



TECHNOLOGY SOLUTIONS REPORT

Recreation Software Analysis and Recommendations

Report prepared for the New Port Richey
Recreation and Aquatics Center

Introduction

In 2015 Technology Solutions in conjunction with Recreation Center staff completed a review of the current software at The Recreation and Aquatics Center (Rec Center) it was determined that several key features were missing, including: an online interface with facility rental, automatic recurring billing, a robust customer lookup function, and mass emailing. Following the review it was concluded that a new software platform was necessary to advance the capabilities of the center. This project was added to the 2016 Fiscal Year budget. In February we began to research prospective solutions and concluded software demos for the recreation staff in May and June. Based upon the criteria outlined below as well as feedback from the Rec Center staff a recommendation has been provided.

About this Report

This report outlines the review process completed by Technology Solutions on the Rec Center's requirements for a new software solution. The Rec Center has specific requirements for their online solution with a focus on the need for web based tools for community engagement to increase revenue.

Twelve software solutions were analyzed for this report. Several packages met most or all of the basic requirements set forth by the Rec Center staff. The best of these is presented below in the summary section with a detailed scoring of each candidate in the following section.

Requirements

Software is required that matches or improves upon current functionality as well as community engagement and a self-service web portal. A simple uncluttered design and friendly interface are also highly desirable. The software should possess the following features:

Required at launch:

- Online facility reservation and payment
 - A self-service portal where citizens can book facilities and register for programs online. Must allow for reservation without approval by Rec Center staff.
- Recurring membership debiting
- Touch friendly POS system
- Mass Mail (per enrollment as well as marketing)
- Fast Lane (automatic) check-in
- Usability by staff and members
- Community engagement
- Web portal / page
 - Web portal should be customizable and be engaging for visitors without requiring an account to view activities and facilities available.

Required at future date:

- Child care system
- League system

Summary



Pricing

\$15,345 first year

\$8,640 per year

Credit Card Fees

per processor

Advantages

Established in industry

Feature complete solution

Setup

60-90 days

Community Engagement

atures

Setup

60-90 days complete setup and training

Essential systems can be opened sooner

Community Engagement

Customized Site

Mass Mail

Features

All requested features deliverable today

Scoring Criteria

Each area is scored on a 10 point scale with a special area for Presentation weighted at 50 points

- **Apparent ease of use – Staff**
 - Software should be straightforward and desired function should be obvious to a user with limited experience.
- **Apparent ease of use – Citizens**
 - See above requirement for staff
- **Online facility reservation and payment**
 - Site visitors should be able to view available activities and facilities without an account
- **Recurring membership debiting**
 - Debit a customer's card automatically at predetermined interval
- **Touch friendly POS system**
 - Easy to read register program with large buttons
- **Mass Mail**
 - Ability to email enrollees of a particular program as well as send general marketing email by interest
- **Fast Lane (automatic) check-in**
 - Self-check-in for members with no action required by staff
- **Web portal / page**
 - Dedicated page for the Rec Center. Ideally this page would be customizable to showcase events and facilities, as well as engage the community
- **Pricing Structure**
 - Simple price structure with reasonable initial cost and annual fees
- **Setup and deployment time**
 - Shortest possible deployment time
- **Support strategy**
 - Robust support strategy with short response times
- **Business tenure**
- **Overall Impression**
- **Future Deliverables**
 - Integration of desired features within an acceptable timeframe and a guaranteed delivery date
- **Presentation**
 - Overall impression of the live presentation.

