Title: Parks & Recreation Management Software

Report From: Courtney Muckenhirn, Recreation Coordinator

Action Requested: ☐ Informational ☒ Motion ☐ Public Hearing

Form of Action: ☐ Resolution ☐ Ordinance ☐ Contract/Agreement
☐ Other ☐ NA

Summary Statement

Staff recommends approving a proposal from RecDesk for recreation management software to be used at the Splashpad, at Spirit Park, and in the City facility-reservation process.

Recommended Action

1. Approve proposal from RecDesk for recreation-management software.
2. Click or tap here to enter text.
3. Click or tap here to enter text.

Core Strategies

☒ Comprehensive Services to meet needs ☐ Engage and Informed Community
☐ Maintain financial sustainability ☒ High-Performing team of public servants
☐ Conscientious asset/infrastructure mgmt. ☐ Safe and healthy community
☐ Sustainable and planned growth ☐ Maintain and protect community strengths

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Background

The Splashpad opened in 2018 and has operated under a largely manual administrative system since its inception. Attendants manually enter all payment types and, at times, record attendance using handwritten logs. Facility rentals are scheduled and paid for over the phone. Gift cards and season pass applications are processed using physical forms that must be downloaded by patrons, submitted in person at City Hall, and subsequently re-entered into the City's computer system by staff.

This process is time-consuming, inefficient, and prone to data entry errors, resulting in unnecessary administrative burden for staff and inconvenience for the public. Spirit Park, which opened at the end of 2025, currently utilizes the same manual-input system, extending these operational challenges to an additional City facility.

City staff have reviewed three different software options: RecDesk, CivicRec, and FinnlySport. RecDesk is the favorite, for its ease of use, both for the City staff, and for the users. Staff spoke with other cities that use the software, and they gave positive references. City finance staff also met with RecDesk representatives and they gave positive feedback about how the software would integrate with existing City financial operations. All three software proposals had similar annual fees.

RecDesk is a parks and recreation management software company that offers online registration for activities, online facility reservation and reservation requests, electronic signatures, membership management and check-ins, league management and POS, online payment collection and financial/demographic reporting. This software will make it easier for us to contact people in the case of unexpected closures or other facility-related matters. In addition, it will help staff understand use patterns to better plan for more efficient hours of operation and staffing.

The software is billed annually, at a cost of $6,240 per year. If approved, the City would enter into a one-year contract with RecDesk, with the option to renew for a second year at the same rate. There may be an additional one-time start-up fee of $1,500 for GIS address import services to accommodate the City's user-fee system, which is based on residency. These costs fall within the 2026 budget.

RecDesk is a cost-effective software that will increase efficiency, participation and satisfaction at the Splashpad, Spirit Park, and other City facilities for years to come.

Financial Consideration

Is there a financial consideration?	☐ No	☒ Yes
Financing Source:	☒ Budgeted	☐ Budget Modification
	☐ New revenue source	☐ Use of revenues
	☐ Other	

Attachments:
- ☒ Proposal from RecDesk
- ☐ Click or tap here to enter text.
- ☐ Click or tap here to enter text.

City of Delano Parks and Rec

Delano, MN

rec desk

Better by Design. Simple by Nature.

**The Leader in Easy To Use
Recreation Management Software**

October 22nd, 2025

Why is RecDesk the right solution?

The viability and sustainability of your software solution will be highly dependent on ease-of-use. Recruiting, retaining, and training staff is getting more difficult in parks and recreation. We need to be mindful of this trend. It's a new generation of employees that has grown up using social media, texting and using technology that's intuitive and requires no training. For this reason, RecDesk is uniquely qualified to serve the parks and recreation industry both now, and into the future. Ease-of-use may be the most important "must have" feature on your list of requirements.

The impact of ease-of-use on both staff and patrons. Your organization will enjoy rapid adoption rates among staff, faster training, greater utilization, lower support costs, and improved employee morale. For residents, ease-of-use and a mobile-friendly application will drive self-service, increase participation and improve customer satisfaction. And when you have happy customers and happy employees, you can focus on building a community.

Independent, private ownership and complete dedication to parks and recreation software means customers come first. Period. No boardroom of wealthy investors dictates or even influences any RecDesk decision, because there is none. No other competitor has been as dedicated or disciplined in building, enhancing and maintaining "ease-of-use" for their end users. In the end, RecDesk customers feel valued, heard and appreciated because RecDesk puts them first.

And while ease-of-use is the springboard to success, we shouldn't forget to mention industry-best customer service. For example, over the past 90 days, RecDesk Customer Success Managers have responded to "initial-calls" in less than 1 hour—nearly 70% of the time! This level of service is rare. The RecDesk experience is simply the best in the industry and we invite you to enjoy it.

