

## REQUEST FOR COUNCIL ACTION

**SUBJECT:** Online Reservation Software

**SUMMARY:** Approve an Agreement with Active Network LLC. for Reservation software and online services in an amount not to exceed \$12,000.00 for year.

**FISCAL**

**IMPACT:** Funds are available in the I.T. ERP account.

**STAFF RECOMMENDATION:**

Staff recommends approval of the Agreement with Active Network LLC for online reservation management system in an amount not to exceed \$12,000.00.

**MOTION RECOMMENDED:**

"I move to adopt Resolution No. 15-176 approving and authorizing the Mayor to execute an Agreement with Active Network LLC in an amount not to exceed \$12,000.00 for 1 year.

Roll Call vote required

**Prepared by:**

  
\_\_\_\_\_  
Julie Brown  
Event Coordinator

**Reviewed and Recommended by:**

  
\_\_\_\_\_  
Bryce Haderlie  
Acting City Manager

**Reviewed as to Legal Sufficiency:**

  
\_\_\_\_\_  
Darien Alcorn  
Deputy City Attorney

**Reviewed and Recommended by:**

  
\_\_\_\_\_  
Michael Oliver  
I.T. Director

## **BACKGROUND DISCUSSION:**

Parks reservations, dumpster reservations, Pioneer Hall and athletic field reservations take up countless staff hours and no one staff member is dedicated to just that purpose. Yearly we see increases in all reservations. There are two people responsible for dumpster reservations, one person for Pioneer Hall and athletic fields, two people reserve city hall, one person reserves the justice center and four people reserve parks. Unfortunately none of these employees are dedicated to reservations. Sharing the load becomes difficult, confusing and with everyone's current workload, there are errors making it difficult to sort out.

Using an intuitive online software solution, we can decrease this workload from employees offering them more time to do what they are expected to accomplish. The online system will also allow an avenue to quickly return cleaning and security deposits again, saving staff the effort of physically processing and producing checks then mailing them out.

The online system will allow all athletic leagues to see in real time what fields are available and to schedule/reschedule their own games saving the Event Coordinator three weeks in the spring and two weeks in the fall, not to mention the reschedules for weather etc. Pioneer Hall and other meeting spaces would be able to be reserved online with their deposit, fee and the application submitted and emailed. The insurance requirement would be followed up with staff.

Using an online system would allow multiple users to interface in the system in real time from anywhere they have an internet connection. The flexibility would help staff at the fields, trouble shoot any scheduling issues.

Active Network requires 10 weeks but prefers 12 weeks to get the system set up to our specifications. If we start soon, we would have enough time to trouble shoot and create training information and documents for our annual meeting with sports leagues. All money is collected at the time of the reservation and paid bi-weekly to finance through Active Network.

Staff prepared a Request for Proposal and advertised for 3 weeks prior to the proposals due date. Two firms submitted proposals, with Active Network being the lowest cost with full resources. The bidding documents were reviewed and evaluated with Michael Oliver in I.T., Ryan Bradshaw and Dave Zobell in Finance, Paul Wellington in Purchasing and Julie Brown with Events to ensure Active Networks met the proposal requirements.

### *Attached:*

Active Network Proposal  
Active Network Contract  
Resolution

**THE CITY OF WEST JORDAN, UTAH**

A Municipal Corporation

RESOLUTION NO. 15-176

A RESOLUTION AUTHORIZING THE MAYOR TO EXECUTE AN AGREEMENT BETWEEN  
THE CITY OF WEST JORDAN AND ACTIVE NETWORK LLC

WHEREAS, the City Council of the City of West Jordan desires to enter into an agreement between Active Network LLC and the City of West Jordan for reservation software and online services; and

WHEREAS, the Mayor is authorized to execute this agreement pursuant to Utah Code Annotated 10-3-1223,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WEST JORDAN, UTAH, THAT:

Section 1. The Mayor is authorized and directed to execute the Agreement entitled as follows:  
"Agreement with Active Network LLC"

Section 2. This Resolution shall take effect immediately.

Adopted by the City Council of West Jordan, Utah, this \_\_\_\_\_ day of \_\_\_\_\_ 2015.

KIM V. ROLFE  
Mayor

ATTEST:

MELANIE S. BRIGGS, MMC  
City Clerk

Voting by the City Council	"AYE"	"NAY"
Jeff Haaga	_____	_____
Judy Hansen	_____	_____
Chris McConnehey	_____	_____
Chad Nichols	_____	_____
Sophie Rice	_____	_____
Ben Southworth	_____	_____
Mayor Kim V. Rolfe	_____	_____

**Software as a Service Agreement  
Contract # 00046898**

This Software as a Service Agreement ("Agreement") is made effective as of \_\_\_\_\_ (the "Effective Date") and entered into between Active Network, LLC, 10182 Telesis Court, San Diego, CA 92121 ("Active" or "we" or "us") and West Jordan Parks and Recreation ("you" or "your" or "Client"). The parties agree as follows:

1. Services. Active will provide services and support ("Services") related to events, camps, licenses, classes, tickets, contests, permits, facility/equipment use, transactions, sales, memberships, reservations, donations, and/or activities (together, "Events"), including without limitation access to its software as a solution product ("Software"). The features, services, options, and fees may be described more fully on web pages describing the Software and Services, and/or in an applicable schedule, quote, pricing form, order form, or similar document (each, a "Schedule"). Each Schedule will reference this Agreement or Contract Number above (if applicable), must be signed by Client and will be governed by and incorporated into this Agreement. You agree to provide us with certain information relating to your organization as necessary for us to provide the Software and Services. Software provided under this Agreement is deemed delivered when made available to you.
2. License to Intellectual Property/Promotion. a) Active retains all right, title, and interest in and to its Software and Services and any underlying software subject to the limited license provided by this Agreement.  
b) Active hereby grants to you a limited, non-exclusive, non-transferable license (i) to use the Software and Services solely in accordance with the Schedule and this Agreement, and (ii) to display, reproduce, distribute, and transmit in digital form Active's name and logo solely for the purposes set forth in this Section 2. You hereby grant to Active a limited license to use information provided by you relating to your organization, which may include your organization's name, trademarks, service marks, and logo, in connection with the promotion of your organization or Events.  
c) You will make reasonable efforts to promote and encourage the use and availability of the Software in connection with the promotion of your Events for which you are using the Software and Services. You will include Active's name and logo in newsletters, printed registration forms or mailings provided by you to prospective participants (e.g., by inserting the following statement in any online or print media related to your Event: "Online Registration Powered by Active.com"). Active will be the sole and exclusive provider of registration services similar to the Software and Services provided to Client hereunder for each Event for which you are using Active's Software and Services during the term of this Agreement.  
d) You agree to receive notifications regarding free product, promotional items, and giveaways at your Event(s) or facility(ies), but you may opt not to receive the items from Active. Registrants of your Events may opt-in to receive information, items, or promotions/deals from Active; we will be responsible for providing customer service for any such offers.  
e) Each party agrees to comply with all applicable laws, rules, and regulations relating to such party's obligations hereunder.
3. Information Collection. Active collects certain information from individuals as part of the registration process for your Events. You may login to our data management system to access this information. You are responsible for the security of your login information and for the use or misuse of such information by users authorized by you to use the Software and Services. You will immediately notify Active in writing if any such users are no longer authorized. Both parties agree to use the collected information in compliance with (i) all applicable laws, rules and regulations, including, without limitation, those governing online privacy and use of credit card data (i.e. using credit card information only for

purposes authorized by the cardholder); (ii) applicable Payment Card Industry Data Security Standards; and (iii) Active's privacy policy as published on its website.

4. Fees. a) Client will pay the fees as more fully described in the applicable Schedule. For registration Software, unless otherwise set forth on the applicable Schedule, Active will collect registration fees charged by you from individuals who register for your Events online, for the purposes of card association rules, as a merchant of record but not a seller of record. Active will remit those sums to you, net of chargebacks and any other offsets, bi-weekly unless otherwise set forth in the applicable Schedule, less Active's service fees as set forth in the applicable Schedule. Active may suspend its performance hereunder, including remitting payments, in the event it reasonably believes that the Software or Services are being used for fraudulent purposes. If you have agreed to a minimum volume commitment in a Schedule, Active also has the right to charge fees owed to it by you if your organization does not meet the agreed volume commitments and may collect those fees by issuing an invoice or by offsetting the deficiency from any account balance you maintain with Active. Any minimum volume commitment calculations will begin on the date that the Software is live for your Event(s). Active may also reimburse itself for any chargebacks, returned items or overdue fees owed by you out of the registration fees it collects on your behalf by offsetting your account, provided such chargebacks, returned items, or overdue fees are shown on a remittance statement submitted to Client by Active at the time of such occurrence. If the Schedule indicates that you are paying on a subscription basis, you will be invoiced for the first year of subscription fees upon the first live operational use of the Software ("Go-Live Date"), with subsequent annual subscription fees being invoiced upon each anniversary of Go-Live Date. Payment of subscription fees are due within thirty (30) days of your receipt of an invoice. All fees and prices are in United States Dollars unless otherwise specified.  
b) All fees that are not directly collected by Active as part of registration fees will be due from you within thirty (30) days from the end of the remittance cycle during which the fees accrued. These fees are displayed on your account statement. Past due fees shall accrue interest at the annual rate of ten percent (10%) per annum. In the event of delay in paying a fee, you agree to reimburse Active for any fees incurred in its collection efforts. Active may suspend or deactivate your account if your account is more than thirty (30) days past due.  
c) Active reserves the right to modify the fees once per calendar year, provided that any increase will not exceed twelve and a half percent (12.5%). Active shall notify Client at least thirty (30) days in advance of any such change. If we modify the fees, you can terminate this Agreement at that time by providing written notice within thirty (30) days following the date the change is implemented.  
d) As the seller of record, you will be solely responsible for, and will pay, any and all use, excise, sales or privilege taxes, duties, value added taxes, fees, assessments, or similar liabilities, chargeable by a governmental authority as a result of any Software or Service provided under this Agreement. Taxes on Active's net income are excluded. All fees described in the applicable Schedule are in consideration of the Software and Services that Active provides. Active and Client acknowledge that certain credit card network rules and laws prohibit imposing a surcharge that is based on the type of payment method used (e.g., having a different fee for the use of a credit card vs. debit card), and therefore, each agrees not to impose such a surcharge on any end user.  
e) In the event you are entering into this Agreement and seeking the Services for the benefit of a third-party event or organization ("Third

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Party Beneficiary"), you agree that we may send registration fees collected by us directly to the Third Party Beneficiary.

5. Disclaimer of Warranty/Limitation of Liability. ACTIVE EXPRESSLY DISCLAIMS ANY WARRANTY THAT THE USE OF ITS SOFTWARE OR SERVICES WILL BE UNINTERRUPTED OR ERROR FREE OR THAT THE SOFTWARE OR SERVICES WILL MEET YOUR REQUIREMENTS. SOFTWARE AND SERVICES ARE PROVIDED TO YOU ON AN "AS-IS" BASIS WITHOUT WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. ACTIVE SHALL NOT BE LIABLE FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, PUNITIVE, OR LOST PROFIT DAMAGES. ACTIVE'S TOTAL AGGREGATE LIABILITY FOR ANY MATTER ARISING FROM OR RELATED TO THIS AGREEMENT IS LIMITED TO THE AMOUNT OF FEES ACTUALLY PAID BY YOU AS CONSIDERATION FOR THE SOFTWARE AND SERVICES GIVING RISE TO SUCH CLAIM DURING THE TWELVE (12) MONTH PERIOD PRECEDING THE DATE ON WHICH THE CAUSE OF ACTION AROSE.

6. Indemnification. a) Each party (the "Indemnifying Party") shall defend, settle, and pay damages (including reasonable attorneys' fees) ("Damages") relating to any third party claim, demand, cause of action or proceedings (whether threatened, asserted, or filed) ("Claims") against the other party hereto (the "Indemnified Party") to the extent that such Claim is based upon: (i) the Indemnifying Party's violation of any applicable law, rule, or regulation; and/or (ii) provision, by the Indemnifying Party, of materials, products, or services as part of such party's obligations hereunder that infringe the intellectual property rights of any third party provided that such materials, products, or services are used by the indemnified party in accordance with this Agreement.

b) Nothing in this agreement shall be construed to waive, limit, or otherwise modify in any way any governmental immunity available to the Client, its employees, officers, or elected officials under the Governmental Immunity Act of Utah, Utah Code Ann. §63G-7-101, et seq., or any successor provision.

7. Term and Termination. The term of this Agreement shall be for three (3) years from the Effective Date with automatic renewals for three (3) year terms thereafter, unless either party gives written notice to the other party to terminate this Agreement no less than twelve (12) months prior to the expiration of the then-current term. Either party may terminate this Agreement: (a) upon a material breach by the other party, if such breach is not cured within thirty (30) days following written notice to the breaching party; or (b) where the other party is subject to a filed bankruptcy petition or formal insolvency proceeding that is not dismissed within thirty (30) days.

8. Miscellaneous. a) Any notices required to be given under this Agreement shall be in writing sent to the address set forth below for Client or, in the case of Active, to the address set forth above to the attention of General Counsel. Notices will be deemed received the next day if sent via overnight mail or courier with confirmation of receipt, or three (3) days after deposited in the mail sent certified or registered.

b) This Agreement is non-assignable without the written consent of the other party, except that Active may assign without consent: (i) its rights to receive payments; or (ii) the Agreement to an affiliate or in connection with any sale of or any other transaction involving the transfer of more than fifty percent of its voting securities or assets. Any assignment in violation of this Agreement will be void.

c) This Agreement shall be governed by the laws of the State of Utah, without giving effect to the conflict of laws provisions thereof. Neither the United Nations Convention of Contracts for the International Sale of Goods nor the Uniform Computer Information Transactions Act

shall apply to this Agreement. Any legal action or proceeding relating to this Agreement shall be instituted only in any state or federal court in Salt Lake County, Utah. In any action or suit to enforce any right or remedy under this Agreement or to interpret any provision of this Agreement, the prevailing party shall be entitled to recover its costs, including reasonable attorneys' fees.

d) This Agreement contains the entire understanding of the parties regarding the subject matter hereof and can only be modified or amended by a subsequent written agreement executed by both parties.

e) Sections 2, 3, 5, 6, and 8 of this Agreement and any fees owed by you shall survive any termination or expiration of this Agreement.

f) If any provision of this Agreement is held unenforceable by a court of competent jurisdiction, that provision shall be enforced to the maximum extent permissible so as to effect the intent of the parties, and the remainder of this Agreement shall continue in full force and effect.

g) No waiver of any provision of this Agreement or any attachment shall be effective unless it is in writing and signed by the party against which it is sought to be enforced.

h) Neither party will be deemed to be in default hereunder, or will be liable to the other, for failure to perform any of its obligations under this Agreement to the extent that such failure results from any event or circumstance beyond that party's reasonable control.

Software as a Service Agreement  
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**SIGNATURE PAGE**

By signing this Agreement, each party represents and warrants that it has the necessary and full right, power, authority, and capability to enter into this Agreement and to perform its obligations hereunder.

**ACTIVE NETWORK, LLC**

By: \_\_\_\_\_  
(Signature)

\_\_\_\_\_  
Print Name and Title

Date: \_\_\_\_\_

**CLIENT**

\_\_\_\_\_  
(Full Legal Entity Name)

\_\_\_\_\_  
E-Mail

By: \_\_\_\_\_

Phone: \_\_\_\_\_

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
Address

\_\_\_\_\_  
Print Name and Title

\_\_\_\_\_  
City, State and Zip

\_\_\_\_\_  
Checks payable to

\_\_\_\_\_  
Event URL (Web site)

Date: \_\_\_\_\_

APPROVED AS TO LEGAL FORM  
West Jordan City Attorney

By: *Jane P. [Signature]* Date: 8/4/15

Software as a Service Agreement  
Contract # 00046898

SCHEDULE



## Schedule

Company Address 717 North Harwood Drive, Suite 2500  
Dallas, TX 75201  
US

Created Date 7/22/2015  
Quote Number 00046898  
Expiration Date 8/30/2015  
Currency USD

Prepared By Neal Block  
Phone 1 (858) 527-5951  
E-mail neal.block@activenetwork.com

Contact Name Julie Brown  
Phone (801) 569-5700  
Email julieb@wjordan.com

Bill To Name West Jordan Parks and Recreation  
Bill To Contact Julie Brown  
Bill To Address 8030 S. 4000 West  
West Jordan, UT 84088 United States

Ship To Contact Julie Brown  
Ship To Address 8030 S. 4000 West  
West Jordan, UT 84088 United States

Product	Product Type	Quantity	UOM	Sales Price	Fee %	Total Price
ACTIVE Net - Functionality: Facility Reservation	SaaS	1	Ea			
ACTIVE Net - Service Package Standard 2	Service	1	Ea	9,600.00		9,600.00
ACTIVE Net - SaaS						
ACTIVE Net - Public Interface - (\$2.00 Service Charge Minimum)	SaaS	1	Ea			
ACTIVE Net - Public Interface - Online Transaction Fee	SaaS	1	%		5.50	
ACTIVE Net - Staff Interface - Payment Processing Fee - Credit Card	SaaS	1	%		3.00	
ACTIVE Net - Staff Interface - Payment Processing Fee - Electronic Cheque/Check Processing	SaaS	1	%		0.50	
ACTIVE Net - Staff Interface - Technology Fee	SaaS	1	%		2.50	
ACTIVE Net - (credit card refunds - flat fee)	SaaS	1	Ea	0.10		0.10
ACTIVE Net - Magazine Offer - opt out	SaaS	1	Ea			
ACTIVE Net - ACTIVE Advantage - opt out	SaaS	1	Ea			

Total Price

USD 9,600.00

Service Total

9,600.00

Projected Contract Value Amount

USD 0.00

All fees described herein are in consideration of the Software and Services that Active provides. Active and Client acknowledge that certain credit card network rules and laws prohibit imposing a surcharge that is based on the type of payment method used (e.g., having a different fee for the use of a credit card vs. debit card), and therefore, each agree not to impose such a surcharge on any End User.

The payment options we offer may include MasterCard, Visa, American Express and Discover.



\*Sales Tax not included in total price. Sales tax, where applicable, will be added to your invoice.