Max Galaxy

Apparent ease of use – Staff	8
Apparent ease of use – Citizens	9
Online facility reservation and payment	8
Recurring membership debiting	10
Touch friendly POS system	8
Mass Mail	8
Fast Lane (automatic) check-in	7
Web portal / page	7
Pricing Structure	6
Setup and deployment time	9
Support strategy	10
Business tenure	10
Overall Impression	9
Future Deliverables	10
Presentation	42
Total	161

maxsolutions.com • Casey Huberty • chuberty@maxsolutions.com • (763) 235-2191

Price Details:

Setup + First year maintenance fee: \$15,345

Second year: \$8,640 per year

Notable:

Max Galaxy delivers all of the desired features at launch. Being a mature platform, Max Solutions has the support staffing in place to support their products and services. They continue to work on improving new feature sets such as social media integration and new HTML5 programming.

Path Five

Apparent ease of use – Staff	9
Apparent ease of use – Citizens	9
Online facility reservation and payment	5
Recurring membership debiting	10
Touch friendly POS system	8
Mass Mail	5
Fast Lane (automatic) check-in	4
Web portal / page	10
Pricing Structure	6
Setup and deployment time	10
Support strategy	8
Business tenure	7
Overall Impression	9
Future Deliverables	45
Presentation	
Total	145

PathFive.ca • Joe Van Os • joe@pathfive.ca • (866) 578-5157

Price Details:

Setup fee: \$10,875

Ongoing cost: \$10,000 per year, plus merchant fees

Notable:

PathFive is a young and agile company that has the ability to fast track and rework desired features on a per-municipality basis. Many of these design features would be custom programmed. Having been in business for only sixteen months, PathFive has not been able to build substantial case studies.

Book King

Apparent ease of use – Staff	6
Apparent ease of use – Citizens	6
Online facility reservation and payment	8
Recurring membership debiting	10
Touch friendly POS system	7
Mass Mail	7
Fast Lane (automatic) check-in	10
Web portal / page	4
Pricing Structure	9
Setup and deployment time	5
Support strategy	7
Business tenure	5
Overall Impression	7
Future Deliverables	10
Presentation	40
Total	141

Booking.ca • Greg Strong • gregs@booking.ca • (888) 599-8282 Ext. 203

Price Details:

Setup fee:\$4099.92

Ongoing cost:\$651.97 per month, plus merchant fees

Notable:

Able to deliver most desired features on integration. Interface did not impress the staff.

Rec1

Apparent ease of use – Staff	7
Apparent ease of use – Citizens	6
Online facility reservation and payment	7
Recurring membership debiting	10
Touch friendly POS system	8
Mass Mail	8
Fast Lane (automatic) check-in	8
Web portal / page	6
Pricing Structure	10
Setup and deployment time	8
Support strategy	5
Business tenure	5
Overall Impression	6
Future Deliverables	10
Presentation	35
Total	139

Rec1.com • Brian Stapleton • bstapleton@rec1.com • (800) 335-1863 Ext. 508

Price Details:

Setup fee: \$0 Ongoing cost: 1% per net transaction with \$100 minimum, plus merchant fees

Notable:

Fee schedule is easiest at 1% of transactions with a minimum of \$100 per month. Unimpressive interface and questionable usability of some features.

Jarvis

Apparent ease of use – Staff	7
Apparent ease of use – Citizens	7
Online facility reservation and payment	6
Recurring membership debiting	10
Touch friendly POS system	2
Mass Mail	7
Fast Lane (automatic) check-in	0
Web portal / page	6
Pricing Structure	9
Setup and deployment time	6
Support strategy	7
Business tenure	5
Overall Impression	7
Future Deliverables	10
Presentation	38
Total	137

Jarvisrec.com • Theresa Seiwald • theresa@jarvisrec.com • (866) 490-8596

Price Details:

Setup fee: \$0 Ongoing cost: \$2.50 per registration plus 3% of revenue, plus merchant fees

Notable:

Overall good presentation with few missing features. Presenter unable to provide concrete delivery dates for desired features.

