



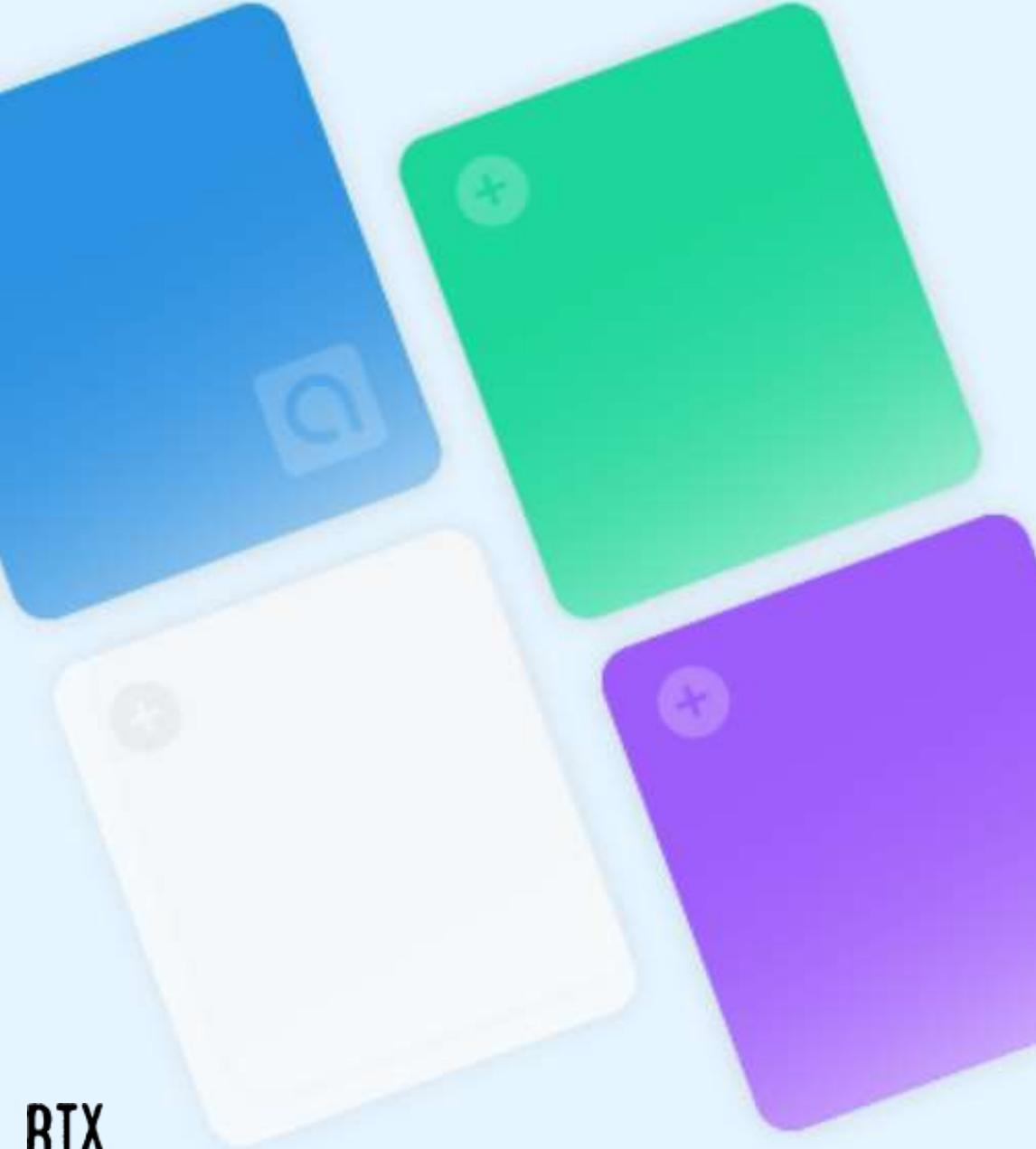
AMILIA SMARTREC CONTRACT RENEWAL

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

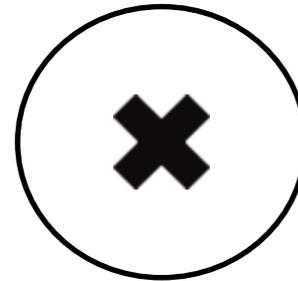


- Expanded Self-Service
 - Improving online registration and membership
- Membership Simplification
 - Reviewing a streamlined membership model
- New Analytics Tools
 - Launching SmartRec Analytics dashboards for:
 - Sales and revenue trends
 - Member retention
 - Demographics
 - Facility access scans
 - 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.

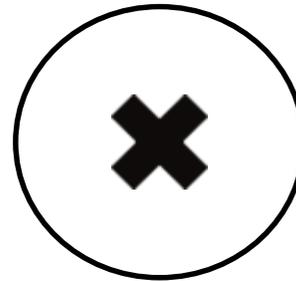


DENY

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