



Neighborhood Water Parks



Spring 2020

WATER PARK TICKETING SOLUTION

- BUSINESS NEED

- Ticketing, Rentals, Merchandize Sales for Water Parks
- Existing Activenet Program Registration Software contract due to end February 18, 2020, requires extension

- PROPOSAL

- Extend ActiveNetwork contract for one year, ending October 18, 2020
- ActiveWorks Ticketing module in place for Water Park operations in 2020

WATER PARK TICKETING SOLUTION

- The Project Team reviewed several systems, including: ActiveNetwork, Center Edge, Gatemaster, and Ideal Amusement
- ActiveNetwork had significant market penetration with Iron Man/Iron Girl , Tough Mudder, and Triathlon Australia events, with a customer base of 47,000 organizations worldwide.
- ActiveNetwork benefit:
 - Current City provider for program and point of sale operations last 10 years
 - Already adheres to City's IT system security and standards
 - "Out of the Box" functionality, with minimal customization necessary
 - Fully operational and usable by target deadline
 - Performance, stability and reliability
 - Meets all Business Requirements

ActiveNetwork - Water Park Ticketing Solution

- Web and Mobile App Ticket Sales
 - QR Code ticketing (Web, Android and iOS compatible)
 - Over 20 languages available – automatically changes based on browser settings
 - Individual, Flexible, Event and Season pass sales
 - Payment plans
 - Merchandise sales
 - Cabana Rentals
 - Discount/Promo codes
- Custom branded experience
 - City logos, color and font schemes
 - Move from website to ticketing - seamless experience

ActiveNetwork - Water Park Ticketing Solution

- Reporting and Analytics
 - Dashboards with real time data
- Customer Relationship Management Tool
 - Custom email marketing
- Wayfinding
 - Used to find restrooms, first aid, concessions, etc.
- Existing Customers (47,000 organizations across the world)
 - Iron Man/Iron Girl
 - Tough Mudder
 - Triathlon Australia

ActiveNetwork - Proposal

- Term: One-year extension of existing ActiveNetwork Program Registration Software, along with ActiveWorks water park ticketing module
- Ticketing module cost based on 5.5% of gross receipts
 - Anticipate \$108,000 annual cost
 - Start up:
 - \$32,000 – Software integration and training
 - Hardware – additional TBD
- One year contract extension total: \$178,000
- Recommendation: Direct that the City Manager is authorized to an amendment to 2019-182R Recreation and Management Software with ActiveNetwork to add ActiveWorks water park ticketing solution.

The background of the image is a close-up, high-resolution shot of blue water with many small, concentric ripples and waves, creating a textured, shimmering effect. The colors range from deep blue to lighter, almost white highlights where the ripples catch the light.

COMMENTS?