Active Net

Apparent ease of use – Staff	6
Apparent ease of use – Citizens	5
Online facility reservation and payment	6
Recurring membership debiting	10
Touch friendly POS system	7
Mass Mail	8
Fast Lane (automatic) check-in	7
Web portal / page	5
Pricing Structure	4
Setup and deployment time	5
Support strategy	10
Business tenure	10
Overall Impression	6
Future Deliverables	10
Presentation	29
Total	128

[Active Network.com](http://ActiveNetwork.com) • Kevin Williams • Kevin.Williams@activenetwork.com • (205) 427-2113

Price Details:

Setup fee: \$30,180

Ongoing cost: 11.54% of transactions plus merchant fees. (\$46,160 @ \$400,000 yearly revenue)

Notable:

Active Net was one of the first solutions we looked into, however integration is cost prohibitive and led to the decision to screen additional candidates.

EZFacility

Apparent ease of use – Staff	4
Apparent ease of use – Citizens	7
Online facility reservation and payment	0
Recurring membership debiting	10
Touch friendly POS system	5
Mass Mail	8
Fast Lane (automatic) check-in	5
Web portal / page	5
Pricing Structure	5
Setup and deployment time	9
Support strategy	7
Business tenure	8
Overall Impression	4
Future Deliverables	3
Presentation	31
Total	111

Ezfacility.com • Brett Miro • bmiro@ezfacility.com • (516) 336-6543

Price Details:

Setup fee: \$500

Ongoing cost: \$439 per month, plus merchant fees

Notable:

No online facility booking available. Interface is clunky and bland.

RecDesk

Apparent ease of use – Staff	6
Apparent ease of use – Citizens	6
Online facility reservation and payment	5
Recurring membership debiting	2
Touch friendly POS system	5
Mass Mail	6
Fast Lane (automatic) check-in	10
Web portal / page	5
Pricing Structure	5
Setup and deployment time	5
Support strategy	7
Business tenure	6
Overall Impression	7
Future Deliverables	7
Presentation	25
Total	107

Recdesk.com • Todd Mcevoy • todd.mcevoy@recdesk.com • (972) 743-8633

Price Details:

Setup fee: \$0 Ongoing cost: \$3900 per year, plus merchant fees

Notable:

Requested features to be completed by close of fourth quarter. Potential to be revisited at a later date.

Community Pass

Apparent ease of use – Staff	6
Apparent ease of use – Citizens	6
Online facility reservation and payment	0
Recurring membership debiting	10
Touch friendly POS system	5
Mass Mail	10
Fast Lane (automatic) check-in	10
Web portal / page	5
Pricing Structure	10
Setup and deployment time	3
Support strategy	7
Business tenure	10
Overall Impression	2
Future Deliverables	0
Presentation	10
Total	94

Communitypass.net • Tim Bracken • tbracken@capturepoint.com • (201) 689-2323 Ext. 202

Price Details:

Setup fee: \$8,300.00

Ongoing cost: \$7,247.00 per year, plus merchant fees

Notable:

Interface appeared usable, if not impressive. Presenter admitted that promised deliverable features were slated for future release and not actually implemented.

Cogran

Apparent ease of use – Staff	9
Apparent ease of use – Citizens	7
Online facility reservation and payment	7
Recurring membership debiting	0
Touch friendly POS system	4
Mass Mail	8
Fast Lane (automatic) check-in	0
Web portal / page	7
Pricing Structure	10
Setup and deployment time	6
Support strategy	5
Business tenure	2
Overall Impression	2
Future Deliverables	0
Presentation	15
Total	82

Cogransystems.com • Katy Miketic • katy@cogransystems.com • (800) 985-9342

Price Details:

Setup fee: No quote received.

Ongoing cost: ~\$300 per month, plus merchant fees

Notable:

Interface is easy to use. POS requires customer information for any transaction. Presenters were unprepared and admitted that many promised features did not exist.

Conclusion

Max Galaxy offers a robust solution, with all desired features available immediately upon integration. Their tenure in the industry has allowed them to produce a comprehensive and complete product that will meet or exceed all requirements of the Rec Center.