Quote Acceptance Information

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

PO# (if applicable): \_\_\_\_\_



CITY OF WEST JORDAN, UTAH

Park Reservation Software

PROPOSAL

**ACTIVE Network, LLC**  
717 N. Harwood Street, #2500  
Dallas, Texas 75201



Submitted November 24, 2014 | 4:00 PM to:  
City of West Jordan, Utah  
8000 South Redwood Road  
West Jordan, Utah 84088

Contact: Russ Nelson  
Account Executive  
Phone: 720-897-4130  
Email: [Russell.Nelson@activenetwork.com](mailto:Russell.Nelson@activenetwork.com)



717 N. Harwood Street, #2500 | Dallas, Texas 75201  
www.ACTIVENetwork.com

November 24, 2014

Paul Wellington, Purchasing Agent  
City Of West Jordan  
City Recorders Office  
8000 South Redwood Road  
West Jordan, Utah 84088

RE: RFP for Park Reservation Software

Dear Mr. Wellington

On behalf of ACTIVE Network, LLC (ACTIVE), I would like to thank The City of West Jordan (The City) for the opportunity to respond to your Request for Proposal with our web-based, fully hosted solution: ACTIVE Net. Some of the immediate benefits include low capital costs, an ever innovating product set, industry leading data, and financial security with Level 1 PCI compliance while eliminating the need for infrastructure and redundancy measures.

The City is looking for an experienced partner to provide a superior park reservation software solution. Ideally, the chosen solution will create staff efficiencies and provide your citizens with the services they require. ACTIVE has a balanced, proven approach to address The City's current business issues, as demonstrated by over 47,000 customer organizations who have successfully implemented our solutions.

However, we understand that choosing a software package is only part of the solution for The City. Ensuring that the successful vendor has the knowledge to implement and support the system is just as important and, based on our long history delivering similar engagements, we believe we are uniquely placed to support The City's goals. ACTIVE follows a thorough implementation methodology, which will take you from initial project management to a review of your business processes. Once this stage is complete, our consultants recommend the best way to move forward with training and implementation following an iterative process to help "go-live" with the system.

This letter confirms our interest in a long-term partnership with The City to provide our consulting, marketing, and technology services as outlined in this proposal. If you have any questions, please contact me at 720-897-4130 or [Russell.Nelson@activenetwork.com](mailto:Russell.Nelson@activenetwork.com).

Sincerely,

Russ Nelson  
Account Executive, ACTIVE Network, LLC





## LEGAL STATEMENT

ACTIVE Network, LLC ("ACTIVE" or "Contractor") is in general agreement with the concepts contained in the terms and conditions of the Request for Proposal and submit this proposal based on the understanding and condition that The City of West Jordan ("The City") and ACTIVE will have an opportunity to work together in a spirit of cooperation to discuss, clarify, and agree upon the specific scope of services, deliverables, pricing, schedules, and responsibilities between the parties, assumptions, and contract terms (including legal terms and conditions) applicable to the proposed services for the reservation software system. We request that contract negotiations begin with our standard terms and conditions, a sample copy of which is attached to this proposal as **Appendix A**.

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## Executive Summary

ACTIVE Network, LLC (ACTIVE), the #1 provider of hosted event/activity management technology for recreation agencies in North America, is pleased to respond to The City of West Jordan's (The City's) Request for Proposal to provide Park Reservation Software. The City has a goal of automating and improving the ability to service their customers, improving operational efficiencies and reducing operational costs throughout the Department.

ACTIVE will leverage its 15 years of technology research and software-as-a-service (SaaS) model innovation to do just that through our fully-hosted Web-based application: **ACTIVE Net**. ACTIVE Net is the industry-leading over-the-counter and online operations recreation management software that will handle all City-wide facility reservation, event management, program registration, and membership management. It is a completely Web-based solution that will manage all of the mass-facility functions, and special events registrations your users need to process.

ACTIVE Network is strategically placed to grow as the City of West Jordan grows. No other provider can offer the depth and breadth of nearly two decades in the parks, recreation, communities, and activities management services. As The City's programs, facilities, and community engagement needs grow, our ACTIVE Net's module based solution grows with you, in one place, never segmenting the single use platform for both the staff side and community side.

Specifically, we will provide The City and its users with:

- A robust scheduling/management tool for parks, facilities, sports complexes, and fields
- The ability to schedule courts, rooms, picnic shelters, gyms, lockers, and equipment
- Search functionality for facilities by name, type, amenities, site, and location
- Area maps with bookable items and nearby fields
- The capacity to set Scheduling Calendars to view multiple facilities at once by day, week, or month
- Insight into how to improve facility usage and maintenance scheduling with the Facility Utilization report
- Built in reporting/management tools for utilization review, day to day, year over year
- Integrated Facebook and social media integration
- Built in marketing and social networking tools at no cost
- Cloud based data collection and analytics based on your specific demographics and services to better predict future needs and remain competitive in the marketplace
- Real time Activity and Facility dashboards showing a complete visualized breakdown of the department
- Integration with West Jordan's financial system

The City will benefit from our deep knowledge of the parks and recreation industry gained from over 30 years of experience working closely with over 70% of the nation's top 100 cities. We have developed and continually refine ACTIVE Net based on lessons learned, best practices, and consumer insights and are uniquely poised to help The City provide its participants with access to the things they love, want, and need to do.

## 1. Meeting Your Requirements

### 1) Required Qualifications:

a) Provide all capabilities in one completely integrated application

#### *Solution Overview*

ACTIVE Net is the market-preferred fully featured, module-based, hosted recreation management solution automating recreation management. It helps organizations like West Jordan streamline operations, offer the best service to your community, and encourage community participation.

ACTIVE Net was specifically designed for park and recreation departments, YMCAs, campus rec centers, and other hubs of community activity. These customers are able to increase participation by managing registrations, reservations, schedules, facilities, on-site check-ins, memberships — and lots more — all from one system. ACTIVE Net will help The City do more with less.

#### *ACTIVE Net Advantages:*

##### **Increase Operational Efficiency**

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

##### **Customer Relationship Management**

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

##### **Reporting**

ACTIVE Net has inherent functionality to support billing and collection, data collection, reporting and much more. ACTIVE Net reporting allows you to make faster, better-informed decisions using 150+ standard automated reports available in PDF, HTML or Excel formats. Using filter and option criteria, ACTIVE Net reports can be configured to pull the necessary data. Save your report definitions and then schedule them to automatically run and be delivered via email.

##### **Financial Integration**

Your ACTIVE Net database contains valuable information. ACTIVE provides a Financial Integration tool that allows the transmitting of the accounting information held within the ACTIVE Net database to your main financial application. A Modified Accrual Accounting Method must be used in order to take advantage of this functionality. Discussions with The City finance team would be necessary to ensure this is a fit.

##### **Billing/Invoicing**

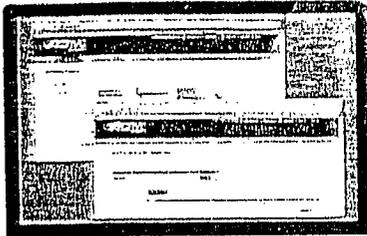
ACTIVE Net has financial tracking capabilities including invoicing to customers, companies, and third party billing. Invoices can be printed and mailed or automatically emailed.

### *Core Modules*

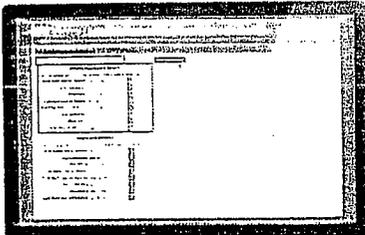
Coupled with mobile access, google analytics and access to the Participation Dashboard, ACTIVE Net provides the next-generation recreational management software organizations require to meet the anticipated future needs and demands of their communities. Following are descriptions of ACTIVE Net's core modules.

## Activity Registration

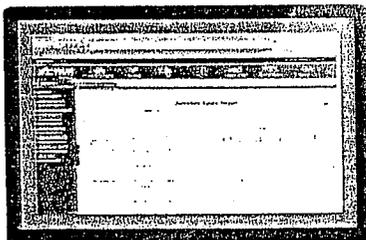
This module allows you to streamline activity and program registration process by managing all activity, event, and program registrations in a single easy-to-use registration software tool. In addition, this module will provide your citizens with the convenience of registering online and peace of mind through secure credit card processing.



Wishlist



Priority Registration



Activity Totals

### PRIVATE LESSONS

- + Make private and semi-private lessons more profitable by offering a lesson bundle to customers that includes a private and a bundle time slot that work for them.

### WISHLISTS

- + Allow customers to create a wishlist of activities that they're interested in, so the activities are all in one convenient place when registration opens.

### PRIORITY REGISTRATIONS

- + Create priority registration windows for returning customers, so that they get first crack at available spots prior to general registration.

### FLEXIBLE DISCOUNTS

- + Use our multi-person discount feature to apply discounts for families registering more than one child.
- + Combine several distinct Activities into a bundle to make it easy to register into multiple activities in one pass.

### ACTIVITY WAITLIST

- + Add and remove customers from activity waitlists, check for potential timeslot availability for current waitlist requests, and receive alerts when a spot frees up.

### REPORTS

- + Monitor revenues and enrollments for specific activities, categories, customer types, facilities, sites, and GL accounts.
- + Print waiting lists, rosters, and attendance sheets.

### INTEGRATION

- + Activity Registration integrates with all ActiveNet modules to streamline operations and eliminate duplicate entries.

## Facility Reservation with Equipment Tracking/Inventory Control

Whether booking a pool for a private swimming lesson, reserving a room for a birthday party, or renting out a soccer field, ACTIVE's facility reservation software allows you to eliminate double-bookings, speed up reservations, and automate third-party permit approvals.



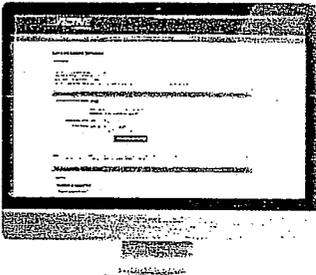
Online Location Mapping

### ONLINE MAPS

- Upload a map and drag and drop icons representing what you're offering for online rentals (e.g. court, field, picnic shelter). Customers can virtually see where items are located, what surrounds it, and what is available or booked.

### QUICK RESERVE

- Use the Quick Reserve tool for simple reservations like drop-in rentals of courts and picnic shelters.



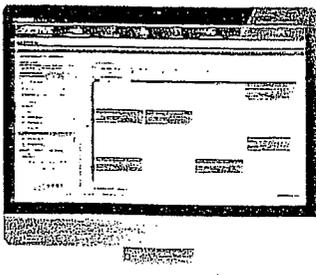
Quick Reserve

### RESOURCE SCHEDULER

- Use this flexible graphical tool for scheduling complex bookings involving multiple facilities, instructors, and/or equipment.
- Create a list of bookable items, select the items to reserve and the required dates, and they will be displayed on a grid calendar so you can easily see availability and book.
- Selecting bookable items will automatically trigger the appropriate custom prompts, questions to ask, waivers to include, and fees to apply.

### WORKFLOW MANAGEMENT

- Need your permits reviewed by management or another department before they're firmed up? Use the Approval Stages feature to create workflows (and parallel workflows) to ensure decision makers and approvers receive an email with a link back to the permit details to add their stamp of approval. Once the stages are complete the permit can be completed.



Staff Resource Scheduler

### FACILITY WAITLIST

- View customers who are on facility waitlists, remove customers from waitlists, check for potential timeslot availability for current waitlist requests, and receive alerts when a facility rental spot frees up.

### PAYMENT PROCESSING

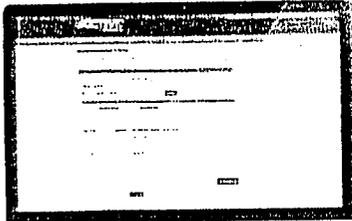
- Track reservations, deposits, payments, and refunds.
- Quickly create receipts for stand-alone, continuous, or multiple bookings.

### INTEGRATION

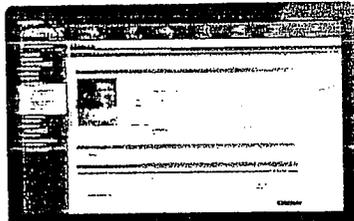
- Facility Reservation integrates with all ActiveNet modules including Activity Registration and Membership Management, so information entered into the system is automatically updated in all related areas.

## Membership Management

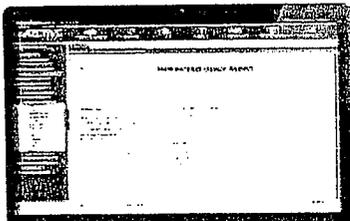
Designed for flexibility and ease of use, the member management software solution is a configurable system that enables your organization to process membership sales, create photo identification cards, manage passes, and track usage statistics from a centralized system.



Online Membership Sales & Renewals



Pass Validation



Real-Time Reports

### ONLINE MEMBERSHIP SALES AND RENEWALS

- View and complete membership applications online
- Create and manage membership packages and rates
- Assign multiple cards for family members
- Set up automatic renewals

### MEMBER MANAGEMENT

- Allow a simple wizard to create and manage all membership
- Create an unlimited number of membership packages and rates
- Issue multiple cards for family members
- Set up automatic renewals
- Manage Punch Passes that are designed with limiting the total number of visits
- Quickly take a member's photo and generate a pass specific to the membership package and customer account
- Accept immediate payment or installments in cash, check, credit card or from credit or account
- Set pop-up alerts to display if a pass is close to expiration, active, or has expired
- Associate waivers with a membership
- Scan card, search database for a member, multiple photo status, expiration date, membership history, etc.
- Create custom prompts and options (light, sound, vibration)

### ACCESS CONTROL

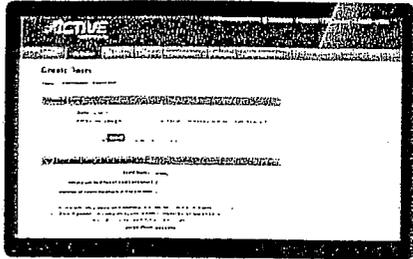
- Instantly verify that a member's card is valid and approve or deny access to that entry point
- Control access to member and unlimited amenities and entry points
- Control multiple scanning stations and turnstiles throughout a facility

### REAL-TIME REPORTS

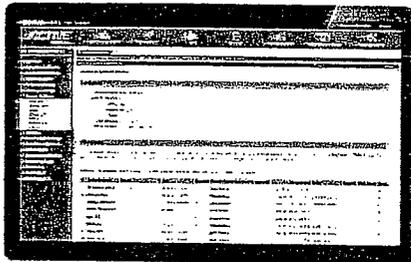
- Track revenues by pass type and duration, location
- Review membership data by package type, duration, type, site, or time
- View history of cardholders in active, renewed, active withdrawn, transferred and suspended accounts
- Understand scanning activity at various entry points
- Track and report on how much staff members have earned in commissions

## League Management

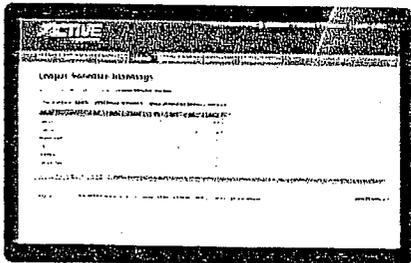
From game to player management, ACTIVE's automated recreation league management software is a powerful tool that can be used for individual and team leagues, tournaments, and round-robins. It supports full integration with Activity Registration and Facility Reservation to prevent duplicate entries and scheduling conflicts.



Online Team Creation



Team Member Management



League Standings

### Features:

#### ONLINE REGISTRATION

- Offer online signups for parents and kids and automatically collect all the information you need
- Securely collect payments online during the registration process
- Create team accounts to be managed by captains or coaches
- Allow players to view scheduled games, rain-out info, and team standings online

#### LEAGUE MANAGEMENT & SCHEDULING

- + Create leagues online with no play dates, season lengths, games per night, and more
- + Post descriptions and information online to increase visibility
- + Create teams and assign players
- + Set multiple parameters like dates, times, locations, number of games per team, and maximum games per night

#### GAME MANAGEMENT

- Swap, delete, or move games when changes occur
- View all games for each team with home and away designations, timeslots and game sites
- + Assign referees and officials to games

#### COMMUNICATION TOOLS

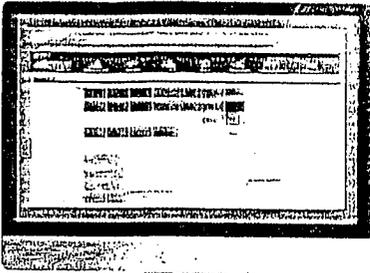
- + Keep organized lists of contacts by league, team, and officials
- + Quickly send text alerts or emails to parents/players about game cancellations

#### REPORTS

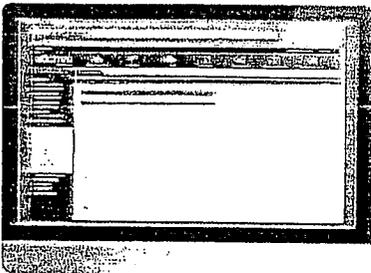
- View league standings and team statistics report
- Print rosters with whatever data you choose to display

## Point of Sale (POS)

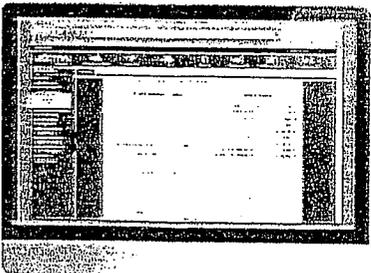
Point of sale (POS) is fast, easy, flexible, and even online. It streamlines payment processing and order tracking in a variety of POS environments – including drop-in facilities, concession stands, and pro shops so you can improve customer service, reduce cash handling errors, and increase sales efficiency.



Customizable POS Layout



Inventory Adjustment



Daily Close Report

### CUSTOM CONFIGURATION

- + Configure unlimited built-in and custom layouts
- + Create sub-menus or teams
- + Group and color code buttons by category
- + Use an intuitive touch screen or point-and-click hardware

### POS APPLICATIONS

- + Drop-in activities
- + Equipment lending
- + Fines and penalties

### PAYMENT PROCESSING

- + Quickly print or email itemized receipts
- + Assign revenues to a generic drop-in customer account
- + Track purchases by specific customer or company
- + Offer pre-payment for future purchase via credit on accounts

### INVENTORY CONTROL

- + Set up UPS codes for scanning and word search look-ups
- + Print inventory labels
- + Set up alerts when inventory goes below certain volume

### POS HARDWARE INTEGRATION

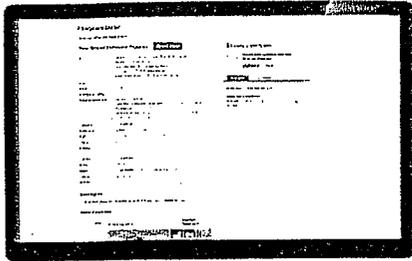
- + Integrate with touchscreens, credit card and debit card swipes, cash drawers, and receipt printers

### REPORTING

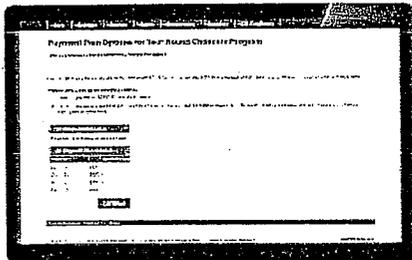
- + Track revenues by GL account, user, and site
- + Make informed decisions with real-time reports
- + Speed up daily cash out with Daily Close reports

## Childcare Management

ACTIVE's childcare management software helps organizations streamline enrollment in before- and after- school programs and summer camps. Automating child care enrollments and child specific notifications and medical alerts all help you deliver better customer service where and when it counts.