Features

By leveraging cloud-based technologies and platforms for both solution implementation and support, we're able to provide not only a full-featured and highly reliable solution, but also a very cost-effective one.

In addition to cost-effectiveness, RecDesk has recently released innovative and exclusive features that uniquely meet the current demands of our customers. The first being our suite of flex products including *FlexForms*, *FlexCalendar*, and *FlexScheduler* as well as the revolutionary *CRM+* which we released to our entire customer base in addition to our core features such as:

- Online Registration for Activities
- Online Facility Reservation and Reservation Requests
- Membership Management and Check-ins
- League Management and POS
- Online Payment Collection and Financial/Demographic Reporting

FlexForms	FlexCalendar	FlexScheduler
The industry's first and most advanced fully integrated electronic forms solution. *FlexForms* allow you to re-create any paper based form and directly integrate it into your registration, reservation, and enrollment workflows while adding the ability to collect electronic signatures (without the need for additional hardware), upload documents from your laptop or smartphone, and share previous form submissions ultimately eliminating the need for tedious multiple completions.	One of the most advanced and flexible facility calendars on the market. This calendar can be used internally or mirror to your customized community portal for public viewing. *FlexCalendar* allows you the ability to filter your calendar by facility, facility type, reservation type, and custom tags. In addition to daily, weekly, and monthly views, *FlexCalendar* offers a Scheduler view that will help in fully maximizing the reservation of your facilities and offers the ability to print or export this calendar to various file types.	When used in conjunction to *FlexCalendar*, Flex Scheduler offers a number of benefits to a normal scheduling system. Ability to launch complicated recurring reservations/events Ability to build in setup and teardown times Meet the challenges of an event that takes place at various venues/fields Ability to quote for formal events such as weddings and banquets Ability to accommodate various add-on fees, incorporate inventory (chairs, tables, etc.) and generate an invoice that can be exported automatically to any interested party

System Security

RecDesk is a platform built on trust. From financial data to customer profiles and history, clients trust us to protect their most important information. That's why we've made security and privacy a top priority. RecDesk and our Payment Processing partners are PCI compliant, your client's credit card data is stored separate from City computers and network. RecDesk is SOC 2 Type II certified – which demonstrates our commitment to security and making all efforts in this area transparent to our customers.

The Service Organization Control (SOC 2) examination framework and reporting platform, developed by the American Institute of CPAs (AICPA), assesses the ability of service providers (such as RecDesk) to secure cloud data. SOC 2 defines criteria mutually agreed upon by the security and privacy communities for managing customer data based on five trust service principles: security, availability, processing integrity, confidentiality, and privacy.

This report confirms that RecDesk meets the highest industry standards when it comes to keeping information safe. It was authored by a rigorous independent auditor, and includes detailed explanations of our:
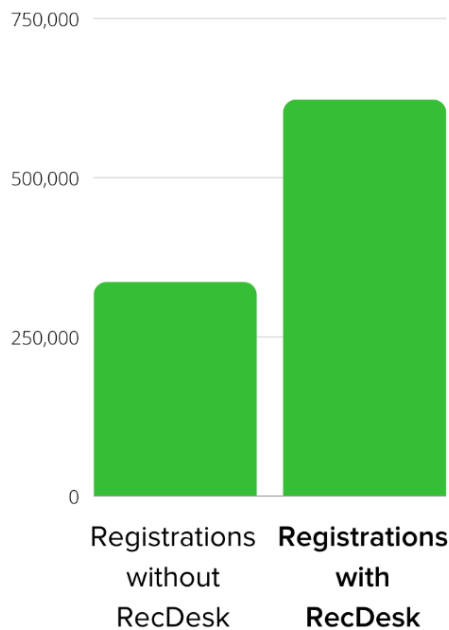
- ***Strong authentication controls and limited access to data*** - We limit access to customer data to those who need it to do their job.
- ***Continuous controls monitoring and response*** - We run continuous compliance monitoring to ensure that the key configurations our controls rely upon are in place and that we're able to quickly respond to any issues that may arise.
- ***Employee security awareness*** - We perform rigorous due diligence prior to hiring and provide security training for all employees during onboarding and on an ongoing basis.
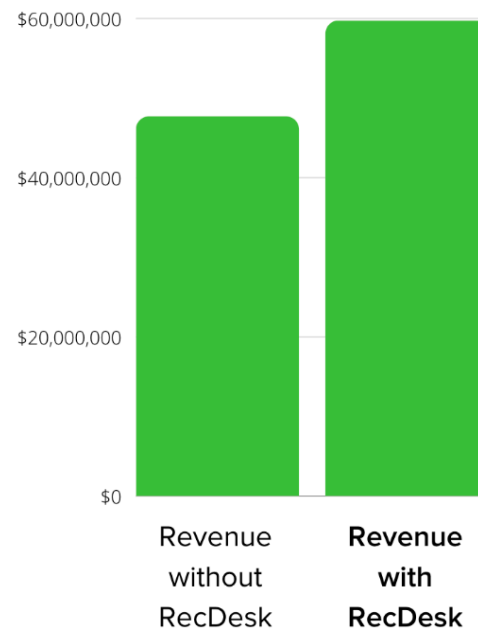
What can RecDesk do for you?

