



SANTA ROSA COUNTY BOARD OF COMMISSIONERS

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To: Board of County Commissioners

From: Sabrina White, Administrative Coordinator

Through: Tony Gomillion, County Administrator

Date: November 1, 2016

Subject: ActiveNet- Reservation Software

DISCUSSION

Discussion of purchase of ActiveNet software for facility reservation and rentals for all County facilities.

BACKGROUND

During the review of special events and park related processes and procedures, it became apparent that there was a need for a centralized program (database) that could house all of the information related to facility rentals and allow citizens to view facility availability on their own time. ActiveNet is a mobile responsive cloud-based software that meets those needs and **much more** as listed below in the key features. Staff has participated in a Demo of the software and feel that it will make a positive difference in how we provide this service to our citizens.

Over 30 organizations use ActiveNet in the state of Florida alone and reaching out to a few proved to be beneficial in determining that this would be a good fit for Santa Rosa County. ***The City of Gainesville has used the software since 2011 and stated that "it changed how we did business" by reducing the number of citizen calls/inquires and the mounds of paper needed to process a request.***

Key Features

1. Citizens may reserve facilities online.
 - a. The online feature allows citizens to see when a facility is available and request a rental or fully book a rental, and process payments all online.
2. Special Events may be logged into the system and placed on hold until Board approval is granted.
3. Payment Plans will be a possibility. The system will track who has paid and not paid. Will notify the citizen/staff of the needed payment prior to the reservation date.
4. Reporting- we will now have more accurate records of the monies made from rentals. Currently staff has to track rentals in a separate spreadsheet, receipts monies through the finance system and schedule the rental in an outlook calendar. One rental is currently documented in three separate programs. With the implementation of ActiveNet, staff will now only need to enter the information in one location.

5. Communication- the program allows staff to notify citizens of possible issues with a park within minutes. The program allows mass text, emails, etc.
 - a. Example- If there was a water leak at one of the parks, staff could quickly notify all those who had a reservation at that location of the issue and the expected time it would be corrected. This allows those who have made reservations to make adjustments in their plans if needed. Also, if a new feature is added to one of our parks, a notification can be sent to all users who have reserved a facility before in that park.
6. Donations may be tracked in the system per park, again allowing for quick reporting and tracking.

Other Features Available- Currently we are only wanting to implement one module that ActiveNet has available. This software does offer additional modules that may be beneficial in the future including League Management and Membership Management. League Management would benefit staff in tracking volunteers and background checks or those who participate as coaches for youth sports associations and Membership Management may be a solution for pier pass tracking and issuance. These features could be added for an additional fee and staff does not feel they are needed at this time.

COST

The initial set-up, hardware and six-week implementation will be \$11,800. This is a one-time fee and will not occur annually. A service fee will be charged for each transaction which takes the place of the typical annual subscription. The service fee will range from 3.0 % to 5.52% depending on the transaction type. The software can be set-up to charge the fee directly to the citizen or the fee can be part of the rental fee. Staff recommends that we allow the fees to be taken from the total rental fee that the citizen will pay as displayed below:

Rental Fee:	\$60.00
Processing Fee:	\$3.31 at 5.52%
Total to Account:	\$56.69

NEXT STEPS

If approved, ActiveNet will begin implementation in mid-December and work with staff over a period of 6 to 7 weeks to develop and test the program to fit our needs. The software would be rolled out to the citizens around the first of February 2017.



“

With ACTIVE Net we have significantly reduced staff admin time and consistently fill our open facility slots.

Susan Marek, Fitness Coordinator and Software Engineer, Chaska Community Center

ACTIVE NET FACILITY RESERVATION

Your facilities are gathering places for your community and central to your organization’s bottom line. Simplify scheduling, increase facility utilization and eliminate double-bookings with ACTIVE Net **Facility Reservation**.

Painless Administration

Enhance the online experience with visual tools that allow customers to conveniently search, schedule and pay for bookings. Facility Reservation enables your staff to manage the scheduling of resources and drop-in rentals with greater ease and accuracy. Real-time updates ensure calendars and schedules are always up to date.

Online Reservations

Your time is better spent engaging your participants than in filling out and approving reservation requests. **Facility Reservation** allows customers to schedule courts, meeting rooms, picnic shelters, gyms, lockers, equipment and more. They can even search for facilities by name, type, amenities, site and geographic location. This means less time spent answering questions and more time focusing on what matters - your community.

Interactive Maps

Take the guesswork out of facility availability and eliminate mountains of paper forms and facility maps. Customers can submit reservations or requests through a custom, interactive online map of bookable facilities. The handy calendar view shows exactly what times are available, eliminating double bookings and speeding up the reservation process.

