



The Corporation of the Town of Tecumseh

Parks & Recreation Services

To: Mayor and Members of Council

From: Paul Anthony, Director Parks & Recreation Services

Date to Council: September 22, 2020

Report Number: PRS-2020-24

Subject: Recreation Software Upgrade

Recommendations

It is recommended:

That Parks and Recreation Services report PRS-2020-24 regarding Recreation Software Upgrade **be received**;

And that Administration **be approved** to proceed with upgrading the recreation software system, at a onetime cost of \$15,484 for implementation to be funded from the ICS Lifecycle Reserve;

And further that Administration **incorporate** annual operating service fees for Application Programming Interface Configuration and digital signage into the 2021 operating budget.

Executive Summary

The Tecumseh Parks and Recreation Department has received notification that its current recreation software system (MaxGalaxy) will no longer be supported starting in October 2021 and therefore a replacement product is required. Administration has reviewed the proposal to upgrade to the ActiveNET system offered by its current software provider, ACTIVE Network (ACTIVE). Upon review of the ActiveNET program, it is confirmed that it meets the requirements of the department. Administration recommends upgrading to the ActiveNET software product provided by the existing software provider, ACTIVE.

Background

For over 20 years, the Tecumseh Parks and Recreation Department (P&R Dept.) utilized the MaxEnterprise software product as its primary facility booking system provided by Maximum Solutions. Due to the system's limited functions and reduced software support, in January 2017, the P&R Dept upgraded to the MaxGalaxy system, hosted by Maximum Solutions, for its Registration and Facility Booking applications as well as the introduction of an online registration module, TecumsehRec.ca. The MaxGalaxy software is a web-based integrated package of applications which enables the P&R Dept and its customers to use a fully hosted software platform to manage facility reservations, activity registrations, point of sale transactions, customer accounts, account management, and online customer interface module.

Shortly after transitioning to the MaxGalaxy software system, Maximum Solutions was purchased by a competitor software provider, ACTIVE Network. Under ACTIVE Network, the MaxGalaxy software system continued to be serviced and the P&R Dept has continued to utilize the product.

In June 2020, the P&R Dept received notification from ACTIVE Network that the MaxGalaxy software system will no longer be supported starting in October 2021. Upon notification that MaxGalaxy will no longer be serviced as of fall 2021, the P&R Dept conducted a review of software products currently used by Parks and Recreation Departments across Windsor and Essex County and others in the industry. The software products used by Windsor and Essex County Parks and Recreation Departments are listed below. Those departments that use the ActiveNET product provided positive feedback regarding the system's use.

Amherstburg – Fusion
City of Windsor – ActiveNET
Essex – ActiveNET
Kingsville – PerfectMind
Lakeshore – ActiveNET
LaSalle – MaxGalaxy (Will be upgrading to ActiveNET in 2021)
Leamington – ActiveNET

The P&R Dept. reached out to five (5) recreation software providers (ActiveNET, Book King, Fusion, Intelligenz, and PerfectMind), to request demonstrations of the product to determine if the software product meets the requirements for the department. Software demonstrations were provided to the Manager Recreation Programs & Events and the Supervisor Recreation Programs & Events. Upon comparison of the five (5) product demonstrations, it was determined that all of the products provide the modules required for the P&R Dept. with the acknowledgement that each product has its benefits and limitations.

Comments

ACTIVE, the Town's existing service provider for Recreation Software, is considered a leader in the Recreation Software System industry and several Parks and Recreation Departments in Windsor and Essex County are currently using the ActiveNET product. ACTIVE is offering its

current MaxGalaxy customers the opportunity to transition to the ActiveNET product by maintaining existing module service fees as well as discounts for system implementation.

ActiveNET provides integrated payment processing and the fees associated with this are similar to what the Town is assessed for its current third party payment processing providers: First Data and PayPal. Having an integrated payment processing system within ActiveNET will increase efficiencies by ensuring payments are processed simultaneously during the registration and rental booking payment process as oppose to a separate system terminal process which will further assist with the Finance Department's monthly bank reconciliation process. Furthermore, ActiveNET has the capability to integrate with other programs utilized by the Town including the financial software system, VADIM, which would allow ActiveNET to seamlessly upload financial transaction data into the system directly.

ActiveNET does not provide digital signage that is currently available with MaxGalaxy that provides information utilized in the arena lobby for displaying dressing room assignments. Upon review of the other products, the majority of the software providers also do not offer Digital Signage modules. However, the software providers, including ActiveNET, do allow for integration with software provided by third party service suppliers. The P&R Dept. is currently exploring options for digital signage and in doing so will be looking for digital signage software that will allow for greater opportunities for digital advertisement sales revenue.

In exchange for not being able to offer digital signage, ACTIVE is offering to include ActiveNET's Membership Module. The P&R Dept. has determined that the Membership Module will be beneficial for existing programs such as drop-in programs, court keys and summer passes as well as provide other functional opportunities into the future for the expansion of programs associated with the proposed Sportsplex.