Online Enrollment



Flexible Payment Plans



Custom Questions

### Features:

#### ONLINE ENROLLMENT

- + Provide parents the convenience of securely registering and paying online
- + Allow parents to enter emergency and authorized pick-up contacts

#### PAYMENT PROCESSING AND PLANS

- + Accept immediate payments or installments in cash, check, credit card, or from credit on account
- + Set up recurring fees based on child and schedule
- + Apply financial assistance or third party billing

#### CLASS SETUP AND MANAGEMENT

- + Tailor child care session details and pricing by hour, day, week, or month
- + Set up custom questions to safely collect private information from parents
- + Automated Facility Reservation
- + Set up child care sessions and automatically book the facilities listed for each time slot
- + Eliminate duplicate entries, double-booked facilities, and human error

#### REPORTING

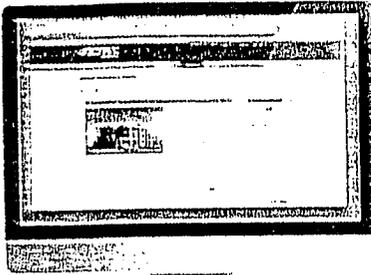
- + Review all child care programs, including facilities, minimum and maximum enrollments, date and time details and more
- + Quickly print attendance sheets and rosters
- + Track revenue by date, session, and program

#### WAIT LISTS

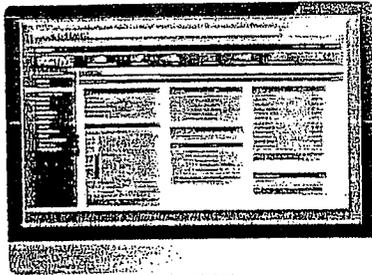
- + Keep the system fair with automatically-generating wait lists
- + View and manage wait lists after programs fill up

## Donation Management

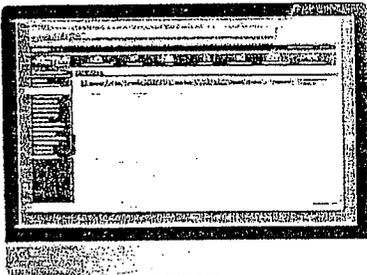
Easily manage your database of donors and members with one solution, and make it simple to donate with online donations. You have the luxury of accepting donations online, setting up recurring donations and even linking them to program and event registrations.



Online Donation



Campaign Dashboard



Donor Prospect Management

### ONLINE DONATIONS

- + Easily collect multiple online contributions from your members through the system
- + Create an online donation page with a professional graphic featuring the history of your fund-raising and more
- + Accept donations or customers register for activities on your site

### CAMPAIGN DASHBOARDS

- + Customize the layout with easy-to-use drag and drop functionality.
- + Set one dashboard for all users or create different ones for unique user profiles.
- + Get a picture of the campaign's success with highest donors, best campaigners, and more stats to add to the dashboard

### REAL-TIME REPORTS

- + View campaign goals and progress.
- + See donor and campaigner information.
- + Pull detailed financial reports that are created automatically

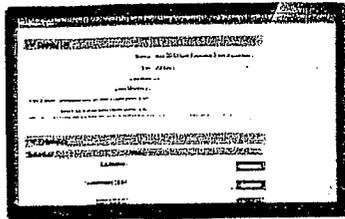
### INDIVIDUAL AND TEAM MANAGEMENT

- + Set up divisions, teams, and individual campaigners to fundraise
- + Assign donor prospects to different individuals and specify campaign managers, division leaders, and more
- + Record donations to each appropriate campaigner and view results

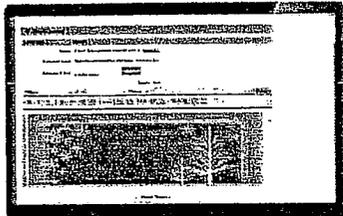
Get Started with Fundraising and Donations Today!  
ACTIVEcommunities.com | 800-661-1196  
Communities@ACTIVENetwork.com

## Marketing and Communication

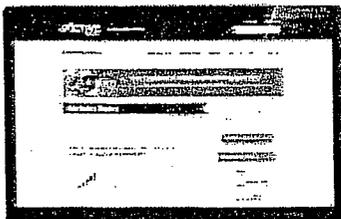
Our customer list-building, email, print label and brochure export tools help streamline marketing activities. These tools are integrated with all modules so that you can effectively leverage customer and activity data.



List Segmentation and Targeting



Email Campaigns



Marketing Center

### Features:

#### LIST SEGMENTATION AND TARGETING

- Create custom lists based on age, interests, activity history, and more
- Assign custom prompts to activities to track customer preferences

#### EMAIL CAMPAIGNS

- Use the automated list building tool to send targeted emails
- Build text or HTML-based emails with graphically-designed templates
- Track open and click-through rates through marketing reports

#### TEXT MESSAGING

- Track phone numbers and send customized text messages to organized lists
- Send updates about program changes or promotions to opt-in subscribers
- Use form fields to include names and check character counts while creating the message

#### STANDARD MAIL CAMPAIGNS

- Build a customer list and print labels with the easy-to-use Label Tool
- Create letters with custom fields like first name or full name to be printed for mailing

#### BROCHURE CREATION AND EXPORT

- Cut down the time it takes to build your activity guides and brochures with the Catalogue Export tool
- Quickly export activity information including times, facilities, descriptions, and pricing
- Select your preferred format, ASCII files (CSV) or camera ready files (PDF)
- Quickly import the information into your graphic design program

### Complimentary Marketing Services:

#### EMARKETING CENTER

- Get free graphic templates for flyers, postcards, emails and web buttons
- Get advice on how to boost online registrations and improve email subject lines

#### ONLINE MARKETING CONSULTATIONS

- Receive complimentary consultations on online marketing like social media and online activity guides
- Get a free review of your website and email and learn best practices

## Online Access

ACTIVE Net increases service levels and allows your citizens to save time by presenting The City's programs, facilities and membership to the community online. From the initial splash page to checkout and payment, the customer experience is attractive, easy to navigate, and follows a logical thought process, much like other online retailers.

The system's provides customers around-the-clock access to activities, programs, membership signups, and facility reservations over the Internet. This improves customer convenience and service while saving time for City staff. Everything from customizing colors, images, links, and information on the public access Website to making all City inventory of programs and facilities available to citizens will reduce line-ups at peak times and decrease phone calls.

### HOME PAGE

- Create a custom homepage that can be updated and modified from the back with online tools for web page design
- Include a special main page with frequently asked questions to help customers with the site

### CUSTOMER ACCOUNTS

- Offer a "My Account" feature to allow customers to update profiles, add family members, view family calendars, and print past receipts and more
- Share payment information so customers do not have to provide payment information for future transactions

### ACTIVITY REGISTRATIONS

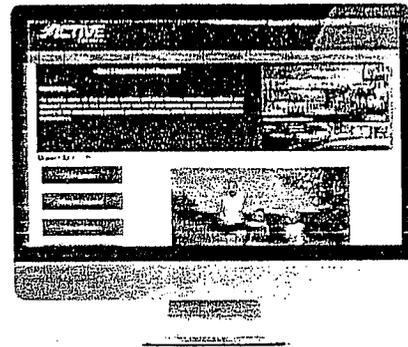
- Make all activities available for internet registration to increase community participation
- Allow customers to search for activities, view activity description, view remaining availability, register, complete waivers, and pay by credit card at their convenience
- Provide customers the option to book private or semi-private lessons online

### FACILITY RESERVATIONS

- Increase facility utilization rates by enabling online reservations
- Let customers request facilities by event type, location, length, amenities, and availability
- Send reminders, requests, approvals, reservations, and cancellation emails to customers

### INTERACTIVE MAPS

- Click on any point on the map to see details and facilities
- Make each location clickable with details, activities, and activity program link-ups right from the map



Customizable Public Access Homepage

### WISH LISTS

- Allow customers to create a wish list of activities that they're interested in for the activities on all of the convenient places where registration is offered

### INTEGRATION

- Automatically integrate your public website and administration system so staff and online customers always have access to the latest information
- Save time and eliminate double booking mistakes with synchronization

### GIFT CERTIFICATES

- Manage and sell gift certificates online

### ONLINE INSTRUCTOR ACCESS

- Give instructors online privileges so they can post classes and determine which classes are booked or full
- Allow instructors to add posted classes directly to participants' wish lists and e-mail

b) Ability to add modules or users at any time

ACTIVE Net is fully scalable and allows for the seamless addition of modules.

## 2) Field Booking and Scheduling

The Facility Reservations Module is fully integrated and therefore, can share data with all other system components (e.g. Registration module, Membership module, etc.). When operated along with Activity Registration, the system will automatically accept and process facility reservations at the time as new activities are entered, without requiring any duplicate or additional data entry. Facility Reservations shares the same common household database as the other modules within the system.

a) On-line capabilities to reserve and pay for sports fields, arena, pavilions, city hall, meeting rooms etc.

ACTIVE Net will allow online entry and management of multiple Centers, Facility Types and Facilities. It will also allow a user to search for facilities based on any one or any combination of these same parameters. ACTIVE Net offers the ability for customers to search for available facilities online by "reservation type" (meeting, seminar, etc.), "facility type" (park shelter, classroom, etc.), "location", "area", "amenities", "capacity", "date", and "time".

ACTIVE Net has the ability calculate and track customer balances and accept customer payments on account. ACTIVE Net allows collection of payment by cash, check, credit card, scholarship funds or also "from account" if the customer has a credit balance. Incomplete payments can be accepted, including "split" payments with part paid by check, part cash, and part from account, etc.

b) Allow for users to see fields/facilities available and make reservations on-line

ACTIVE Net allows customers to view availability and create new reservations, then produces permit contracts receipts.

c) Allow for staff to monitor the reservation process on-line

ACTIVE Net produces a Reservation Master Report, including all of the following options and data elements:

- All reservations for a specific center
- All reservations for a specific facility type, such as Meeting Room or Ball Field
- All reservations for a specific date range
- All reservations for a specific customer
- Combinations of the above.

d) Provide the ability to define all facilities, rooms and fields within the system.

Facility data fields are to include all of the following elements:

- Facility Code/ID
- Facility Name
- Center
- Facility Type
- Opening and closing times for each day of the week
- Overlapping facilities

- Text facility notes
- Individual "skip dates" for the specified facility
- Default permit disclaimer to use
- Minimum reservation time, in minutes
- Denotation of whether the facility is open 24 hours/day
- Search keywords (such as a room with a CABLE TV hookup)
- Denotation of which mailing lists are appropriate for persons who rent this facility

e) Provide the ability to create non-bookable spaces.

ACTIVE Net permits the creation of non-bookable spaces.

f) Provide the ability for cascading bookings. Firm Booking, First Option, Second Option. If the Firm Booking is cancelled the First Option will fill its place.

ACTIVE Net offers a waitlist function for facilities that are currently booked but does not currently have cascade functionality.

g) Provide a document folder against each space to store template field and room diagrams.

ACTIVE Net offers the ability to add extra detail information to the facility and center records such as floor plans, pictures and layouts.

h) Provide the ability to view the graphical calendar by 1, 3, 7, 28, Monthly and Quarterly views; i) Provide the ability to view the calendar based on an individual users preferences. For example, city hall may only want to view the city hall rooms and spaces.

The defaults that control the date, display time increment, facility, and starting display time (to appear in the Scheduling Calendar when it is first displayed) can be controlled and set by the user.

j) Provide the ability to display notices on the calendar i.e. competing or complementary events happening at each park or field complex.

ACTIVE Net allows for management of and produces reports relating to all "overlapping" facilities. If you have one large meeting space that breaks into multiple small spaces and a small space is reserved then the larger space would be unavailable.

k) Provide the ability to define what information is displayed on public calendar. i.e. Event Name, Requester, Etc.

ACTIVE Net will permit The City to decide what they wish their customers to see and perform on the public access side, including what is displayed on the public calendar.

l) Provide the ability to capture at least 100 unique pieces of information during the event request process. Also provide the ability to define what type of menu items the user uses to provide information. i.e. drop down menus, free text fields, radio buttons, check boxes, quantity boxes and which items are required the requested completes before they can submit the form.

ACTIVE Net can capture at least 100 unique pieces of information through custom questions. See below for options on menu items

Answer Type	<input type="radio"/> User Entry
	<input checked="" type="radio"/> Single Selection - Dropdown
	<input type="radio"/> Single Selection - Radio (5 max.)
	<input type="radio"/> Multi Selection - Checkbox (5 max.)
	<input type="radio"/> Multi Selection - Listbox
	<input type="radio"/> Auto-fill Conditional
Answer Required?	<input type="checkbox"/>

### 3) Events

a) Provide ability to automatically generate event order confirmation based on request specifics and services to be provided

Text to include on Receipts, Vouchers, and Wait List confirmations is user definable and can be automatically generated.

b) If multiple spaces are booked for an event, provide the ability to define what activities are happening in what spaces, for example, at a tournament.

Each space booked for an event can have a description.

c) Provide ability for associated event services to be scheduled on dates different from event (e.g. awards ceremony after a tournament, speaker rehearsal for a later presentation, etc.) while remaining tied to initial event

Multiple booking for spaces on different dates and times can be tied to a rental contract or permit

d) Provide ability to view log of changes by event (what was a change from, what was it changed to, who was it changed by and when was the change made.

ACTIVE Net allows logging of staff changes to activity records, including activity dates, fees, accounts, departments and categories, instructors and activity-level payroll details. The system provides ability for an email to be automatically generated and sent to specified staff to notify when customers change settings on their customer profile, select this option. The email can include: what details change, the date and time when the change occurred, and which customer specifically made the change.

e) Provide ability to search for available space by user-provided criteria

ACTIVE Net allows search by Facility Name, Center Name, Facility Type and Geographical Location. It also allows searching for unique keywords within specific facilities, such as searching Meeting Rooms but also being able to specify that the desired room must have a cable TV hookup.

f) Provide control mechanism to prevent double-booking of same space

ACTIVE Net prevents double scheduling of facilities.

g) Provide ability to produce printable schedule or calendar of events for each space and for multiple spaces, including as a marquee

ACTIVE Net allows reservation inquiry by person's name or facility name, and provides printed reports or "on-screen" review of all reservations. It allows customers to view and print their family schedule (both printable calendar and iCal export).

h) Provide ability for set-up (immediately preceding) and tear-down (immediately following) times to be added to event time by default (field maintenance for example)

ACTIVE Net will produce a Facility Event Setup report for the maintenance staff, which includes all reservations for a selected date range, and includes setup instructions as well as take-down times.

i) Provide an inventory control mechanism for event resources (staff, services, and equipment)

ACTIVE Net provides inventory control mechanisms for equipment, and staff could be booked out as a resource similar to a piece of equipment.

j) Provide ability to limit spaces and resources viewable by public

The system will display a list of all facilities, or allow limited searches for facilities. ACTIVE Net allows access to individual facilities to be restricted by user, as well as by security profile access. ACTIVE Net allows for reservations to be restricted by overall capacity, event configuration capacity and event type restrictions.

#### 4) Reporting

ACTIVE Net provides the ability for staff to run reports from any workstation at any time. It provides over 150 standard reports that are available in PDF, HTML or Excel formats, including:

##### Financial Reports

Financial Reports are used to display information regarding account receivables, cash receipts, expenses, net revenues, refunds, and other financial data.

A/R Aging	Commission Earning Report	Net Revenue
A/R Statements	Commission Matrix Report	Override Audit
A/R Summary	Coupon Usage Report	Payment Plan
A/R Transactions	Credit Card / ECP	Receipt Audit
Account Distribution	Credit on Account	Refund Export
ACTIVE Income	Deferred Revenue	Refunds
Actual Profit / Loss	Departmental Revenue	Reprint Receipt
Actual vs. Budgeted Profit/ Loss	Discounts Report	Scholarship
Agency Distribution	Donations	System Usage Log
Agency Payment	Expenses	Tax Receipt
Budgeted Profit / Loss	Expense Export	Team Statement

Cash Distribution by Account	Financial Export	Transaction Comparison
Cash Out	Financial Statistics	Transaction Export
Cash Receipts	Gift Certificates	Unredeemed Gift Certificates
Cash Receipts Export	Instructor Hours Export	
Cash Summary Over/Short	Internet Income by Site	

### Registration Reports

Registration reports are used to display information regarding activities, rosters, and instructors.

Activity Attendance Sheet	Customer Attendance	Instructor Payment Due
Activity Attendance Sheet: Daily	Customer Make-Up Class	Instructor Payment History
Activity Change Log	Company Roster	Instructor Sign-In
Activity - Create Catalog	Company Totals	Private Lesson Booking Report
Activity Overview	Deposit Due	Registration Activity
Activity Results	Enrollment Distribution	Registration Roll-Over Results
Activity Revenue	Facility Usage	Roster (Brief)
Activity Text	Instructors	Roster (Expanded)
Activity Totals	Instructor Attendance	Roster (with Payments)
Activity Withdraw / Transfer	Instructor Change Log	Substitute Instructor
Average Fee/Customer Type	Instructor Contracts	Transcript
Batch Copy Activity Results	Instructor Labels	

### Population / Marketing Reports

Population Reports are used to display information about customers and companies, including customer and company lists, email lists, awards, waivers, revenues, and mailing labels.

Customer Awards	Company Listing	Instructor Schedule
Customer Listing	Email Open/Click Through	Instructor Weekly Schedule
Customer Revenue	Email Opt-Out Report	Labels
Customer Skill	Email Results	Member Statistics
Customer Statement	Email / Form Letter	Potential Duplicate Customers
Customer Waivers	Gender Statistics	System Users
		View Email Batches

## Member Reports

Membership reports are used to display information regarding customer memberships. This includes membership usage, membership retention, and package totals.

