



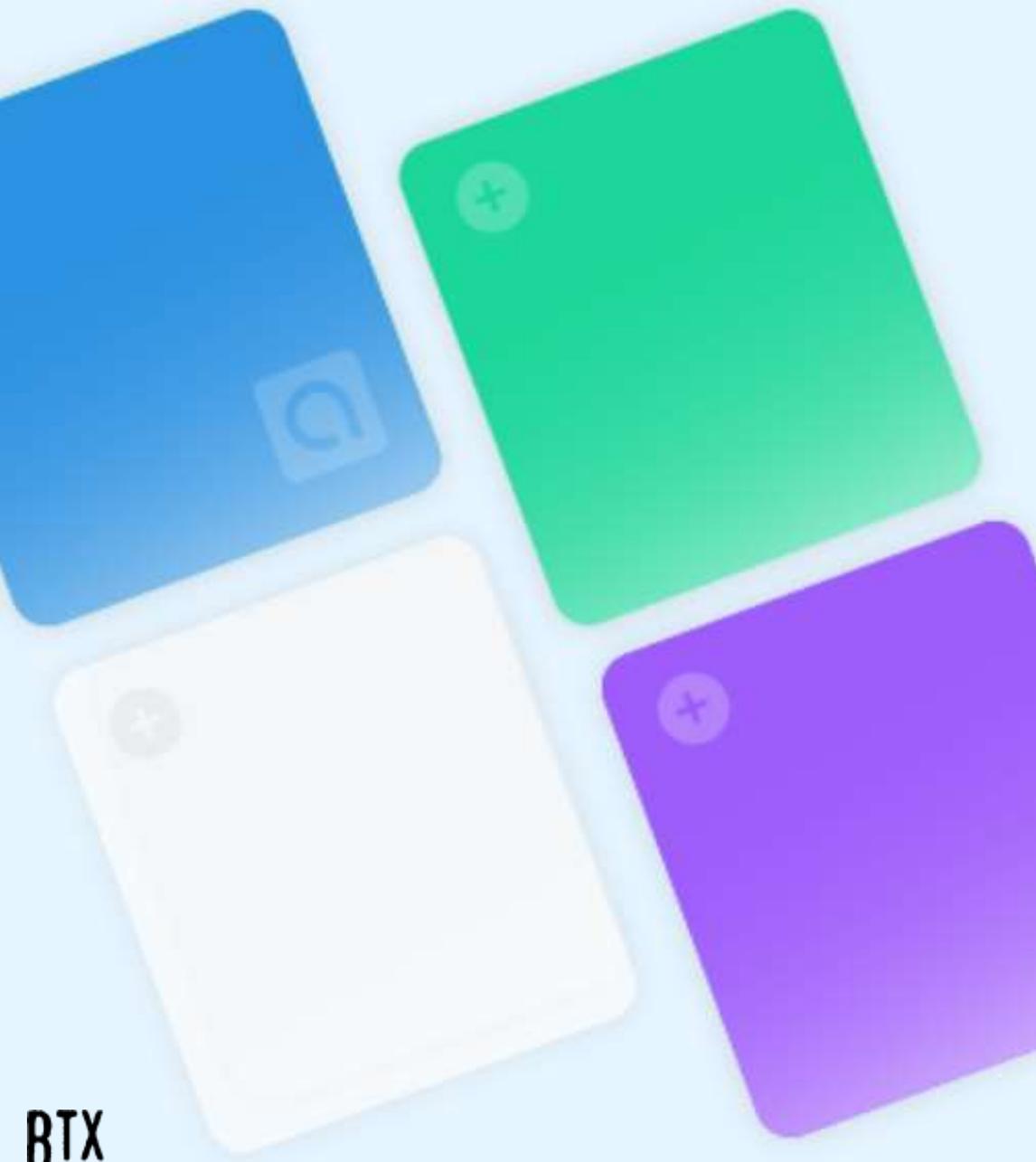
# AMILIA SMARTREC CONTRACT RENEWAL

*City Council: February 16, 2026*

*Staff Presenter: Jen Basham, Director of Parks and Recreation*

# BACKGROUND

- Current Contract:
  - March 1, 2021 – February 28, 2026
  - Total 5-year contract: \$161,000
- Existing Credit Card Fees:
  - All Credit Cards - 2.50% & \$0.30/transaction
  - eCheck / ACH - 0.50%/transaction & \$0.25/authorization
- Credit Card Fee Annual Budget: \$75,000



# WHY THIS MATTERS

- Supports all recreation registrations, memberships, and facility bookings
- Critical system for daily Parks & Recreation operations
- Provides residents with 24/7 online access to services





# WHAT'S BEING REQUESTED

- Five-year contract renewal with Amilia SmartRec with renewal options
- Total contract not to exceed \$193,333.35 purchased through Omina Partners
- Credit Card processing fees estimated at \$398,186 for the term of the contract
  - Explored a fee pass-through option; Amilia is resolving system issues and anticipates a resolution by fall 2026. This will be brought back for future consideration.

# FINANCIAL IMPACT

- \$38,666.67 per year for software access, not to exceed \$193,333.35 over the five-year contract
  - The contract includes an initial five-year term with renewal options
- New Credit Card Processing Fees:
  - Visa, MasterCard, Discover - 2.50% & \$0.30/transaction
  - AMEX – 3.5% & \$0.30/transaction
  - eCheck / ACH - 0.50%/transaction & \$0.30/authorization
- Credit card processing fees are budgeted separately, estimated at \$398,000 total for the five-year contract
  - Current Annual Budget: \$75,000
  - Anticipated 3% annual increase to reflect growth in transactions and small increase to processing fees



# BENEFITS & SOFTWARE UPDATES

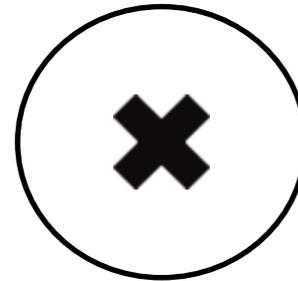


- Expanded Self-Service
  - Improving online registration and membership
- Membership Simplification
  - Reviewing a streamlined membership model
- New Analytics Tools
  - Launching SmartRec Analytics dashboards for:
    - Sales and revenue trends
    - Member retention
    - Demographics
    - Facility access scans
  - Included in renewal package at no additional cost
- Improved Payment Management
  - Introducing automation for failed payment retries
  - New Accounts Receivable by Invoice Item report activated

# CONTRACT DIRECTION / QUESTIONS



Approve a five-year contract renewal with Amilia SmartRec, in an amount not to exceed **\$193,333.35**, purchased through Omnia Partners.

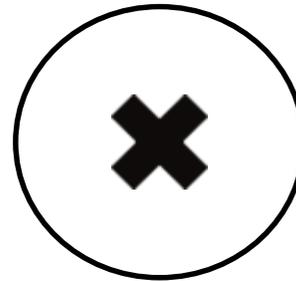


**DENY**

# CREDIT CARD FEES DIRECTION / QUESTIONS



Approve authorization of credit card processing fees associated with Amilia SmartRec, in an amount estimated at **\$398,186** for the five-year term of the contract.



**DENY**