



payment processes both online and at Parks and Recreation facilities. Facilities will gain the capability of NFC transaction systems such as Apple Pay and receive streamlined, customizable PoS interfaces for staff to process transactions. Online transactions will be enhanced through re-occurring membership fees, customizable membership packages, and payment plan options.

An additional benefit of the PerfectMIND system is the integration of powerful marketing and reporting tools. Currently the Parks and Recreation department utilizes a third party marketing system to communicate and promote Parks and Recreation information. The Perfect Mind solution will eliminate the need for this system and provide the capability of marketing directly to clients enrolled in the recreation management software. This will enable staff to provide specific information about Parks and Recreation activities based on client's past interests. The reporting capabilities of the Perfect Mind solution will enable staff improved insight into utilization and interest in facilities, leagues, and events.

The cost of this project in the first year will be \$137,672.00 which includes professional service fees for implementation and website design as well as the first year of software maintenance fees. The subsequent four years of the agreement will be \$42,572.00 per year for software maintenance. The total five year cost of this agreement is \$307,960.00.

The first year costs associated with this project will be paid for out of the Technology fund. The ongoing annual maintenance costs will be covered by the existing software maintenance line item in the IT operating budget.

The yearly maintenance cost for the existing Class software system is \$29,786.28. The Perfect Mind annual fees will result in a \$12,785.72 increase over the current solution.

**Cost: \$307,960.00**

**Source of Funds: General Fund**

Staff recommends approval.