNCTION	Yes	Administrative	Yes
PERMIT APPROVAL TRACKING/(Email)	Yes	unknown	No
FULL/PARTIAL PAYMENT COLLECTION	Yes	Yes	Yes
ACCOUNTS RECEIVABLE SYSTEM	Yes	Yes	The facilities module is integrated with the CivicPlus ePayment module to accept reservation fees
CUSTOMER PAYMENT PLAN	Yes	Yes	No
RESERVATION MASTER REPORT	Yes	Yes	To can export all of the reservations per facility, but not for the module as a whole
'WAITLIST' FUNCTION	Yes	Yes	No
INTERACTIVE MAPPING FUNCTION	Yes	unknown	Yes
RECEIPT PRINTING & CUSTOMER STATEMENTS	Yes	Yes	Customers will be able to print their receipts and a copy is available in the ePayment module
DAILY CLOSE REPORT	Yes	unknown	No
ONLINE E-WAIVER	Yes	unknown	You can customize forms and just add a checkbox with waiver info to the bottom of the form that has to selected in order to continue with the reservation process
FINANCIAL DATA EXPORT FUNCTION		Yes	Yes
ACTIVITY REGISTRATION			
ONLINE E-WAIVER	Yes	Yes	No
CALENDAR INTEGRATION (OUTLOOK)	Yes	unknown	No
ACTIVITY SEARCH FUNCTION INCLUDING 'KEYWORD' SELECTION	Yes	unknown	No
AUTOMATICALLY MANAGE SIGNUPS & WAITLISTS	Yes	Yes	No
MASS/GROUP REGISTRATION FUNCTION	Yes	Yes	No
AGE FILTER	Yes	Yes	No
TEAM MANAGEMENT FUNCTION	Yes	Yes	No
MULTI-CHILD OR FAMILY DISCOUNT FUNCTION	Yes	Administrative	No
E-MAIL COUPONS	Yes	No	No
INSTRUCTOR MANAGEMENT	Yes	Yes	No
AUTOMATICALLY CALCULATES TAX	Yes	Yes	No
ACTIVITY TYPE REPORTING	Yes	unknown	No
ATTENDANCE/ROSTER SHEETS	Yes	Yes	No
COST/BENEFIT ANALYSIS	Yes	unknown	No
DAILY CLOSE REPORTING	Yes	unknown	No
CUSTOMER STATEMENTS	Yes	Yes	No
FINANCIAL DATA EXPORT	Yes	Yes	No

MULTIPLE FILE FORMATTING	Yes	Yes	No
MEMBERSHIP PACKAGE MANAGEMENT	Yes	Yes	No
POINT OF SALE (POS)			
VARIETY OF TRANSACTION TYPES	Yes	unknown	No
SYSTEM WIDE & LOCAL POS REPORTING	Yes	unknown	No
ACCEPTS CERTIFICATES/COUPONS	Yes	Yes	No
SCAN/PRINT UPC/SKU LABELS		unknown	No
SPORTS & LEAGUE SCHEDULING			
TRACK GAME RESULTS	Yes	Yes	No
PERMISSION BASED ACCESS	Yes	unknown	No
ONLINE TEAM/INDIVIDUAL REGISTRATION	Yes	Yes	No
MARKETING MANAGEMENT			
MAILING/SUBSCRIPTION LISTS	Yes	Yes	No
EMAIL CAMPAIGN (TEXT/HTML) – CAN-SPAM COMPLIANT	Yes	unknown	No
MOBILE CAPABILITIES	Yes	Yes	No
SMS/TEXTING CAPABILITIES	Yes	For session reminders	No
NEWSLETTER/AD TEMPLATES	Yes	unknown	No
SOCIAL MEDIA CAPABILITIES (FB/TWITTER)	Yes	unknown	No
ACCESS TO EXTERNAL MARKETS	Yes	unknown	No
TECHNICAL REQUIREMENTS			
SYSTEM ADMINISTRATOR RIGHTS	Yes	Yes	Yes
ACCESS TO ALL FUNCTIONS VIA ONE ‘LOG-IN’	Yes	Yes	Yes
56KB ONLINE ACCESS	Yes	unknown	Yes
DRILL DOWN CAPABILITIES	Yes	unknown	No