Membership Auto renewal	Membership Retention	Package Basic
Memberships by Customer	Membership Statistics	Package Text
Memberships by Package	Membership Transfer	Package Totals
Membership Labels	Membership Usage	Pass Production (Batch)
Membership Renewal Expiration		

## Usage Reports

Membership Usage	Enrollment Distribution	System Usage Log
Member vs Nonmember Statistics	Facility Usage	Coupon Usage Report

a) Software allows user customization of standard reports using tools provided with the system

ACTIVE Net has inherent functionality to support billing and collection, data collection, reporting and much more. ACTIVE Net reporting allows you to make faster, better-informed decisions using 150+ standard automated reports available in PDF, HTML or Excel formats. Using filter and option criteria, ACTIVE Net reports can be configured to pull the necessary data. Save your report definitions and then schedule them to automatically run and be delivered via email.

b) Software provides ad-hoc reporting capabilities

We also have available select custom ad hoc reporting using JReports to provide more functionality and graphing options for reporting. All ACTIVE Net reports allow for extensive filtering. These filters can be saved and set up to user profiles. All ACTIVE Net reports are available in PDF, Excel and HTML formats. They can be exported to an Excel spreadsheet for customization. Lastly, additional reporting capabilities are being developed for future releases.

The screenshot displays the JReport Web interface. On the left, there are two tables of report categories:

- Organization Registration Ad Hoc Reports:**
  - Arts Umbrella Class Sc
  - By Zip Code
  - Certificates
- Sample Registration Ad Hoc Reports:**
  - Basic Roster with Answers
  - Basic Roster with Private Lesson Booking
  - Basic Roster
  - Registration by Category and Customer Type
  - Registrations by Activity Category

The main window shows a 'Report' dialog box titled 'Report Web - Powered by JReport - New Report Set - Windows Intern...'. It prompts the user to 'Choose Report Layout' and offers five options:

- Standard Banded Report
- Table Report
- Chart Report
- Crosstab Report
- Blank Report

Buttons for 'OK', 'Cancel', and 'Help' are visible at the bottom of the dialog.

- c) Software provides a report scheduler to allow reports to run automatically at predefined times

ACTIVE Net also provides the ability to automatically schedule reports to run with specific criteria, and automatically email those reports to specified email addresses on any given schedule.

- d) Software provides ability to print reports to designated printer (network or local)

Reports can be printed in ACTIVE Net.

- e) Software provides ability to save reports

Reports can be saved in ACTIVE Net.

- f) Query and report output can be attached to standard email systems

Reports can be attached to emails.

- g) Allows for an easy export of queried system data to text files and other common interchange formats

Information within ACTIVE Net is available for export. All reports within ACTIVE Net can be exported via PDF, Excel, or HTML. These exports can be automatically scheduled and sent to an FTP site and accessed from there by other systems.

The Financial Export is a flat file, journal entry export for the purpose of porting accounting information directly into your organization's primary accounting software platform. This type of integration is normally conducted after an organization has been using ACTIVE Net for 3+ months and has greater familiarity with the available financial reporting features.

This technical service enables a scheduled export of revenue totals and refund information as a flat file for import into your General Ledger.

## 5) Notifications/Reminders

- a) Provide the ability to track activities (phone calls, notes) and subsequent follow up reminders against each organization or individual account, event and/or order.

One central database across all modules tracks customer information, with one view of customers across all sites in the organization(s).

- b) Provide the ability to attach documents to reminders.

The City can attach documents to email reminders set up in the system using our Marketing and Communication module.

c) Provide ability to define alert types (e.g. system 'in box.' audible alerts, system pop-up windows, email, etc.)

ACTIVE Net provides for Notes/Alerts/etc. (title and type are customizable) to be tagged to a customer account, such that upon next staff access of that account OR public website login, the Customized Alert is displayed. ACTIVE Net provides internal staff/user messaging system, such that staff have the ability to send and receive internal messages within the system; when staff log on the message a "you have new messages" will automatically appear.

d) Provide ability to send alerts to other system users for changes made after user-defined deadlines

ACTIVE Net's internal communication tool will allow The City to send alerts when changes made after user-defined deadlines.

e) Provide the ability to receive notifications or reminders on a smart phone i.e. iPhone, Blackberry, Etc.

Our solution has the ability to send SMS or TEXT messages to mobile devices through a designed group of recipients via the system.

f) Provide the ability to update and create notifications or reminders on a smart phone i.e. iPhone, Blackberry, Etc.

Text messages and emails can be sent through the Marketing and Communication module. The City could also use the iCAL export to put their events into their calendars have those events trigger reminders in their phones and mobile devices.

g) Provide the ability to create a checklist that automatically distributes activities to specific users of the application based on an event move-in, move out date or contract date.

ACTIVE Net can schedule reports to be sent to users at specific times

## 6) Other

a) Provide the ability to track historical and planned events from an organizational or individual account.

ACTIVE Net will track the Event name and number of persons attending for each reservation. After the reservation is completed, the Event Name is to be thereafter displayed in the Scheduling Calendar when viewed in the Daily and Weekly format. All historical data for both Individuals and Organizations can be tracked

b) Provide an ongoing summary of charges and payments from an organizational or individual account.

ACTIVE Net includes a customer Account Management and Accounts Receivable system to track customer balances and provide reports for all payments coming due.

c) Provide the ability to track multiple e-mail addresses for each account.

ACTIVE Net permits the tracking of two email addresses per account.

d) Tentative reservation capabilities

ACTIVE Net allows for tentative reservation. These reservations have expiration dates. When the expiration date has been reached, the reservations are no longer valid.

e) Reservations are tentative until confirmed by staff member

ACTIVE Net has a Reservation Request function that allows tentative reservation of entities that require approval by a supervisor(s).

f) Interactive map for users to view, which will provide on-line assistance to those unfamiliar with the fields and facilities

Uses a Geo Coding feature to integrate with Google Maps to show center locations at the activity detail page and allows participants to search for activities via map view. ACTIVE Net supports Interactive Mapping – the ability to upload a map and add links and labels, position icons and/or other elements, view availability and make reservations.

g) Ability to post the city's use agreement

The City will be able to post its use agreement.

h) Require users to provide on-line signature/acknowledgment of the use agreement prior to submittal of reservations

Users can be required to acknowledge The City's use agreement prior to finalizing a reservation.

i) "Point of sale" capabilities – means of processing entire reservation and accepting on-line payment

Online Point of Sale (POS) module provides full cash register/point of sale functionality (e.g. system can fully replace cash register).

j) Tracking of security deposits (paid, not paid, reminder to release)

ACTIVE Net allows deposits to be placed and tracked, including a partial payment at the time of reservation and collection of the remaining balance later.

k) Ability to send e-mail to all or groups of users (i.e. Notification of field closure due to inclement weather.)

ACTIVE Net allows email to be sent directly from within the system to one or many individuals, accounts, companies, departments, etc.

l) Ability to have a minimum of five staff members using the software simultaneously

ACTIVE Net supports an unlimited number of users. ACTIVE will monitor and scale resources to ensure your system does not slow down because of an influx of users.

m) Ability to provide receipts to user and city staff

Receipts can be provided to users as well as City staff.

n) Ability to provide e-mail notification to other departments (i.e. Crowd of over 200, notice is e-mailed to the Police Department, etc.)

ACTIVE Net allows email to be sent directly from within the system to one or many individuals, accounts, companies, departments, etc.

o) Equipment tracking capabilities

ACTIVE Net's Inventory Control module allows for tracking of equipment.

p) Ability to add amenities to the reservation process: q) Lights; r) Equipment, etc.

ACTIVE Net permits the addition of amenities during reservation.

s) Reporting capabilities for staff

Please refer to Question 4, Reporting for all reporting capabilities ACTIVE Net provides.

## 7) Document Creation and Management

a) Provide the ability to create MS Office documents within or from the application

ACTIVE Net has the ability to create PDF, HTML, or Excel files.

b) Track when changes were made to documents and by who.

While ACTIVE Net does not track changes to documents at this time, all transactional items are date, time, and user stamped for auditing purposes

c) Provide template folder for standard mail merge documents. i.e. Thank you for your inquiry letters, Etc.

ACTIVE Net provides a template folder for mail merge documents.

d) Provide the ability to import documents into specific account, event and order folders.

Documents can be imported to specific accounts or folders; the size of documents is limited to 1MB initially.

e) Provide the ability to store all facility diagrams against each bookable space.

ACTIVE Net offers the ability to add extra detail information to the facility and center records such as floor plans, pictures and layouts.

## 8) Accounting - Accounts Receivable

a) Provide ability to accept multiple payment types (e.g. cash, check, credit cards)

ACTIVE Net allows collection of payment by cash, check, credit card, or also "from account" if the customer has a credit balance.

ACTIVE Net provides integrated Point of Sale (i.e. Payment Methods, Gift cards capabilities and payment methods include cash, check, electronic check ("e-Check"), debit, credit (Visa, MasterCard, American Express), Gift Cards (sold through ACTIVE Net and reloadable), payment plan, credit memo and credit from account.

Added in ACTIVE Net 14.3, our latest release, organizations can now use pre-printed gift cards with ACTIVE Net. These gift cards are scannable and are each encoded with a unique identifier. The value of each card is linked to the card's identifier but is stored in ACTIVE Net and not on the card itself. You can pay for transactions using these gift cards, refill them, or refund them. You can also continue to use ACTIVE Net to generate and print your own gift certificates.

Gift Card Type Details

Gift Card Type Name# Standard Gift Certificate

Retire from Use

Numbering  Use System Generated Numbers  
 Use External Numbers

Only Digits and Decimal Points Allowed

Enforce Gift Card Number Mask  Mask

Hide on Internet  (Sale-listing only. Gift Card refill always enabled.)

Conditions of Use

All Sites

### ACTIVE Merchant Services

*Ryan*

ACTIVE Net has a gateway called **ACTIVE Merchant Services (AMS)** which will replace any existing merchants and banks. AMS will serve as the merchant provider for The City and accepts Visa, MasterCard, American Express and Discover.

The following is a conceptual view of the ACTIVE Merchant Services (AMS) payment process. Using the AMS process to manage and process the transactions allows ACTIVE Net to centralize the management, processing, and transactions.

Customers or staff can register or make a purchase in the ACTIVE Net system. The authorization request is sent securely from ACTIVE Net servers to AMS, which in turn sends the authorization request to the Payment Clearing House. The Payment Clearing House verifies that the payment is authorized with the Card Issuing Bank, which then sends the Approved/Rejected request back through the process and eventually back to ACTIVE Net. Periodically AMS will send the Automated Statements to the Receiving Bank.

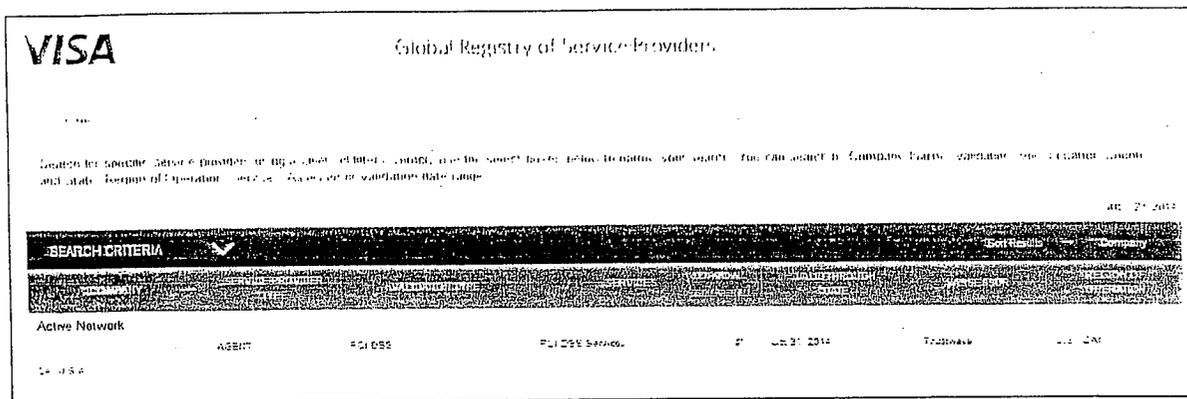
### Benefits of using ACTIVE Merchant Services

- One-Stop-Shop. All of these are included in our transaction pricing model and there is no double- dipping to pay multiple vendors.
- Network Fees. All network and access fees for e-Commerce – included!
- Merchant Account Setup Costs. Included!
- Flat Fees. All extra costs charged by banks and other merchant service providers such as "card not present" fees, increased rates for affinity/frequent flyer credit cards, international credit card rates, online payment gateway costs, deposit/authorization fees, transfer fees, assessment charges and interchange fees are all included

b) Credit Card transactions are PCI & PDASS Compliant and certification is available

In addition to the many different security measures we take, we are required to participate in Visa's Payment Card Industry (PCI) data security standards compliance audit and hold a current Level 1 Payment Processor Certification for all our payment processing. The PCI standards cover everything from network security, to application security, to background screening of our employees.

Please see the VISA website <http://www.visa.com/splisting/searchGrsp.do> and search on "ACTIVE Network" to see our PCI certification as below:



c) Provide ability to accept partial payments and deposits

Incomplete payments can be accepted, including "split" payments with part paid by check, part cash, and part from account, etc.

d) Provide ability to automatically record invoices with partial payments as receivables

ACTIVE Net includes a customer Account Management and Accounts Receivable system to track customer balances and provide reports for all payments coming due.

e) Provide ability to define payment terms

If an incomplete payment is received, ACTIVE Net will allow and create a payment plan for the customer. Payment plans can be calculated and created based on weekly, bi-weekly, or monthly payments.

f) Provide ability to assign payment terms to customer

Payment terms can be assigned to customers.

g) Provide a standard invoice template configurable with logo, contact info., etc.

ACTIVE Net will produce customer invoices and/or statements that can be branded and customized by means of notes.

h) Provide ability to issue automatic reminders of receivables at user-defined times after invoice issued (i.e. 30 days past-due, 60 days, 90 days, etc.)

Past due reminders can be scheduled and sent at user-defined intervals.

i) Provide ability to create itemized invoice and summary by event and by customer

ACTIVE Net produces Net Revenue reports. Each of these reports can be produced in a summary or detail format, and sorted by Activity, Season, Category, or Revenue Account.

j) Provide ability to indicate accounts are on hold and may no longer place orders.

ACTIVE Net will allow a membership to be "suspended" for a user definable period of time. During the suspension period, the membership will not validate but will automatically become active once the suspension period has passed.

k) Provide ability for pertinent accounts receivable information to be viewed in CRM and event management areas of the system

A customer Account Management and Accounts Receivable system is included to track customer balances and provide reports for all payments coming due.

l) Provide ability to generate daily cash reconciliation & reporting

ACTIVE Net will produce all of the following "Daily Close" reports:

- Cash Receipt and Cash Distribution, listing all receipts processed payment type, and totals.
- Account Distribution summary, showing all payment distributions.

m) Batch processing interface to the ERP financials

ACTIVE provides a Financial Integration tool that allows the transmitting of the accounting information held within the ACTIVE Net database to your main financial application. A Modified Accrual Accounting Method must be used in order to take advantage of this functionality. Discussions with The City finance team would be necessary to ensure this is a fit.

## 9) A/R Reporting

a) Revenue analysis by department

Yes; please refer to Question 4, Reporting for all reporting capabilities ACTIVE Net provides.

b) Revenue analysis by event type

Yes; please refer to Question 4, Reporting for all reporting capabilities ACTIVE Net provides.

## 10) System Security

a) The system must provide security layers under which permissions, rights and user screens can be assigned to each user or user group by software administrator

ACTIVE Net offers security feature to grant/deny access to application functions for each user.

b) The system must have flexible security rights that can be assigned to a person based on their job function, level and authority

Security can be down to the level of each individual menu choice.

## 11) User Security

a) Software requires unique individual login and password for administrative and customer checkout functions of the application.

Yes. When customer does not have an existing account, ACTIVE Net offers the following online options:

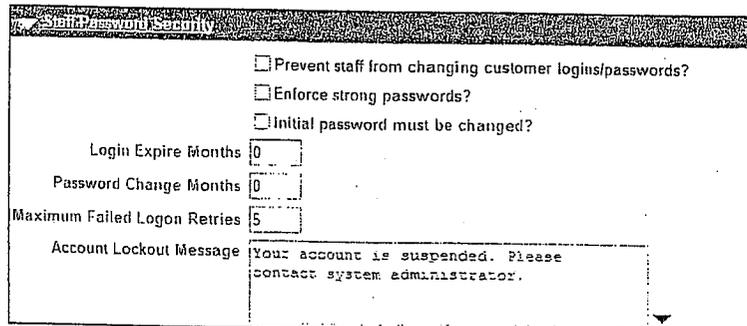
- No option to create account online
- Option to only request an account online
- Option to create an account and have it immediately available for use
- Option to require new accounts created on the customer site to be approved on the staff side prior to being able to use them for transactions. If selected, online account requests are considered pending until they are approved by admin staff.
- Option to activate online user accounts only after email validation. If selected, an activation email will be sent to the customer's email address, and they have to click on a link to activate their online account, ensuring the account cannot be activated if the customer did not give a valid email address.
- Option for the system to auto-create a password for an account for online access. The Password will be included in the account creation confirmation sent automatically by email
- Option to specify number of days until the auto-created password for Online access expires.

b) Software provides ability to expire passwords after an administrator definable timeframe.

ACTIVE Net provides the option for the organization to set when the customer's public access (a) login and (b) password will expire AND prompt customer to enter new information by having an expired warning screen (complete with new password strength indicator) display when they login to public access site.

c) Login accounts can be disabled after an administrator configurable number of unsuccessful continuous login attempts.

Unsuccessful logins result in account suspension, as detailed in the below screen shot:



Set Password Security	
<input type="checkbox"/>	Prevent staff from changing customer logins/passwords?
<input type="checkbox"/>	Enforce strong passwords?
<input type="checkbox"/>	Initial password must be changed?
Login Expire Months	<input type="text" value="0"/>
Password Change Months	<input type="text" value="0"/>
Maximum Failed Logon Retries	<input type="text" value="5"/>
Account Lockout Message	<input type="text" value="Your account is suspended. Please contact system administrator."/>

d) Software provides a secure method for an individual to change their login name and password.

ACTIVE Net provides the option to allow customers to change their account information and specify what information they can change by themselves.

e) Software enables user-designated authorization profiles to which multiple users can be assigned (i.e. role based security)

Yes, ACTIVE Net permits role-based security.

f) Software encrypts data when transmitting data using recognized encryption routine

All network communication is via SSL cryptographic protocol to ensure information is secured at the transport layer, end-to-end, using 128-bit encryption keys.

## 12) Credit Card Security

a) Vendor is currently certified to meet PCI Data Security Standard requirements

Yes; please see Question 8 b above.

a) Provide ability to accept multiple payment types (e.g. cash, check, credit cards)

ACTIVE Net allows collection of payment by cash, check, credit card, or also "from account" if the customer has a credit balance.

b) Credit Card transactions are PCI & PDASS Compliant and certification is available

Yes; please see Question 8 b above.

b) Please provide evidence of this certification and answer the following questions in the comments fields as necessary

Yes; please see Question 8 b above.