The P&R Dept. has concluded that ActiveNET will allow the department to streamline operations and automate tasks to create efficiencies:

- more user friendly online registration
- online private swim lesson registration
- tennis and pickleball court reservations
- participant capability to upload registered program information into personal outlook calendar
- online permit and waiver signing
- electronic attendance and participant tracking
- integrated payment processing

The P&R Dept., in consultation with Financial Services and Information & Community Services, recommends upgrading to the ActiveNET system provided by its current software provider ACTIVE as it meets the technical requirements of the department and pricing is comparable to other products reviewed.

Administration recommends that the transition to ActiveNET be effective with a go-live date of January 1, 2021, based on the following rationale:

1. The time required to configure the new system can be accommodated by Administration during the fall 2020 season as the outdoor sports fields, programs and events season is completed;
2. Data entries, programs and rental revenues, will be recorded into the new system in accordance with Town's fiscal year;
3. It allows for staff and customers to become familiar with the new system prior to the spring season that includes higher volumes of registrations and transactions associated with the spring / summer programs;
4. The spring / summer season does not allow Administration the timeframe to configure the new system due to planning and operational needs associated with spring / summer outdoor sports, program and events.

It has been recommended by ACTIVE to allow 12 to 16 weeks for system configuration, training and implementation. In order to meet the timeline of a go-live date of January 1, 2021, implementation will need to begin October 2020.

Consultations

Financial Services
Information & Communication Services

Financial Implications

Service Fee:

The service fee for MaxGalaxy is funded through the Parks and Recreation Department's operating budget and the annual service fee is \$9,818.28. ACTIVE is offering its current MaxGalaxy customers the opportunity to transition to the ActiveNET product by maintaining the existing module service fees as opposed to its typical model of 3% per transaction fee.

An additional service fee of \$4,500 will be applied annually to allow for Application Programming Interface (API) configuration. API configuration allows the ActiveNET application to integrate, essentially 'talk' with other software applications and programs. This will allow ActiveNET to integrate directly with the Town's financial software system, VADIM that until now requires an export process from MaxGalaxy and manual entry into VADIM. Other potential programs that API configuration will benefit include digital signage software and ePact, a program used for day camp participant information.

Administration will be incorporating the above noted service fees into the recommended 2021 operating budget.

Payment Processing Fees:

Currently, the MaxGalaxy software program requires the P&R Dept. to utilize third party service providers for both in-house credit / debit transactions (Service Provider: First Data) as well as online credit card transactions for TecumsehRec.ca (Service Provider: PayPal). A comparison of the fees associated with the current service providers with that of ACTIVE is listed below:

- **First Data** (In-House credit / debit card transactions)
 - 3 terminals, \$30 monthly rental fee per terminal plus transaction fees = \$1,080
 - Discount fee 2.15%
 - Brand fee 0.10%
 - Interchange fee varies between 1.5% and 1.9% based on type of card
- **PayPal** (Online credit card transactions)
 - \$25 per month gateway service fee plus transaction fees
 - \$0.10 per transaction
 - 2% to 2.15% credit card transaction fee
 - 3.2% bank fees & charges
- **ACTIVE Network Integrated Credit Card System:**
 - Debit Pin Pad Annual Subscription (3 @ \$359.99 each) = \$1,079.97
 - 3 % per credit card transaction

Implementation:

ACTIVE is offering a discount to MaxGalaxy customers for system implementation. The implementation is comprised of the Service Package that includes remote business process review, functionality review and data collection preparation, remote user testing, training, Go Live preparation, and hardware configuration, as well as Technical Services that includes data conversion, one-time import of customer information from MaxGalaxy to ActiveNET, remote configuration testing and training. Fees associated for the Service Package and Data Conversion along with the applied discount total \$15,484.

Service Package	\$	15,484.00
Data Conversion	\$	12,750.00
Discount	-\$	12,750.00
Total	\$	15,484.00

The implementation for a new software system product was not anticipated for 2020 and therefore is not a budgeted capital expenditure. Administration recommends that the implementation fees to transition from MaxGalaxy to ActiveNET within the recommended timelines be added to the ICS Capital plan for 2020 and be funded from the ICS Lifecycle Reserve.

Link to Strategic Priorities

Applicable	2019-22 Strategic Priorities
<input type="checkbox"/>	Make the Town of Tecumseh an even better place to live, work and invest through a shared vision for our residents and newcomers.
<input checked="" type="checkbox"/>	Ensure that Tecumseh's current and future growth is built upon the principles of sustainability and strategic decision-making.
<input type="checkbox"/>	Integrate the principles of health and wellness into all of Tecumseh's plans and priorities.
<input checked="" type="checkbox"/>	Steward the Town's "continuous improvement" approach to municipal service delivery to residents and businesses.
<input type="checkbox"/>	Demonstrate the Town's leadership role in the community by promoting good governance and community engagement, by bringing together organizations serving the Town and the region to pursue common goals.

Communications

Not applicable ☒

Website ☐

Social Media ☐

News Release ☐

Local Newspaper ☐

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Kerri Rice
Manager Recreation Programs & Events

Reviewed by:

Tom Kitsos, CPA, CMA, BComm
Director Financial Services & Chief Financial Officer

Reviewed by:

Shaun Fuerth, BCS
Director Information & Communication Services

Reviewed by:

Paul Anthony, RRFA
Director Parks & Recreation Services

Recommended by:

Margaret Misek-Evans, MCIP, RPP
Chief Administrative Officer

**Attachment
Number**

None

**Attachment
Name**

None