Scheduling and Reporting

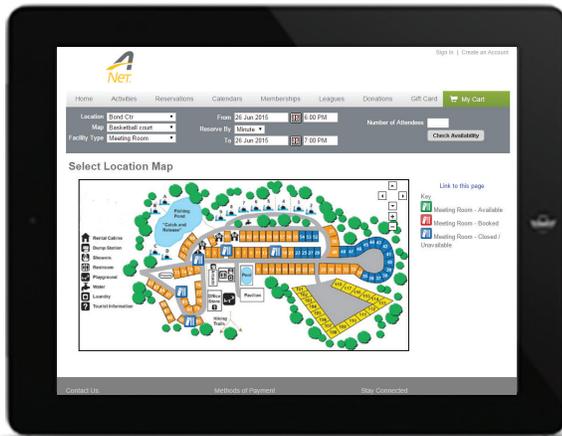
Now you can easily identify over- or underutilized facilities and assets. Set scheduling calendars to view multiple facilities at once, and improve facility usage and maintenance scheduling with the Facility Utilization report.

20%

Time savings in bookings management



FEATURES



Facility Waitlist

- + View and remove customers on facility waitlists
- + Confirm availability for waitlist requests
- + Receive custom alerts when a facility rental becomes available

Payment Processing

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

Interactive Online Maps

- + Create maps for individual facility offerings
- + Customize with icons that represent your facilities (e.g. court, field, picnic shelter)
- + Customers visually see what is available and where it is located

Resource Scheduler

- + Customers and staff can easily view availability on a calendar
- + Automatically trigger custom prompts, questions, waivers and fees
- + Offer flexible scheduling for complex bookings involving multiple facilities, instructors and/or equipment

Workflow Management

- + Ensure permit details are received and approved by the correct decision maker
- + Approval stages automatically trigger review notification

GET ACTIVE

with ACTIVE Net **Facility Reservation**



800.661.1196



Communities@ACTIVEnetwork.com



ACTIVEcommunities.com

WEB-BASED, HOSTED SOFTWARE FOR IMPROVING EFFICIENCY, CUSTOMER SERVICE, AND ENCOURAGING PARTICIPATION.

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

Features



Activity/Online Registration



Facility Reservation



Membership Management



League Management



Point-of-Sale



Child Care Management



Public Access



Marketing



Reporting



Customer Relationship Management

Benefits

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.

Get started today!

ACTIVEcommunities.com | [1.800.661.1196](tel:1.800.661.1196) | communities@ACTIVENetwork.com

WHAT'S YOUR ACTIVE?

IMPROVE DECISION-MAKING

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

MAXIMIZE PARTICIPATION

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

SAVE WITH HOSTED TECHNOLOGY

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

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

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

CHOOSE WITH CONFIDENCE

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

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

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

Get started today!

ACTIVEcommunities.com | [1.800.661.1196](tel:1.800.661.1196) | communities@ACTIVEnetwork.com

WHAT'S YOUR ACTIVE?

BOOST PARTICIPATION WITH MARKETING TOOLS

“ We have used the eMarketing Center and we like it. It has great ideas. ”

Nick Nicholson, IT Director, City of Aspen P&R Department

Become an expert marketer and increase community participation with online, offline, and mobile tools.

Use email, texting, and mailing tools to reach your audience more effectively. Work with the online marketing team and read about social media and marketing tips. Track your marketing success with easy-to-read reports.



Build brochures, catalogues, and newsletters with the Catalogue Export tool



Create custom lists based on age, location, history and more to improve targeting



Visit the eMarketing Center for tips, templates and one on one marketing advice



Send text messages for updates and promotions to organized lists instantaneously



Send targeted text or email campaigns with professionally designed templates



Consult with our online marketing specialists to improve your strategies

“ What really helped us grow our online registrations by 20% this year was optimizing our website with the help of Active’s Online Service Team. ”

Lisa Sneek, Marketing Coordinator, Panorama Recreation Center

Get Started With Marketing and Communication Tools Today!

ACTIVEcommunities.com | 800-661-1196

Communities@ACTIVENetwork.com

WHAT'S YOUR ACTIVE?



List Segmentation and Targeting



Email Campaigns



eMarketing 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 (RTF)
- + 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 emails and learn best practices

Benefits:

MANAGEMENT BENEFITS

- + Increase registrations and community participation
- + Easily track results and improve campaigns with data
- + Offer more targeted programs to each customer

STAFF BENEFITS

- + Manage all types of marketing campaigns through one system
- + Save time and money on marketing expenses
- + Improve responses with targeting tools

PARTICIPANT EXPERIENCE

- + Receive important updates by text and email
- + Get offers and marketing campaigns based on what you enjoy
- + Find out about programs before they sell out

Get Started With Marketing and
Communication Tools Today!

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