## 13) Pricing

a) Provides the ability to set and charge "no show" fees for event

No-show fees can be manually applied to accounts.

b) Provide method for allowing differing fee structures for event resources

ACTIVE Net has the ability to assign various fee structures for different event resources.

c) Provide the ability to have multiple price lists i.e. resident, non-resident, non-profit, Etc.

ACTIVE Net has the ability to create pricing categories for all levels of participants, different levels of staff, and community members (resident, non-resident).

d) Provide the ability to adjust price list year to year on masse i.e. increase all items by 3% or individual changes

ACTIVE Net has the option to apply global changes to The City's price list.

e) Provide the ability to generate price variance reports that display all items where the price was discounted or increased.

ACTIVE Net has reports that can track when a discount, coupon code, scholarship, etc. is used. If a user simply just overrides the price (based on user permissions) then that would not be tracked.

#### 14) Implementation Approach

a) Product does not store authentication or other private data in cookies

ACTIVE Net does not store authentication or other private data in cookies.

b) Software functions without use of pop-up windows

ACTIVE Net does not use popups to external pages but the application does deploy more "modal windows" for alerts and other functions.

c) Web functionality supports https

ACTIVE Net uses Hypertext Transfer Protocol Secure (HTTPS) to provide safe online transactions.

d) Software tested, supported on standard Mac browsers (specify browser type and versions supported)

The online module of ACTIVE Net is tested and supported on standard Mac browsers. ACTIVE Net runs correctly across multiple application versions and browser types, but our recommended environment is below:

- Internet Explorer: 9, 10, or 11
- Adobe Reader: 11.0.06 or later
- Flash: 12.0.0.44 or later
- Java: 7 update 65 or later
- Windows: 7, 8, and 8.1

Some ACTIVE Net functionality does not run correctly on a Mac OS.

Note: Microsoft has terminated extended support for Windows XP. As a result, the ACTIVE Network no longer supports ACTIVE Net in a Windows XP environment.

#### 15) Implementation / Upgrades

a) Software does not require customization

ACTIVE Net is an "out of the box" software solution that has many options to be set up and configured to meet the needs of different organizations. However, no customizations are required.

b) Software upgrades (including new version releases, interim "dot" releases, and patches) are included as part of maintenance agreement

Our standard software package includes an Upgrade Plan that keeps you up-to-date with the latest version of ACTIVE Net at no additional cost. You will never pay for application upgrades, ever. These no-cost software upgrades are covered under the terms of the Support and Maintenance agreement:

- Application Upgrades: product enhancements and new versions of the application ensure access to all of the latest features
- Patches and Bug Fixes: minor changes and improvements are provided as they become available
- Online Documentation: new product and technical documentation is posted to the website for customer review and download

## 16) Server Operating Systems Platform

a) Windows 2003 Server with IIS version 6.0 or later

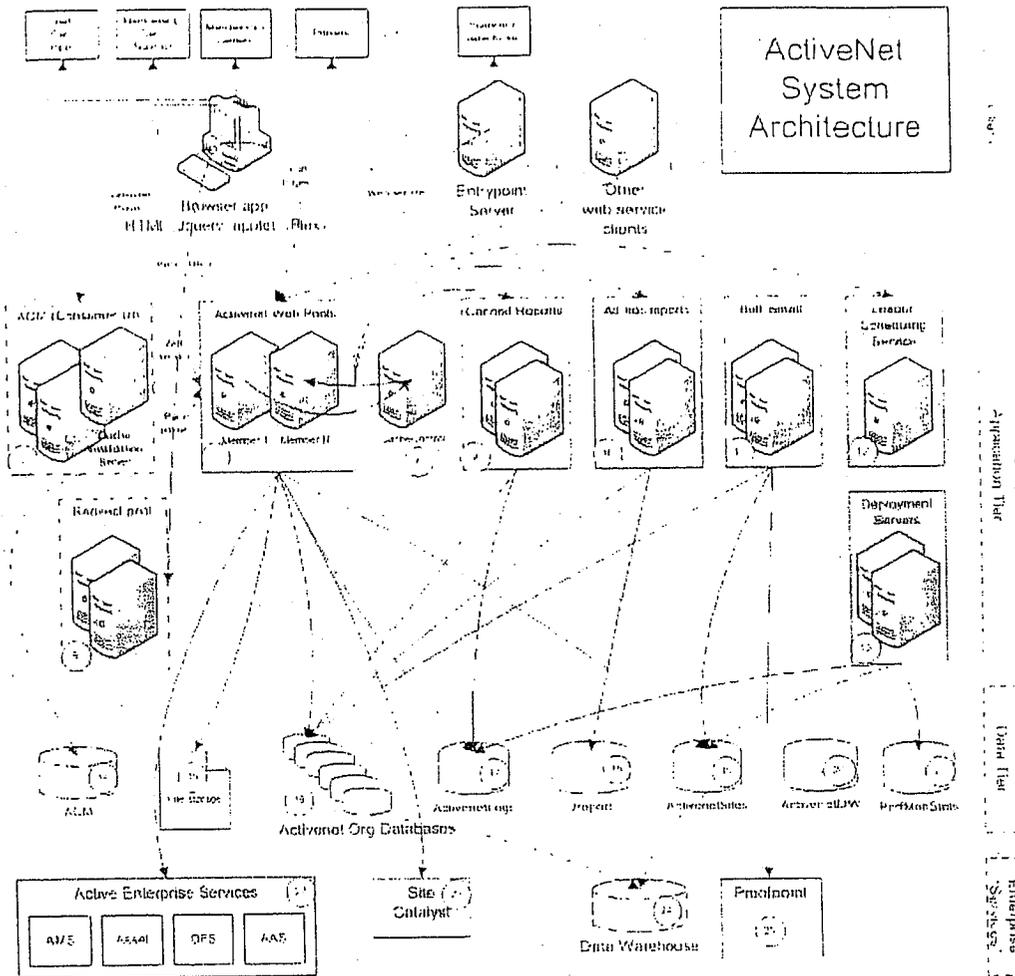
Not applicable; ACTIVE Net is a fully-hosted, web-based solution that automates business and accounting processes for both staff and consumer users. The solution is primarily a Java based application running on a large set of Windows servers and a Microsoft SQL Server database. Other top tier technologies in place are provided by Cisco, Juniper, VMware, and F5.

## 17) Server Database

### ACTIVE Net Architecture

ACTIVE Net is installed in both the Las Vegas and Toronto data centers, for US and Canadian customers respectively. Some of the physical architecture is slightly different between the two data centers, but the logical architecture is the same, so the diagram below applies to both data centers.

## System Architecture



### Client Tier

1. ACTIVE Net web application: The main ACTIVE Net application is entirely browser-based, using the following technologies:
  - HTML/JavaScript: Most of the UI is an HTML interface with JavaScript as needed.
  - Newer pages use Ajax / JQuery for a more responsive or dynamic interface.
  - Flex: A few components of the UI are written in Flex, although these are being converted to JQuery.
  - Java applet: ACTIVE Net uses Java applets for some of the POS and membership functionality, specifically to access locally attached devices.
  - PDF: Reports
2. Locally attached devices: Various portions of the ACTIVE Net application have special support for locally attached devices:
  - Membership card scanning (barcode or magstripe), via keyboard wedge.
  - Camera for capturing membership card images, via Twain driver and Java applet.

- Printing of reports and membership cards, via PDF output.
  - Printing of receipts on POS, via PC ports and Java applet.
  - Magtek DynaMag and Magtek IPAN credit card readers
3. Unmanned entry point station: This application takes membership scans and opens entry points through a gatekicker. It is a locally installed Java application, which synchronizes with ACTIVE Net via web services.
  4. Other web service clients: Some of our clients have used ACTIVE Net's web services to build specialized UIs or applications, such as:
    - Single sign-on
    - Activity listing / search
    - More elaborate portals

#### Application Tier

5. Load balancer: The load balancer VIPs are not explicitly shown in the diagrams. However, every gray box containing servers represents a pool of servers fronted with an F5 VIP.
6. ACM servers: ACM is being used as a platform for the new consumer UI.
7. Redirect pool: The servers in this pool accept "public URLs" (beginning with ACTIVE Net.active.com or ACTIVE Netca.active.com) and issue browser redirects to "pool-specific URLs" (e.g., beginning with ACTIVE Net01.active.com).
8. ACTIVE Net web pools: Each ACTIVE Net organization client (org) has a dedicated SQL database in the data tier and dedicated Java servlets in one of ACTIVE Net's web pools. Currently each web pool has two servers behind a load balancer, although more servers could be added to a pool if needed for a very high throughput registration mode. Each org assigned to a pool has a servlet installed on each server in the pool.
9. CacheControl: CacheControl is a simple Java application which implements cache coherence across the multiple servlets for a given site, so that when configuration data like an activity is edited on one servlet, all other servlets will have the same information.
10. Report servers: When a canned report is executed in ACTIVE Net, this is done by a report execution request to a separate load-balanced pool of report servers.
11. JReport servers: When an ad hoc report is designed or executed in ACTIVE Net, this is done via a third party application, JReports.
12. Bulk email service: When a org user sends bulk email, it is handled by a separate bulk email service.
13. League scheduling service: This is a separate web service, which provides generates a team schedule.
14. Deployment server: There are three related applications installed on the deployment servers:
  - The ACTIVE NetSites portal is a browser-based application for internal ACTIVE staff, primarily support and development, allowing them to configure new orgs, view the system configuration, login to orgs, query data, and view performance history.
  - The Deployment Manager is a desktop application used by IT to start and manage Deployment Engine jobs to create new orgs, or update existing orgs with new ACTIVE Net releases, as well as automating some other ACTIVE Net IT tasks.
  - The Deployment Engine is a component which actually executes deployment engine jobs

## Data Tier

All ACTIVE Net databases are on SQL Server instances in the respective data centers. File storage is on shares on network attached storage.

15. ACM database: Although all of the data displayed through the ACM-based consumer UI comes from the ACTIVE Net org databases, ACM does require a separate configuration database.
16. File storage: A number of shares are established on network attached storage, for the following purposes:
  - Uploaded organization file-based data, including graphics, documents, and membership card images.
  - JReports storage for catalogs, report templates and other data shared across JReport server instances.
  - Database backups for download or copy-to-trainer.
17. Org databases: Each ACTIVE Net org has a separate database, containing just its configuration data, customers, receipts, etc.
18. JReport database: Although the JReport ad hoc reporting system displays data from a specific ACTIVE Net org database, JReport also requires a separate configuration database.
19. ACTIVE NetSites database: ACTIVE Net maintains overall configuration data for the data center, such as information on all the orgs and servers, in the ACTIVE NetSites database in that data center deployment.
20. ACTIVE NetLog database: Key ACTIVE Net components, including the servlets and report server, log their information to the application log table in a configured database.
21. ACTIVE NetDW database: This contains a limited data warehouse, generated from selected data consolidated from all org databases in the data center.
22. PerfmonStats database: Used for collecting historical performance data from all servers in a data center.

## ACTIVE Enterprise Integration

23. Enterprise services: The ACTIVE Net servlet uses the following ACTIVE Enterprise Services:
  - AMS: All credit card and ECP processing is done through the ACTIVE Merchant service. A diagnostic interface also uses AMS APIs to allow trouble-shooting of payment processing issues.
  - Asset service: Any time certain products (activities, daycare programs and membership packages) are edited, the asset service is updated so those products will appear in A2 search.
  - OFS: At checkout time, a list of offers (magazines) is displayed based on data from the Offer Service; if an offer is accepted by the consumer, this information is sent back to OFS.
  - AAS: At checkout time, ACTIVE Net uses the ACTIVE Advantage Service (AAS) to determine whether a consumer is currently a member, to either discount fees or present ACTIVE Advantage sales information. If ACTIVE Advantage is purchased, this information is sent back to AAS.
24. Sitecatalyst: Each consumer web page will register data with Sitecatalyst, so ACTIVE can track the source of traffic to ACTIVE Net, and how many users stop at which point in the purchase process.

- 25. Data warehouse: (Under development) ETL jobs will transfer selected data from each ACTIVE Net org database into the corporate data warehouse.
- 26. Proofpoint: MTA used for sending email from the servlets and bulk email service.

a) Microsoft SQL Server 2005 or 2008

The following table gives an overview of the various technologies used by ACTIVE Net for various purposes:

Technology	Vendor	Use in ACTIVE Net
SQL Server 2008	Microsoft	All databases in the ACTIVE Net data centers, as well as in the Entry Point application
Java	Oracle/Sun	<ul style="list-style-type: none"> <li>• ACTIVE Net servlet (all of ACTIVE Net's business logic and most of its UI)</li> <li>• Applets for a few ACTIVE Net UIs that require access to client resources, such as attached devices</li> <li>• Entry point application</li> </ul>
VB.Net	Microsoft	<ul style="list-style-type: none"> <li>• ACM</li> <li>• Bulk email service</li> <li>• League scheduling service</li> <li>• Portal</li> </ul>

### 18) Operating Systems Platform

a) Microsoft Windows XP, Vista, Windows 7 & 8

ACTIVE Net runs correctly on Windows: 7, 8, and 8.1. Microsoft has terminated extended support for Windows XP. As a result, the ACTIVE Network no longer supports ACTIVE Net in a Windows XP environment.

### 19) Software shall have a "proven track record" and shall have been on the market for a minimum of 24 months

ACTIVE Network, LLC has been on the forefront of providing Software as a Service for nearly 15 years within the Parks and Recreation industry.

### 20) Software shall have customer support available 24 hours a day

ACTIVE is proud to be known as a provider of superior telephone and email support; we look to exceed customer expectations in all aspects. Our stringent service standards have ensured our 98% customer retention rate.

We believe that it is imperative to know how your issue will be received, resolved and the timeliness of the solution offered. We believe our 2000-plus public sector customers can best attest to the delivery of the above-mentioned items in the most unbiased manner.

Included in the ACTIVE Support Agreement is the following:

<b>Regular Support:</b>	Unlimited technical support between 5:00 AM and 6:00 PM Pacific Time, Monday through Friday via telephone (800.663.4991), email or web portal <a href="http://support.theactivenetwork.com">http://support.theactivenetwork.com</a>
<b>Extended Support</b>	<p>Unlimited phone support for System Down issues on a 24 hours x 7 days a week basis, provided that:</p> <ul style="list-style-type: none"> <li>• Site has remote access and Internet email capability for extended support hours</li> <li>• Calls during extended support hours are from an authorized contact person</li> <li>• Calls during extended support hours are for "system down" problems that result in a client's inability to fulfill critical business functions (i.e. those pertaining to core functionality and that have no reasonable work-around)</li> </ul> <p>All other calls received during extended support hours will be billed to the client at a rate of \$375 per hour.</p>
<b>Limited Support</b>	<p>Calls not over 15 minutes in duration) for:</p> <ul style="list-style-type: none"> <li>• Assistance isolating the source of problems and/or troubleshooting difficulties stemming from sources other than ACTIVE Network's products or services, such as: <ul style="list-style-type: none"> <li>o Network issues (e.g. access, printing, backup and restoration)</li> <li>o PC hardware trouble shooting</li> <li>o Network operating system configuration and functionality</li> <li>o Basic Microsoft Corporation "Windows" functionality (e.g. using File Manager or Explorer)</li> <li>o Modem configuration and setup</li> <li>o Data corruption (e.g. due to lack of disk space)</li> <li>o Loss of supervisor or other password</li> </ul> </li> <li>• Assistance troubleshooting Third Party products i.e. Crystal, SQL</li> <li>• Limited assistance with report customization.</li> </ul>
<b>Customer Care</b>	Secure web portal access - ACTIVE Network's secure Customer Care web portal includes incident tracking, access to future release functionality, and other services. Because you deserve to know how each issue will be received, resolved and the timeliness of the solution offered, we utilize a Customer Relationship Management tool that logs all contacts from our clients, whether by e-mail or phone. ACTIVE clients have the ability to log onto the secure customer area of our website and access their support incidents, review the status of each and see who is handling the incident.
<b>Free Upgrades</b>	Our standard software package includes an Upgrade Plan that keeps you up-to- date with the latest version of ACTIVE Net at no additional cost. You will never pay for application upgrades, ever. These no-cost software upgrades are covered under the terms of the Support and Maintenance agreement:
<b>Online Training Materials</b>	Online training materials including user manuals, quick start guides, help guides, and customer care portal. See the Training section for more information.
<b>Documentation</b>	Regularly updated documentation in a variety of formats, and frequent client communications.

The following supplies and services are excluded from Support and Maintenance:

- Services required to remedy problems that stem from changes to or defects in system configuration upon which the Software was originally installed
- Services required to remedy problems which do not stem from any defect in the Software
- Services required to remedy problems caused by lack of training of Client's personnel
- Improper treatment or use of the Software
- Onsite or remote training services
- Full report customization service
- Database-specific services or assistance

## 21) Internet Browser Requirements for End Users

### a) Microsoft Internet Explorer 7.0 and above

The online module of ACTIVE Net is best accessed on Internet Explorer: 9, 10, or 11.

### b) Mozilla 4.0 and above

The online module can be accessed via Mozilla; however, on the staff side, only Internet Explorer is officially supported.

### c) Google Chrome

The online module can be accessed via Google Chrome; however, on the staff side, only Internet Explorer is officially supported.

## 22) On-site training and support for City staff

### a) Vendor provides 24 hour/7 day support

Please see Question 20 above for more information on our customer support offerings.

### b) Vendor provides ability to enter and track reported issues online (i.e. support website)

Please see Question 20 above for more information on our customer support offerings.

### c) Vendor allows client to determine priority of issues, regardless of order in which issues were submitted

Escalation can always be raised at any time throughout the process. Support incidents are escalated internally to our tier 2 support team or further to our development teams when fixes are required in the software. Your account manager will always be your main point of contact for any escalation concerns whether they are for software or support.