We analyzed the tangible benefits that using RecDesk provides to our clients. Our evaluation compared registration and revenue totals of over 200 new clients. This analysis concluded that RecDesk customers see an **85% increase** in their total registrations processed and a **25% increase** in department revenue by leveraging the value of RecDesk in their community.

Registration Comparison

750,000	
500,000	
250,000	
0	
Registrations without RecDesk	**Registrations with RecDesk**

Revenue Comparison

$60,000,000	
$40,000,000	
$20,000,000	
$0	
Revenue without RecDesk	**Revenue with RecDesk**

Comparisons are based on the analysis of client submitted data prior to RecDesk implementation.

Training Schedule

First Week	Vendor Selection Client is encouraged to sign up for their RecDesk account via our website. A Welcome Email will be sent introducing their dedicated Customer Success Manager (CSM). The recommended payment processor information will be sent supplementary to the Welcome Email. The assigned Customer Success Manager will reach out to set up a virtual Project Kickoff Meeting.

Second Week	**Customer Success Manager**
	CSM will conduct the Project Kickoff Meeting. Conference call which will include:
	    Introductions of key people
	    Point people will be determined
	    Milestones and expectations will be discussed, strategized, and finalized
	    Technical integrations and customizations will be discussed and assigned
	    Credit card processing and integration will be discussed
	Training Strategy and Plan will be created.
	
	Support Team
	Portal design will be established, and design will begin
	Go-Live Date will be established
	All necessary waivers, forms, etc. will be exchanged for implementation on the community portal
	Conversation and direction will be had with all departments as needed to ensure you are starting the Payment Processor steps confidently.
	
	Technical/Customer Care Team
	Technical/Customer Care Team along with the Development Team will work on and implement all agreed upon site design, custom extracts, imports, etc.

Third Week- Eighth Week (as needed)	**Technical/Customer Care Team** Testing will be conducted on any updates that we put into the system **Customer Success Manager** Trainings will be scheduled Training method will be determined (onsite or virtual live trainings with their CSM). Onsite Training for a group this size is recommended to be 5-consecutive days (Monday through Friday). Virtual/Live trainings with your CSM will be scheduled at minimum for 3 trainings a month, more if requested. Upon conclusion of Onsite training, additional trainings/needs will be handled virtual/live by the CSM via Zoom It is RecDesk's goal to be able to leave your location (from an onsite training), and once your payment processor is integrated you will have all the training necessary to Go Live. Supplemental training can occur after Go Live date as well. Phased Go Live is an option based on your needs. Official Go Live date will be firmly established in the Project Kickoff Meeting.

Pricing

Fee Breakdown	Year 1	Year 2
RecDesk License and Maintenance	$6240	$6240
Premium Hosting on AWS	Included	Included
Training and Support	Included	Included
Implementation Fees	$0	N/A
Total	$6240	$6240

** This quote was based on the revenue/activity questionnaire provided by a member or members of your department/organization.

Optional Add-On Fees

RecDesk offers optional add-ons for specific custom work or integrations when requested. Below is a breakdown of add-ons that are one-time fees for our team to accommodate, as well as our optional premium integrations that accrue a recurring fee in addition to the annual subscription above. Please contact our sales team should you have any questions about pricing or including these optional fees to your subscription.

Optional One-Time Fees:
- Custom Financial Extract
- Advanced Residency Mapping
- Member (Household) Import

Credit Card Processing

RecDesk makes it easy to accept online payments by offering several options. To process credit card transactions in RecDesk, your organization needs to have or set up an account with one of our supported payment processing partners. These partners offer industry-standard payment processing rates that can either be absorbed by the City or passed on to the customer to minimize the City's expenses.

RecDesk Payments provides you with a fully integrated solution. RecDesk Payments offers:

- A complete Recreation Management Solution from One Provider!
- No Third-Party Agreements or Contracts
- Modern contactless payment options for card-present transactions
- Safe & Secure, PCI Compliant, payment processing
- Simplified Payments Reconciliation
- E-Commerce, Card-present EMV, eCheck under a single solution
- Flexible Reader Options (Purchase or Leasing Options available)

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