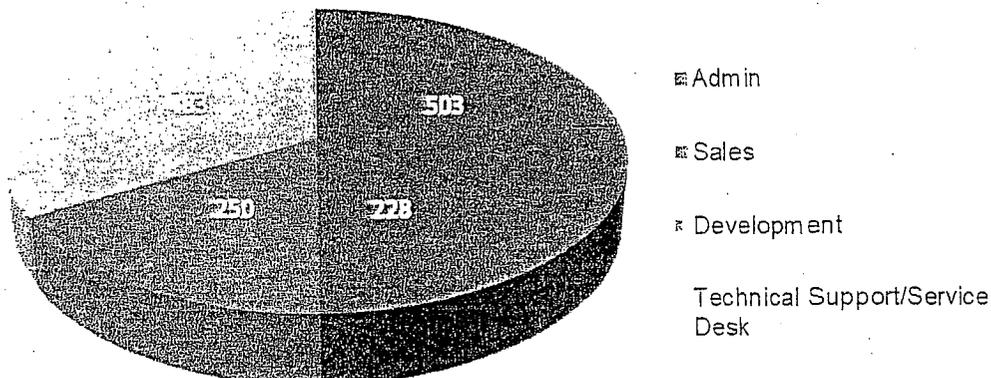
d) Vendor commits to specific response time for issue resolution

New support incidents are assigned one of the following levels, each with its respective standard ticket resolution target:

Call Priority Level	Description	Standard Completion Target
Priority 1 – System Outage	Fatal issues that result in the customer's inability to fulfil critical business functions (i.e., those pertaining to core functionality such as processing registrations, memberships, rentals) and that have no reasonable work-around	1 business day
Priority 2 – High Business Impact	Serious issues significantly impacting use of the system but do not prevent core functions from being fulfilled (i.e., Customer cannot perform critical business functions; Customer experiences severe site degradation)	2 business day
Priority 3 – Medium Business Impact	All other issues, except those classified as low; (e.g., how-to questions, reporting/reconciliation issues, general questions, work around options)	3 business days
Priority 4 – Low Business Impact	Issues that are not time-sensitive or may be undertaken as customer service initiatives outside the scope of this Agreement (i.e., feature requests or low priority questions)	None
Guaranteed Uptime	For clients licensing Hosted Software	99%

e) Vendor to specify nearest support office and how many technical staff and programmers support the software

The ACTIVE support office closest to West Jordan is in Sacramento, California, although we are headquartered in Dallas, Texas. ACTIVE has over 25 offices worldwide with almost 3,000 employees, a full third of which are a part of our technical support/service desk and development teams



f) Vendor provides online tutorials

ACTIVE provides online training materials including user manuals, quick start guides, help guides, and customer care portal. See the Training section for more information.

g) Software includes on-line features to explain the current field, screen or module of program: h) Configuration; i) Maintenance; j) Trouble-shooting; k) User's daily use and interface

ACTIVE Net has robust imbedded help and guidance functionality for all features.

l) City owns all data associated with the reservation, payment and usage of the fields/facilities in West Jordan

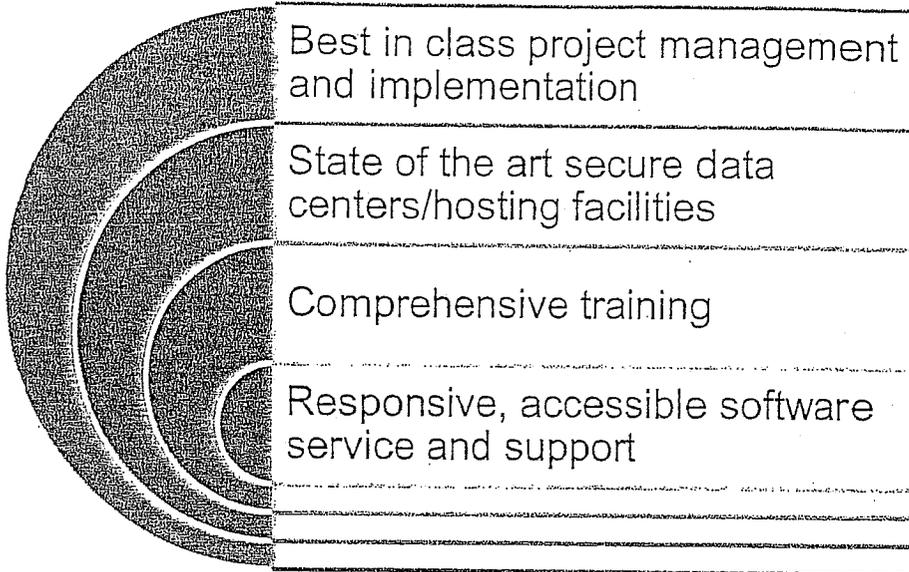
Each individual "owns" their own personal data. The data sits on ACTIVE servers and The City has access to the data, so both parties control privacy and access.

## 2. Exceptions

ACTIVE believes it can generally fulfill The City's requirements as expressed in the preceding section and look forward to further discussion about how we can empower The City to improve service delivery while realizing cost efficiencies.

### 3. Additional Services

ACTIVE is pleased to note that it provides many additional benefits to The City as part of its engagement with us, including:



#### Best in Class Project Management and Implementation

ACTIVE Network is the leading provider of activity and participant management solutions. With 15+ years of experience as a market leader, ACTIVE is not only a business software solution, but a key component in helping you achieve your mission and serve your community. We pride ourselves on long term success and understand that this is a key step in maintaining a long successful partnership.

Our Professional Services methodology is built on the following principles:

1. Understanding your business
2. Developing and fostering positive relationships with all your project stakeholders
3. Configuring your system to drive operational efficiency
4. Empowering your system users to grow business
5. Increasing your consumer participation through ease of access
6. Alleviating your implementation workload by leveraging ACTIVE resources to reduce meeting lengths and minimize efforts in data conversion and data entry
7. Ensuring timely execution of your project tasks

ACTIVE's many years of experience, including implementing both projects that are fresh starts and those replacing legacy systems, provide a formula for success throughout the implementation process across numerous departments, staff, and areas of use. This upgrade to ACTIVE Net will be a large scope project for The City and ACTIVE's experience with hundreds of implementations will guide you every step of the way.

## Managing Your Project

In addition to leveraging industry best practices gained through the 15+ years of market leading experience, ACTIVE Net implementations operate within the framework of the Project Management Body of Knowledge as advocated by the Project Management Institute.

For your ACTIVE Net implementation, you will be provided access to project management software called Basecamp that will be used to manage the schedule and associated tasks for the project. Responsibilities will be defined clearly by assigning owners to tasks. Basecamp will also be the repository for all documentation associated with the project so your team as well as your consultant will have shared access to information needed by all parties. You will be provided an orientation to Basecamp as well as login credentials during the project launch meeting.

In addition, a project manager can be assigned to provide additional project oversight including regular status meetings, a risk and issue log, and an MS Project schedule.

Once contracts have been signed, the project is the responsibility of our Project Management Team. During the initial project management call we determine your desired go live date and work backwards to set dates/milestones which need to be met in order to achieve the goal. Dates are defined by the availability of your staff and ACTIVE consultants, as well as the order in which you wish to implement modules.

### Recommended City Personnel Project Roles

During an ACTIVE Net implementation, certain roles need to be identified within your organization. We recommend The City pull together a strong project team in order to deliver the requirements that will be needed to successfully launch the software. The roles and responsibilities described below represent the ideal project team.

To facilitate a smooth implementation and project kickoff, the following individuals should be identified before training begins:

City Role	Description
Project Sponsor	The Project Sponsor is the main signing authority on the project.
Project Manager	The main contact regarding project activities, the project manager is responsible for assigning tasks, roles, responsibilities and delivering the project while managing cost, time, scope, and quality.
ACTIVE Net System Administrator(s)	The System Administrator(s) is/are responsible for maintaining adherence to your organization's policies and procedures through the ACTIVE Net software. They are individuals with the most knowledge of ACTIVE Net and serve as an escalation point within the organization for staff with questions on ACTIVE Net. Critical for project success, it's strongly recommended a backup System Administrator be identified.
Subject Matter Experts	The Subject Matter Experts are organizational staff with the most knowledge regarding the processes and policies of services. Examples of SMEs may include Facility Managers, Program Coordinators, and Membership Directors.
Document Manager	The Document Manager is responsible for updating organization policy documentation throughout the implementation and compiling staff notes into enduring procedural documentation which cover the organization's specific use of ACTIVE Net.

Finance Department Representative(s)	The Finance Department Representative is the main signing authority for financial/accounting requirements, workflows, and reports. They are the final escalation point for any financial/accounting related questions encountered throughout the implementation.
IT Department Representative(s)	The IT Department Representative is responsible for ensuring organizational adherence to the technical requirements of ACTIVE Net. They are the final escalation point for troubleshooting technical/network issues encountered within the organization during or after implementation.

### ACTIVE Staff

Our team of consultants brings a wealth of experience, knowledge and best practices from over 2,000 successful implementations. Our support team is designated with specific technical analysts for specific products, so our support team members who will be assisting you with technical calls are dedicated to the proposed product.

As part of our commitment to total client satisfaction, ACTIVE assembles each project team based on the particular needs of the specific client and project. ACTIVE only staffs projects with experienced, intelligent, analytical consultants who have a history of providing superior client service. Our highly skilled consultants combine comprehensive business and technical expertise with the ability to rapidly acquire in-depth, client-specific knowledge that enables us to deliver cost-effective consulting services that not only meet but in many cases exceed the expectations of our clients.

Your project team will consist of numerous staff and resources here at ACTIVE including:

ACTIVE Role	Description
Project Manager	<ul style="list-style-type: none"> <li>Serves as the main point of contact when scheduling training and services</li> <li>Connects with the site to handle any issues with initial implementation details and hardware arrangements</li> <li>Has a past history of working with this specific product</li> <li>Has experience with implementations with other municipal Park and Recreation organizations</li> </ul>
Consultant	<ul style="list-style-type: none"> <li>Is exclusively assigned to your implementation</li> <li>Serves as the main point of contact for initial training, setup, business policy discussion, and support during the implementation phase</li> </ul>
Account Manager	<ul style="list-style-type: none"> <li>Is committed to delivering a positive customer service experience</li> <li>Helps you handle requests and resolve or escalate issues</li> <li>Checks in with you quarterly to ensure your organizational goals are being met and discuss future business development</li> <li>Is based in your region, which facilitates networking opportunities with neighboring agencies as well as insight into what other departments are doing throughout your state</li> </ul>
Marketing Specialist	<ul style="list-style-type: none"> <li>Serves as the main point of assistance during marketing efforts</li> <li>Is a key asset in your press release campaign and delivers ACTIVE-provided e-marketing center access and support</li> </ul>

Assignment of Project Managers and Consultants are based upon availability and "best-fit" after contract agreement, making it not possible to specify the exact team members for The City's project at this time. Instead, we've provided information biographies of key members of the Professional Services team below that would typically be part of a project of this nature, size and scope.

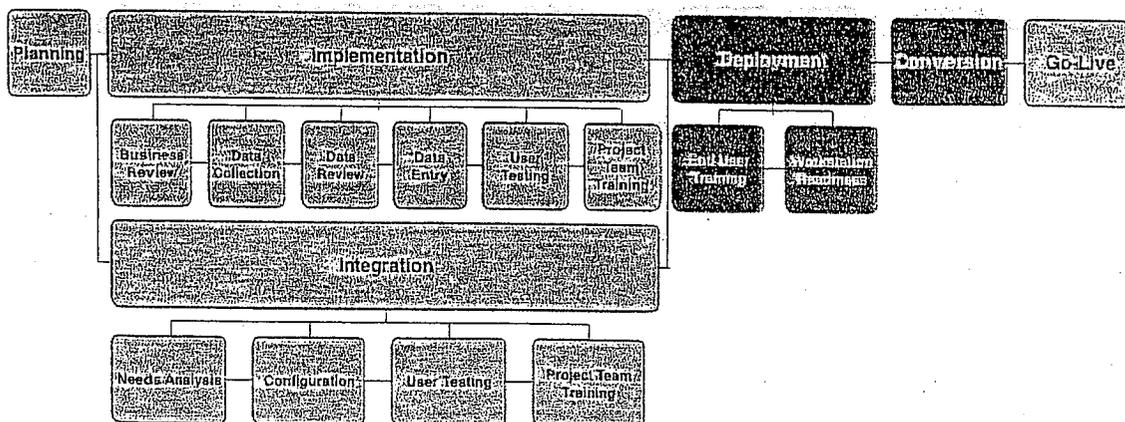
### Implementation Sequence

ACTIVE has adapted traditional implementation methodology to a more efficient approach. Information is gathered during Implementation Planning and Scoping workshops and net configuration changes are made in the lab and presented back to The City during the Solution Walk-Through workshop. This allows The City to see the solution early in the implementation process. ACTIVE's consultants will then test the solution in the lab and confirm its readiness for deployment. Once verified, it will be moved to The City's site for further User Acceptance Testing by additional users at The City.

Our implementation schedule consists of 6 key phases:

1. Planning
2. Implementation
3. Integration
4. Deployment
5. Conversion
6. Go-Live

The following flowchart illustrates our methodology and approach from the initial award through to implementation. ACTIVE also provides a detailed plan for ongoing support and account management, ensuring that you always get the highest level of service.



### Planning

The Planning phase involves detailed planning to ensure we have a strong understanding of your business and implementation requirements. Furthermore, the activities performed in the Implementation phase of the project are properly sequenced, resourced, executed, and controlled. In this phase you will discuss objectives, review agenda, assemble a project team, address technical requirements, and identify scope, tasks, schedules, risks, quality, and staffing needs while ensuring your team members understand their responsibilities and expectations.

The project team will be responsible for developing a project plan, thus ensuring that all the associated requirements are fulfilled and that adequate resources are available for the project.

### **Implementation**

The Implementation phase is when we begin executing our planning activities. Implementation activities can be categorized into the following components:

- Business Review: Review business rules against industry best practices and prepare for data collection
- Data Collection: Collect organizational data necessary for the selected ACTIVE Net functionalities onto data collection forms
- Data Review: Review and audit the completed data collection forms for accuracy, consistency, and completeness
- Data Entry: Performed by the ACTIVE Net Data Analyst Team. Enter collected and reviewed organizational data into ACTIVE Net by the ACTIVE Net Data Analyst team
- User Testing: Test system operations against business needs
- Project Team Training: Train project team on full system operation and develop an end user training plan on the technical and procedural training requirements for organizational staff

### **Integration**

The Integration phase consists of configuring ACTIVE Net for your organization's specific requirements, including the completion of any related integration and data migration tasks as scoped in the contract.

Each of the following Integration activities will be performed with guidance of a technical consultant:

- Needs Analysis: Assess business requirements
- Configuration: Build ACTIVE Net integration as per business requirements
- User Testing: Test system operations against business requirements
- Project Team Training: Train project team on full system operation

### **Deployment**

The Deployment phase is concerned with ensuring that your organization is fully trained and prepared to use your ACTIVE Net system leading up to and following the time where you "go live" and begin formally transacting with the software. Here you will prepare and deliver final system testing and end-user training plans as part of the finalized deployment plan, perform final installations, complete remaining procedural documentation, conduct a system security review, and ensure that ongoing administrative maintenance procedures are in place. Finally, you will verify that deployment, operational support, and maintenance resources have been met and complete all remaining Go-Live activities in order to launch your new system.

Each of the following Deployment activities will be performed by members of your project team:

- End User Training: The project team trains all end users on system operation
- Workstation Readiness: Configure all workstations to ensure readiness with ACTIVE Net system requirements

## Conversion

During the Conversion phase, legacy data from existing organizational systems are entered into ACTIVE Net. This includes reservations, memberships, and account balances. Importing customer, account balance, and membership data can be performed through ACTIVE Net's data conversion services. If data conversion services are not purchased, or if services are not available for the specific type of data, then the activities associated with the Conversion phase will be performed by members of your project team.

## Go-Live!

Go-Live is the final phase of your project during which you will "go live" and begin transacting with your ACTIVE Net system.

## Implementation Schedule

We understand that your business must keep running while we implement ACTIVE Net; therefore we have maximized the flexibility of when content needs to be delivered and minimized the dedicated time to be spent with your consultant. To accommodate for this efficiency, the schedule for your project involves weekly or bi-weekly check-ins depending on the size of your organization and the core functionalities purchased. In general, the more flexible you can be with your schedule, the more options that will be made available to you, and the sooner you can get your project started.

## Milestones

The project's implementation includes the following milestones, which will be conducted concurrently when possible:

### I. Pre-Implementation

- Introductory Conference Call: Introduction to Project Manager, Project Consultant
- Off-Site Pre-project Planning and Documentation
- Project Launch Meeting – project expectations, scope, schedule, technical and risk analysis
- Accounting Phone Call to evaluate current accounting practices and cash flow management
- Introduction to Consultant working with the site, including verification of implementation schedule, resources to be made available, etc.

### II. Implementation

- Database and Software Installation
- Investigation of business practices, Accounting Set-up and discussion with Finance staff (if available)
- Consultation: business practices, Membership card, POS set-up, etc.
- Implementation of modules and Management end-user training, including Daily Cash Practices, Accounting Practices, "Best Business" practices.
- Audit of database set-up, course set-up, facility set-up
- Project Documentation with necessary Follow-up Criteria after each on-site period, allowing for milestone and resource accountability
- Introduction to Support services with consultant: telephone, email

### III. Post-Implementation

- Pre go-live Conference Call 1-2 weeks ahead of time
- Introduction to Support Services Conference Call
- Project Review Report - A 2-4 page report reviewing the implementation of the system in relation to the goals, objectives and success factors identified during the Project Launch Meeting.

Below is an example of a project with four core functionalities. The number of core functionalities you selected during the sales process will determine number of weeks it will take to complete the project

10 weeks

SCHEDULE		
Initiation	Project Launch	Remote
Week 1	Business Process Review	Remote
Week 2	Module 1 & 2 Review & Data Collection Preparation	Remote
Week 3	Module 3 & 4 Review & Data Collection Preparation	Remote
Week 4	Module ALL Data Collection Review	Remote
Week 5	Module 1 & 2 User Testing	Remote
Week 6	Module 3 & 4 User Testing	Remote
Week 7	Module ALL User Testing	Remote
Week 8	Module 1 & 2 Training	Remote
Week 9	Module 3, 4, & System Training	Remote
Week 10	Go live Prep	Remote

There will be an agenda for each of these sessions. Please see the examples below:

#### Business Process Review

TIME	TASK
15 minutes	<b>Introduction</b> <ul style="list-style-type: none"> <li>• Introductions</li> </ul>
30 minutes	<b>Implementation Process Review</b> <ul style="list-style-type: none"> <li>• Review of project scope</li> <li>• Identification of key project phases and activities</li> <li>• Review of project schedule</li> <li>• Review of key business cycles</li> </ul>
30 minutes	<b>Implementation Resource Review</b> <ul style="list-style-type: none"> <li>• Review of project team roles and responsibilities</li> <li>• Introduction and sign in to Basecamp</li> <li>• Review of project task list</li> <li>• Overview of project documentation</li> </ul>
30 minutes	<b>Data Assessment Sheets</b> Review of data assessment sheets (to be completed by next meeting)
15 minutes	<b>End of Session Meeting</b> <ul style="list-style-type: none"> <li>• Review of next steps and to-do items</li> <li>• Q&amp;A period and review of notes</li> </ul>

### Core Functionality Launch

TIME	TASK
15 minutes	Introduction <ul style="list-style-type: none"> <li>• Introductions</li> <li>• Review of meeting agenda and goals</li> </ul>
45 minutes	Core Functionality Review <ul style="list-style-type: none"> <li>• Review of core functionality service offerings, policies, and pricing</li> </ul>
45 minutes	Core Functionality Capture Process <ul style="list-style-type: none"> <li>• Distribution and review of core functionality data sheet</li> </ul>
15 minutes	End of Session Meeting <ul style="list-style-type: none"> <li>• Review of next steps and to-do items</li> <li>• Q&amp;A period and review of notes</li> </ul>

### Core Functionality Data Sheet Review

TIME	TASK
45 minutes	Core Functionality Data Review <ul style="list-style-type: none"> <li>• Specific areas of focus TBD based upon information collected in the core functionality data sheet</li> </ul>
1 hour	Core Functionality Policy/Procedures Review <ul style="list-style-type: none"> <li>• Specific areas of focus TBD based upon information collected in the core functionality data sheet</li> </ul>
15 minutes	End of Session Meeting <ul style="list-style-type: none"> <li>• Review of next steps and to-do items</li> <li>• Q&amp;A period and review of notes</li> </ul>

### Core Functionality User Testing

TIME	TASK
15 minutes	Introduction <ul style="list-style-type: none"> <li>• Review of meeting agenda and goals</li> </ul>
1 hour	Core Functionality Workflow Review <ul style="list-style-type: none"> <li>• Review of ACTIVE Net front desk transactions</li> </ul>
30 minutes	Core Functionality Workflow Review <ul style="list-style-type: none"> <li>• Review of ACTIVE Net public access transactions</li> </ul>
30 minutes	Core functionality reports <ul style="list-style-type: none"> <li>• Review of key reports</li> </ul>
1.5 Hour	Core functionality infrastructure <ul style="list-style-type: none"> <li>• Creation and maintenance of core functionality inventory</li> </ul>
15 minutes	End of session meeting <ul style="list-style-type: none"> <li>• Review of next steps and to-do items</li> <li>• Q&amp;A period and review of notes</li> </ul>

### Core Functionality Training

TIME	TASK
15 minutes	Introduction <ul style="list-style-type: none"> <li>Review of training agenda and goals</li> </ul>
30 minutes	Introduction to ACTIVE Net <ul style="list-style-type: none"> <li>Software access and navigation</li> <li>Customer account creation and maintenance</li> </ul>
1 hour	Core Functionality Training <ul style="list-style-type: none"> <li>Specific lessons TBD</li> </ul>
15 minutes	Break
1.5 hours	Core Functionality Training <ul style="list-style-type: none"> <li>Specific lessons TBD</li> </ul>
30 minutes	Training Wrap Up <ul style="list-style-type: none"> <li>Q&amp;A period</li> </ul>

### System Training

TIME	TASK
15 minutes	Introduction <ul style="list-style-type: none"> <li>Review of training agenda and goals</li> </ul>
1.5 hours	Review Pertinent Maintenance Items <ul style="list-style-type: none"> <li>Specific lessons TBD</li> </ul>
15 minutes	Break
1.5 hours	System Administrative Checklist <ul style="list-style-type: none"> <li>Review tasks associated with system administrative checklist</li> </ul>
30 minutes	Training Wrap Up <ul style="list-style-type: none"> <li>Q&amp;A period</li> </ul>

### Go Live Preparation

TIME	TASK
1 hour	Workstation Readiness Review <ul style="list-style-type: none"> <li>Confirmation of hardware setup/deployment</li> </ul>
1 hour	System User Readiness Review <ul style="list-style-type: none"> <li>Discussion and creation of end user training plan</li> </ul>
1 hour	System Readiness Review <ul style="list-style-type: none"> <li>Conversion planning as necessary for: Memberships, Activity enrollments, Camp enrollments, Daycare enrollments, Facility reservations</li> </ul>
30 minutes	Review of Communication Plan Status <ul style="list-style-type: none"> <li>Review of communication plan status</li> </ul>
30 minutes	Q&A as Needed <ul style="list-style-type: none"> <li>Review any outstanding items from project team</li> </ul>

## State of the Art Secure Data Centers/Hosting Facilities

Your staff needs secure, on-demand access to your association's data. ACTIVE Net is a full-featured solution designed to provide that access 24/7/365. Because we host and maintain the IT infrastructure, all your association needs is a computer with Internet access. The City will benefit from:

- Unlimited Web-based access, anytime
- No IT personnel or resources required
- No license or annual maintenance fees
- Infrastructure fully maintained by ACTIVE
- New software releases provided without additional charge

### STATE OF THE ART DATA CENTERS

ACTIVE operates four major data centers across North America. Our primary US data center is located in Las Vegas, Nevada and our primary Canadian data center is in Toronto, Ontario. Operating at this level enables us to guarantee double-redundancy of your data. Each facility holds a current SAS70 or SSAE16 certificate (available upon request).

### PHYSICAL SECURITY AT THE DATA CENTERS IS COMPOSED OF FIVE LAYERS OF PROTECTION



#### 1 Perimeter

Blast walls, locked gates, no clear avenue of approach/entry, video surveillance, and no external signage



#### 2 Exterior Walls

Reinforced concrete with reinforced, alarmed doors. Entry to lobby requires validation against an authorized list



#### 3 Mantraps

Once inside the lobby, entry to data center is blocked by steel mantraps.



#### 4 Manned Access Control

Access beyond the mantrap requires ID and biometric authentication controlled by 24/7 armed guards and audio and camera surveillance.



#### 5 Caged Spaces

Within the datacenter, all ACTIVE Network-operated equipment is separated and contained within an individually locked and monitored cage



ACTIVE has established a data center strategy focused on selection of the most advanced facilities to house our infrastructure. Our Tier 3+ Data Centers provide full redundancy for both Canada and the United States. Las Vegas is the first multi-tenant facility and one of the few Tier 4 rated datacenters in North America. Each facility provides robust connectivity with access to 50+ Telco providers allowing for near unlimited application bandwidth.

ACTIVE Net uses a multi-tenant hosting scenario. From our many years of experience hosting this type of solution, we have developed a comprehensive security model that is both robust and flexible. The application architecture combined with deep monitoring and a dedicated performance testing environment allows for easy and predictable scaling and eliminates performance concerns.

ACTIVE's production database runs on Oracle 11g RAC (Real Application Cluster) which is installed on enterprise class computer and storage systems. There are multiple levels of redundancy and data protection in place.

The primary ACTIVE Net database is replicated to a local standby database cluster on separate hardware. This replication occurs real-time and will be a second level of protection guarding against a complete failure of the primary database cluster. The local standby database can be brought online within 15 minutes if the primary database becomes unavailable.

ACTIVE hosts all servers in a single central system, including related hardware/software, operating systems, databases, and all other equipment necessary to support the system operation centrally. All systems and services have the confidence of maximized uptime through:

- Fully redundant data center facilities
- Replicated databases, redundant servers as well as offsite data storage
- Production data protected by continual real-time mirroring, replication and digital backup
- Uninterruptible power supplies and generator backup for all production systems

The ACTIVE Net Web and application tiers are made up of clusters of enterprise class hardware nodes. Each cluster node can be replaced with a larger node, or additional nodes can be added to the cluster. This provides for both excellent performance and redundancy, and great flexibility in addressing capacity planning and growth.

The security architecture incorporated into our online services is extensive and continually tested and enhanced. Our e-commerce security infrastructure was built with the understanding that our Website is accessible by an unlimited audience of users. Because our database supports transactions, and their related personal and financial information, all access to the database from the Internet is managed through a "Demilitarized Zone" (DMZ), which secures ACTIVE's Web Infrastructure. All servers and services are behind a firewall protecting them from any non-authorized users. There is also a firewall

between ACTIVE's internal network (where the Central Database/Banking System resides) and the DMZ for an added level of security. Internet users may only access Web pages that are published on our Web servers. The Web servers themselves connect through secure socket connections, through a firewall, and into our internal network.

In order to keep up with the ever-changing threat landscape, we continually scan our infrastructure and operating systems for missing patches and new vulnerabilities. Our Service Delivery Teams remediate findings efficiently and in accordance with our strict remediation timeframes. Monthly patch cycles are the norm, and any critical security patches are applied on an expedited basis pursuant to operational needs.

Thanks to the fault tolerance, load distribution, failover and redundancy measures, backup power, communications bandwidth, and other elements of our approach to business continuity and application development and testing, ACTIVE has been highly successful in protecting our clients' ACTIVE Net projects. Over the past year, our uptime has exceeded 99.98%.

ACTIVE Net is managed in enterprise grade hosting facilities so you never have to worry about data maintenance, security of information, continuity of service or disaster recovery. All routine system maintenance is scheduled to occur during overnight hours to avoid service interruptions.

## Data Center Capabilities

Maintaining a Software-as-a-Service (SaaS) environment with market-leading availability and security is something that ACTIVE embraces as a core strength that sets us apart from other vendors in this market. Our commitment is to consistently maintain a state-of-the-art data center and application infrastructure that is supported by a team of highly skilled and trained technology professionals to keep your data "always on", safe and secure.

ACTIVE operates three major data centers located throughout North America, with our primary data center being located in Las Vegas, Nevada.

<b>Switch SuperNap</b> Las Vegas, NV	<b>Equinix</b> Ashburn, VA	<b>Verizon</b> Toronto, Canada
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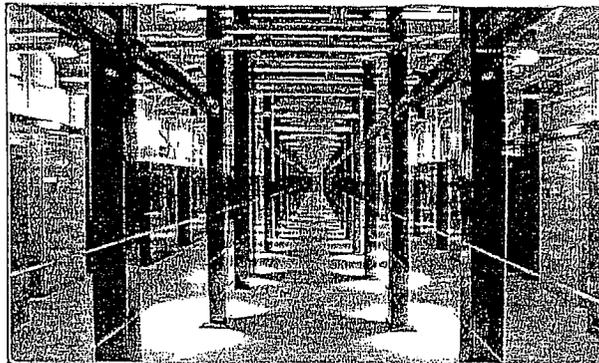
Our datacenters are designed to meet the Uptime Institutes Tier III datacenter standards, incorporating multiple active power and cooling distribution paths, have redundant components, and are fault tolerant; providing 99.98% availability of those functions. Power availability is enabled by a facility-wide uninterruptible power supply (UPS) and on-site generators. In the event of any local/regional blackouts or disaster, the datacenter would continue to provide uninterrupted power to systems for 2 days without refueling of the generators.

All Datacenters hold a current SAS70 or SSAE16 certificate which can be provided on request.

## Disaster Recovery Services

By default, the ACTIVE Network continuously replicates critical data for its hosted products to a secondary, stand-by disaster recovery site. In the event of a condition such as a regional disaster that would prevent recovery of services within the primary datacenter for 3 days or more, recovery operations in the secondary datacenter could begin.

ACTIVE's operating infrastructure consists of several clusters of enterprise-class servers connected via multiple firewalls to the Internet. ACTIVE uses a collection of both commercial and Open Source software (J2EE) to provide secure application functionality in thin client format to the end user. Access to the application is provided via the public Internet using HTTP switching to SSL for protection when entering sensitive information.



ACTIVE Net runs out of a pair of Tier III Collocation facilities, one primary and one secondary, designated as our Disaster Recovery facility. A Tier III data center is one where there are specific levels of security and redundancy in all aspects of the operation.

The fully functioning "warm" ("warm" refers to a fail-over capability that requires a brief service interruption) standby system is running, mirrored 24/7, at a secured disaster recovery site. The Disaster Recovery (DR) site provides the same functionality as the production site. Data is

replicated in real-time from the production site to the DR site. In the event of a contingency, the DR site can be activated within four hours to resume normal service operations.

All ACTIVE Data Center facilities follow the same strict security and access policies, meeting comprehensive PCI-Data Security Standard (PCI DSS) compliance standards that enhance payment card data security. These materials include a framework of specifications, tools, measurements and support resources to ensure the safe handling of cardholder information at every step. PCI-DSS provides an actionable framework for developing a robust payment card data security process, including prevention, detection, and appropriate reaction to security incidents.

Your Internet customers have access to the system as long as the public Internet is running and either our primary or disaster recovery site is operational. Disaster Recovery tests take place after any major infrastructure changes or at least once per a year and include cutover of the systems as well as suites of functionality and accessibility tests.

The primary focus of our Contingency Plan revolves around the protection and recovery of ACTIVE Net functionality. The primary objective of the plan is to establish policies and procedures to be used to restore that functionality in the event of an incident.

All servers and services at both sites are monitored 24 hours a day. Any unplanned downtime is quickly identified and notification and escalation procedures activated.

Preliminary assessment of the incident impact is conducted by the Technology Operations team. Known injuries, extent of damage and disruption to service and business operations are detailed and communicated to all stakeholders (management team, client support representatives, etc.) allowing management to make informed decisions regarding subsequent resumption and recovery activities.

### System Recovery Procedures

Should an event result in ACTIVE Net being unavailable for an extended period of time, the Disaster Recovery (DR) plan is activated in order to switch over operations to the standby site.

The high level Disaster Recover Site cutover process is:

1. Outage occurs
2. Management makes decision as to severity
3. If a disaster is declared:
  - A splash/maintenance page is put up for all users,
  - The DR database is switched from standby mode to primary mode
  - The DR web and app server applications are started
  - A sanity test of the entire environment is performed by QA
  - The out of service splash page is removed (which lets people in to the app at the DR site)
  - The failover process takes fewer than four hours.

Once service has been resumed at the DR site, an assessment of the primary site is conducted to establish corrective action plans. The servers or services that have failed at the primary site are repaired. When the primary site has had all services restored, real-time replication is established from the live database at the standby site back to the production database at the primary site in order to bring the database back in sync with the live data.

Failback procedures mirror the failover procedures.

- A maintenance page is displayed.
- The DR application and database are stopped.
- Production database is switched from standby mode to primary mode.
- The DR database is switched to standby mode and replication enabled.
- The production web and applications are started.
- A sanity test is performed.
- The maintenance page is removed.
- Failback would be conducted during a scheduled maintenance window.

A complete "hot" network infrastructure exists at the DR site, which means it is always running. The BGP network protocol is used to allow automatic rerouting of network traffic from one site to the other without intervention or delay.

The Disaster Recovery Plan is tested after any major infrastructure changes or at a minimum once per year. The DR site is maintained using the same policy and procedures as the primary production site. New infrastructure in production is mirrored with similar infrastructure at the DR site. The DR plan is refined to incorporate any new infrastructure as part of regular DR testing.

## Comprehensive Training

Based on our experience with over 2,000 implementations; ACTIVE recommends a specific number of training days. Effective training allows successful use and desired outputs of any software. It's through effective training that key persons (those who will be using the system themselves as well as training future staff) become comfortable and confident with it and are able to experience and make use of the full depth and breadth of the product.

ACTIVE Net implementation provides the users with the greatest overall advantages for learning the system. Our instructor-led format provides hands-on training in an interactive environment and can be carried out either onsite or remotely. Training focuses on the system administration functions specifically related to effectively managing your operations with ACTIVE Net. A realistic sample database containing everyday examples and illustrations promotes practical usage in staff's daily transactions.

Our consultants work with your team to ensure your organization will be ready to take advantage of all ACTIVE Net has to offer. Based upon decades of experiences, our customers have found:

- Learning new skills as a group fosters collaboration and team building, ensures consistency of the learning experience across team members, and enables the team to support each other in the practice and application of their new skills.
- Each user has individual time with the instructor in order to ask questions, repeat testing scenarios, and discuss future system functionality.
- The instructor assists in creating master files, tables and customizing the system to your department's specific needs.
- The instructor focuses on the particular needs of all individuals, based on their job-specific responsibilities.

Please note: Training days are billed only as they occur.

ACTIVE delivers free ongoing training Webinars to review standard functionality and upgrade features. These are open to all ACTIVE Net customers to attend live via WebEx and are recorded for you to view at your convenience as well.

The same ACTIVE consultants who implement the software also conduct training. Upon implementation of the software, the consultant will create a trainer database which mimics your live database. This database allows your staff to play with your database in a safe environment. The trainer database is also useful to new staff members who can learn your operations management software without corrupting your database.

### Training Plan

Our Training Plan includes the following:

- Training for up to 10 people onsite or 5 people remotely. The size of training groups should be restricted because larger groups take a significantly longer period of time to train efficiently and may not allow the necessary personal growth for each trainee. As described above, ACTIVE takes a "train-the-trainer" approach whereby we train a select number of your staff as The City's internal points of knowledge who pass information along to other employees.
- A complete set of user and system manuals covering all operations and functions. These manuals are built into the user interface.
- A trainer database which emulates your live database and allows for a "safe environment" to learn the software.
- Workbooks, for each module, which include scenarios to be studied in the trainer database

### Training Environment

ACTIVE suggests that the training venue provided by The City be a quiet room where participating staff can work with procedural forms, fee listings, and schedules where possible. It may also be pertinent to retain contact with the IT Department (for Web customization tasks) and the Finance Department (for financial policy reference) as needs arise.

The classroom training environment should include these recommended features:

- Internet connectivity
- Adequate number of PCs (1 person per PC is preferred; no more than 2 persons per workstation)
- PC Compatible projector for ease of instruction.
- Peripheral hardware (such as printers or scanners for the Point of Sale or Membership modules) present for the appropriate modules.

For remote (telephone) training:

- Conference line or speaker phone
- Access to WebEx, the utility we use for remote training.

## Responsive, Accessible Software Service and Support

ACTIVE is proud to be known as a provider of superior telephone and email support; we look to exceed customer expectations in all aspects. Our stringent service standards have ensured our 98% customer retention rate. We believe that it is imperative to know how your issue will be received, resolved and the timeliness of the solution offered. We believe our 2000-plus public sector customers can best attest to the delivery of the above-mentioned items in the most unbiased manner.

### Documentation

There will be a variety of documentation to assist with the implementation and training of ACTIVE Net. Most of the documents will be modified or created for The City to ensure ACTIVE is meeting your needs. ACTIVE can present any of these documents during the evaluation and selection process.

Some of the documentation provided with an ACTIVE Net project includes:

- **Implementation Agenda** – This is a detailed agenda of the training and necessary staff members at each section.
- **Implementation Planning Guide** – This document outlines the roles, requirements, and other information.
- **Best Practice Task List**– A list of all necessary data for a successful training.
- **Getting Started Guide** – This document outline the training and modules .
- **Software Manuals**-- A complete set of user and system manuals covering all operations and functions. These manuals are built into the user interface.
- **Quick Start Guides** – This is a quick reference guide on each module to provide the basic information.
- **Help Menu** – A complete help menu is built in the system. This can be access on each page to get page specific information, in the help area, or searched for a topic.
- **Customer Care Portal** – The Customer Care Portal has a variety of up-to-date information including current release notes, release Webinars, quick how to information, and much more.

### Upgrades and New Releases

Quarterly upgrades/ new releases, versus every 9-12 months for traditional client-server solutions. The upgrades automatically pushed out to your organization on the cycle of your choice. This model allows for organizations that partner with us, to select quicker release and gives the ability to stay up-to-date with the latest technology and functionality. Alternatively organizations can select annual releases for consistency.

### Warranty

ACTIVE warrants that when utilized by the City in an authorized manner , the Licensed Software will conform to the functional specifications set out in the user documentation accompanying the Software for ninety (90) days from delivery of the Licensed Software ("Warranty Period"). This limited warranty is void if failure of the Licensed Software has resulted from accident, abuse or misapplication. Any replacement Licensed Software will be warranted for the remainder of the original warranty period or thirty (30) days, whichever is longer. All warranty service will be performed at service locations designated by ACTIVE.

## 4. Pricing

### Core Functionality

ACTIVE Net is a very robust application and will provide The City with numerous tools to increase participation, better manage operations, and build stronger relationships. ACTIVE will provide The City with the following functionality:

ACTIVE Net Core Functionality	
Activity Registration	
Facility Reservations	

ACTIVE Net Standard Functionality (No Additional Cost)	
Public Online Access for applicable functions	
Customer Relationship Management	
Accounting – Sub-Ledger to main general ledger system	
Marketing / Communication Tools	
Brochure / Catalog Export	
Dynamic Emails / Text Messages	
Custom List Generation	
Access to Marketing Specialists	
Mobile Capabilities	
Basic Donation Management	
Robust Reporting	
Social Media Integration	
Google Analytics Tracking Capabilities	
Public Access Optimization	

Additional Core Functionality (Not included in estimate but can be added at any point)	
Daycare	+
Equipment Lending	+
Fundraising	+
League Scheduling	
Lockers	+
Membership	+
Payroll	+
Point of Sale	+
Private Lessons	+
Camps	+

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## Optional Technical Services

- Access Control – ACTIVE Net's access control solutions integrate seamlessly with our membership management software, increasing your visibility into who is entering your facilities and when. Our solutions also include biometric access control. The result is higher facility control, improved visitor tracking, and enhanced security for your customers.
- Customer (Basic) Import - this service enables a one-time import of customer information into ACTIVE Net.
- Accounting, Financial Tables, Billing, Accounts Receivable - ACTIVE Net is a comprehensive registration/reservation and database management system that also functions as a sub-ledger to an organization's general ledger system. This service enables a scheduled export of revenue totals & refund information as a flat file for import into a General Ledger.
- Reservation Contracts - Reservations, either short or long term, will automatically be created in the system at the time of booking
- Custom Questions – these questions allow The City to gather any additional, necessary customer information during an enrollment or facility booking where a standard field doesn't already exist.
- Lighting Integration – this service enables a re-occurring export of reservation information from ACTIVE Net for use by Sky Logics or Musco via web services.
- GIS Integration – this service enables a one-time import of GIS information into ACTIVE Net for the purposes of determining customer residency status.
- Geo-Coding/Google Map Integration – this feature integrates with Google Maps to show facilities during online registration to allow customers to search for activities via a map view.

## Why ACTIVE?

ACTIVE goes beyond the software and helps transform organizations.

<b>Improve Usability for Staff and Community</b>	<ul style="list-style-type: none"> <li>• Products that delight our customers with a Focus on Design, Function and Captivation</li> </ul>
<b>Drive Online Participation</b>	<ul style="list-style-type: none"> <li>• ACTIVE can help expand your reach through ACTIVE.com</li> </ul>
<b>Increase Member Engagement</b>	<ul style="list-style-type: none"> <li>• Fully integrated Social Media and Communication tools</li> <li>• Complimentary Marketing services to support growth</li> <li>• eMarketing Center with graphic design templates, best practices, and success stories.</li> <li>• Integrated Email and Text messaging</li> <li>• Public Access Optimization – Assistance introducing the community to online registrations and additional marketing assistance to drive participation</li> </ul>
<b>Better Analyze Data and Trends</b>	<ul style="list-style-type: none"> <li>• ACTIVE comes standard with over 250 Configurable reports</li> <li>• Ability to schedule and automate real-time reports</li> </ul>
<b>ACTIVE has the Experience and Resources for Long-Term Viability</b>	<ul style="list-style-type: none"> <li>• 38 years of experience in the Parks &amp; Recreation Industry</li> <li>• 47,000 customers, 2,000+ of which are local public sector</li> <li>• 87M transactions processed in 2013</li> <li>• Used by 7 of top 10 largest US cities and by 36 of the top 50 largest cities</li> </ul>
<b>Data &amp; Security are the Priority</b>	<ul style="list-style-type: none"> <li>• State of the Art Hosting Facility</li> <li>• Fully Redundant Infrastructure</li> <li>• Enterprise Level Backup and Disaster Recovery</li> <li>• 24/7 Monitoring</li> <li>• PCI Level 1 Compliant</li> <li>• SSAE 16 Certified Datacenter</li> <li>• Enterprise Security</li> </ul>



## Software-as-a-Service Pricing Model

### ONLINE REGISTRATION

ACTIVE will help you with online adoption to ensure you're your online registration site gets the most traffic possible

### SOFTWARE LICENSING & MAINTENANCE

Our software supports unlimited users and locations.

### PRODUCT UPGRADES

ACTIVE manages all updates and upgrades so there's no additional work for you

### SUPPORT

ACTIVE offers Unlimited technical support (phone and email), 24x7x365 system critical technical support and a dedicated account manager to help with non-technical needs.

### SECURITY & COMPLIANCE

ACTIVE hosts and manages the IT infrastructure in SSAE 16 Compliant and top level, tier 4 Data Centers, which means peace of mind and lower costs for you.

### PCI COMPLIANCE

ACTIVE has PCI level 1 compliance, thus taking the responsibility for the risk and validation requirements at the point card data is entered into ACTIVE Net

### PAYMENT PROCESSING

ACTIVE Net includes credit card processing for all transactions regardless of card brand, rewards, type, or online.

### REWARDS

ACTIVE provides the application, hosting, and payment processing. Includes all gate way, authorization, 'card-not-present' and interchange fees.

### REWARDS CARD PROCESSING FEES

Our rates do not change by the card brand or type used (rewards/affinity programs).

**ACTIVE Net Costs:** ACTIVE Net is a fully hosted, web-based application. ACTIVE Net follows a Software-as-a-Service pricing model. This estimate is based on the departments need for 3 core functionalities and does not include any additional optional technical services or third party hardware.

ACTIVE Net Cost Summary	
Total Software Costs	\$0
Total Annual Maintenance Costs	\$0
Total Services Costs	\$9,600
Total Third Party Hardware Costs	\$0
<b>Total</b>	<b>\$9,600</b>

Ongoing SaaS Fees	Fee
Staff Interface - Technology Fee	2.50%
Staff Interface - Payment Processing Fee - Credit Card	
Effective Rate: Technology Fee (2.50%) + Credit Card Fee (3.00%)= 5.50%	3.00%
Staff Interface - Payment Processing Fee - Electronic Check Processing	
Effective Rate: Technology Fee (2.50%) + ECP (0.50%)= 3.00%	0.50%
Credit Card Refunds - Flat Fee	\$0.10
Public Interface - Online Transaction Fee	
Effective Rate: Technology Fee (2.50%) + Credit Card Fee (3.00%)= 5.50%	5.50%
Public Interface - \$2.00 Minimum	\$2.00
Public Interface Setup -Passed to Registrant	\$0

All fees described herein are in consideration of the Software and Services that ACTIVE provides. ACTIVE and client acknowledge that certain credit card network rules and laws prohibit imposing a surcharge that is based on the type of payment method used (e.g., having a different fee for the use of a credit card vs. debit card), and therefore, each agree not to impose such a surcharge on any End User.

\* ACTIVE's Technology Rate entitles the City to: Hosting in Tier 4 datacenter, complete customer support & maintenance, 2-3 major upgrades annually at no additional cost, full PCI compliance and scope reduction, unlimited enterprise licenses and unlimited use of eMarketing Services.

+ ACTIVE Net comes standard with integrated payment processing. Credit card processing rate is inclusive of credit card fees/surcharges including but not limited to all third party fees, loyalty cards, VISA, MasterCard, Discover and American Express card acceptance, fraud fees, gateways fees, etc. All these services are provided and card brands supported in a convenient predictable blended rate.

### Transaction Pricing Model

As a fully-hosted, transaction-based technology tool, ACTIVE Net virtually eliminates the need for costly software and IT infrastructure investments.

#### Safe, Secure and Fully-Hosted

ACTIVE owns and maintains the entire databases and web server infrastructure hosting your ACTIVE Net solution, meaning low-cost automation for your team. We provide our own merchant account (so you don't have to), securely process all online and offline transaction and safely store your data.

#### How does the Fee-Based Transaction Model Work?

The ACTIVE Network classifies transactions as either Staff Interface or Public Interface and then charges a fee based on the type of transaction.

#### Staff-Interface Transactions (Walk-in, Phone-in, Mail-in)

When a participant registers and pays for a class on site with cash, a check, or credit card, the Organization is charged a transaction fee.

Staff Interface Transaction Fees	
Technology Fee	2.5%
Additional Fee for ECP	0.5% (3.00% Effective Rate)
Additional Fee for Credit Cards	3.0% (5.50% Effective Rate)

Staff Interface Transaction Example	
Class / Program Fee:	\$40.00
Transaction Fee: (2.5%)	\$1.00
Participant Pays:	\$40.00
Organization Nets:	\$39.00
ACTIVE Collects:	\$1.00

**Staff Interface Transaction Example**

Class / Program Fee:	\$40.00
Transaction Fee: (2.50%)	\$1.00
Additional Credit Card Fee: (3.00%)	\$1.20
Participant Pays:	\$40.00
Organization Nets:	\$37.80
ACTIVE Collects:	\$2.20

**Public Interface Transactions**

When a participant registers and pays for a class over the internet, ACTIVE charges a transaction fee to the registrant. This fee is in addition to your class / program fee.

**Public Interface Transaction Fees**

Online Processing Fee:	5.50% (\$2.00 Minimum)
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**Online Credit Card Transaction Example**

Class / Program Fee:	\$40.00
Online Processing Fee: (5.50%)	\$2.20
Participant Pays:	\$42.50
Organization Nets:	\$40.00
The ACTIVE Network Collects:	\$2.20

**4 Easy Options for handling the Online Processing Fee:**

1. Pass Processing Fee On to your Participant (as shown in the example above)
2. Organization Can Absorb the Processing Fee
3. Organization can Split 50/50 between Absorbing and Passing On
4. Charge Participants up to \$X amount and absorb the difference.

## 5. Qualifications and Experience

### Corporate Profile

We're on a mission to make the world a more ACTIVE place.

Powering over 47,000 organizations worldwide and 87M+ transactions annually, ACTIVE Network, LLC (ACTIVE) automates, simplifies and makes every organizer's job easier. We've built the largest network of events and organizations for people like you and the customers you serve. It's a global community of millions.



ACTIVE Network is the leading provider of Activity and Participant Management solutions worldwide . Our technology platform makes managing and operating all types of activities, events, and organizations smarter and more efficient. We provide applications and marketing access to community service organizations that deliver services, manage community activities, and conduct fundraising events. .

We serve over 2,000 local governments (cities and counties), parks and recreation agencies, 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. More details on the market we serve and help to succeed, and how we can help you gain similar successes, is detailed within our proposal.

## History and Organization

ACTIVE was founded in 1999 and began as an online registration site for endurance races. Event organizers quickly realized the benefits of paperless registration, and following a series of mergers and acquisitions, ACTIVE processed more than one million transactions involving event and league registrations, web publishing and e-commerce by 2000.

ACTIVE's registration and application services technology was soon adopted by a wide range of community service organizations that wanted to increase revenues, improve efficiency, and reduce the cost and complexity of managing activities, programs and events. The company's popular ACTIVE.com community also became the "Go To" place to sign up for participatory activities around the nation, and quickly moved up the ranks to become one of the most visited sports-related sites on the Web.

Today, ACTIVE is a leading provider of organization-based cloud computing applications and was acquired in 2013 by Vista Equity Partners (Vista), a US-based private equity firm with offices in Austin, San Francisco and Chicago. Vista currently invests over \$7 billion in capital and is committed to dynamic, successful technology-based organizations led by world-class management teams with long-term perspective.

## Markets Served By ACTIVE Network

ACTIVE Network, LLC offers top services for professionals managing participatory activities and fundraising events. Organizations of all sizes use the company's application services to automate information collection, activity registration, facility reservation, membership and fundraising management. ACTIVE Network, LLC's application services provide the technology to help organizations increase efficiency while reducing the cost and complexity of managing community activities and fundraising events.

We bring a track record of success serving the diverse needs of the community services market, a market that includes the following customer types:

- **Parks & Recreation:** Parks and recreation agencies use our program, facility, membership and revenue management software to automate recreation administration and provide their communities better access to classes, programs, services and facilities.
- **Government:** Local municipalities automate their operations and provide improved customer service using our content management, payment, customer service request, or crisis and information management software. Cities and counties realize new revenues and marketing opportunities through our municipal marketing partnerships.
- **Community and Non-Profits:** Local and national non-profit organizations use our online fundraising tools to build online fundraising communities and provide better services to donors.
- **Wellness:** YMCAs and YWCAs, health clubs and wellness centers, sports and campus recreation facilities, scouting and reunion planning organizations use our program, facility, membership and revenue management software to automate their administration and improve service to their communities.
- **Sports:** Sports teams, leagues, camps and tournaments enhance their efficiency, gain a competitive edge and better serve their members through our easy-to-build Web sites, online registration, online fundraising and database management services. ACTIVE-minded people access our online event search and registration, online training plans, membership savings, and other resources.

- **Education:** School districts and private and public universities use our program, facility, membership and revenue management software to automate their operations and provide students improved access to services. School systems also generate new revenues through our municipal marketing services
- **Military:** Military agencies use our software to assist in providing community services to their personnel and their families. We have helped manage programs: facilities (e.g. campsites, picnic shelters, etc.) provide automated membership systems, childcare management, kiosks and golf operations for Navy bases and other military sites.
- **Consumer Brands:** Marketers rely on our creative, integrated marketing services to effectively reach active consumers and achieve bottom line results. Brands realize opportunities in the public sector through our municipal marketing partnerships.
- **Healthcare:** Hospitals and healthcare systems find innovative ways to improve revenues and provide new services through our municipal marketing partnerships.

Powering over 47,000 global customers and building leading vertical technology applications for the markets it serves, the ACTIVE's platforms scale with its customers, large and small.

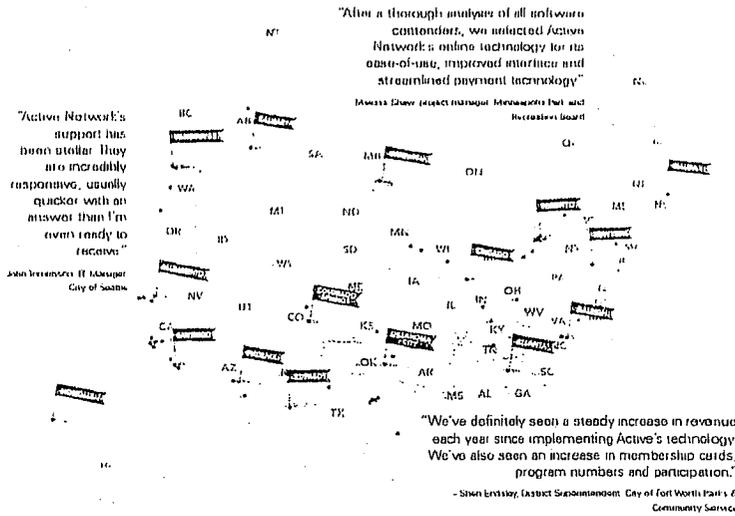
### Experience and References

The City wants to partner with a vendor who has relevant experience and positive references.

ACTIVE's primary focus is the delivery of professional services and software for the participant management market. We are the industry leader in providing recreation management for agencies worldwide and our specialty is enterprise deployments to large municipalities. We have various recreation and cashing solutions that have been used by local government agencies since 1986, which speaks to our longevity, success, and ability to adapt to a changing technology environment.

A majority of our customers are found within the Government environment, particularly in Parks and Recreation agencies. Our company has experience with over 2,000 agencies for our Parks and Recreation software, and over 70% of the top 100 Cities in North America are currently using our software and services for their Parks and Recreation departments. Over the last four years, ACTIVE has completed over 1,000 new successful ACTIVE Net implementations, and we continue to grow our satisfied ACTIVE Net client base with both new customers and those transitioning from Class, the previous generation of recreation management software provided by ACTIVE.

ACTIVE's prominence in providing 70 of the top 100 cities with our solutions has helped city staff automate manual processes, centralize payment solutions, develop better integrations to departmental systems, gain greater efficiencies in facility management, and, ultimately, grow their revenues. All partnerships with our customers have a profound impact on the larger customer base with regards to product enhancements and thought leadership, since they continually push ACTIVE to innovate and expand.



### Customer References

ACTIVE Network prides itself on a 98% customer retention rate since its inception in 1999 and the inception of its oldest acquisition, Class Software, since 1986.

Our Communities division has deployed systems in more than 60% of North America's largest municipalities (including New York, Toronto, and Chicago), providing full functionality for municipal departments and citizens' service solutions. Our Sports and Endurance groups service over 14,000 teams and leagues, 13,000 endurance events, over 1,000 golf courses, and we are a strategic technology provider to the largest sports governing bodies, including Little League Baseball and the United States Tennis Association (USTA).

Rather than provide you with over 2,000 municipal agency references, we have listed several references where we have performed work similar to what is being proposed in this response. Of particular relevance to this project is the Evergreen Parks and Recreation Department, who heavily use the Facility module and have a similar population/demographic as The City.

Agency Name	Date of Service	Specific Services Provided
City of Wylie Parks & Recreation Department	1/12/2011 to present	Activity Registration, POS, Membership, Facility
City of Apache Junction Parks and Recreation Department	1/25/2010 to present	Activity Registration, POS, Membership, Facility
The Woodlands Township	12/4/2009 to present	Activity Registration, Membership, Camp, Facilities
Evergreen Park and Recreation District	5/30/2011 to present	Activity Registration, POS, CAMP, Facility, Membership,