

REC TECHNOLOGIES INC. SERVICES AGREEMENT

Client and Rec share the goal of increasing community participation. Client desires to make its facilities and programming offerings available to residents and to otherwise take advantage of the administrative, scheduling, and transactional, and marketing functions of the Rec Platform to help get the local community active. Rec also desires to give Client access to the Rec Platform in a way that improves the day-to-day operations for the Client.

This Services Agreement (“Agreement”) is made as of _____ (the “Effective Date”), by and between City of Madeira Beach, a Florida municipal corporation, located at 300 Municipal Drive, Madeira Beach, FL 33708 (“Client”) and Rec Technologies Inc., a Delaware corporation, located at 2261 Market Street, Suite 22268, San Francisco, CA 94114 (“Rec”). Client and Rec are referred to herein collectively as the “Parties,” and each as a “Party.”

This Agreement is comprised of the following Schedules which are incorporated into and made a part of this Agreement:

Schedule 1 (Services)

Schedule 2 (Fee Schedule)

Schedule 3 (Marketing & Promotional Commitments)

Schedule	4	(Scope	of	Work)
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1. Services. Rec owns and operates a proprietary technology platform (the “Rec Platform”) that powers the management and use of facilities such as racquet courts, sports fields, aquatics centers and other recreational spaces, which may include opportunities for Rec’s authorized users to view schedules and play guidelines, book programming and reserve such spaces for recreational use, lessons, and other facilitated or unfacilitated activities (collectively, the “Services”). Client shall be entitled to the Services set forth in Schedule 1 (attached hereto) at the negotiated rates set forth in Schedule 2 (attached hereto). In addition to the Services set forth in Schedule 1, Client may also opt in to additional services as approved in writing (via amendment or email) by the Parties hereto. Use of the premises and the Services shall at all times be subject to Client’s resident terms of use and Rec’s published community guidelines.

2. Term; Termination.

(a) Term. This Agreement commences on the Effective Date and continues through March 1, 2029 unless earlier terminated in accordance with the terms of this Agreement (the “Initial Term”).

(b) Termination. Either Party may terminate this Agreement immediately by written notice to the other Party in the event of (i) the other party materially breaches the Agreement and does not cure such breach within thirty (30) days following written notice thereof or (ii) either Party makes a general assignment for the benefit of creditors, is adjudicated as bankrupt or insolvent, commences a case under applicable bankruptcy laws or files a petition seeking reorganization.

(c) Effect of Termination. Upon expiration or termination of this Agreement, (i) the rights and licenses granted to Client hereunder will terminate immediately and Client shall be responsible for all Fees due as of the date of termination as set forth in Schedule 2 hereto, (ii) Client will immediately cease all use of the Rec Platform and (iii) each Party will return or destroy and make no further use of any Confidential Information belonging to the other Party.

3. Representations & Warranties

(a) Each Party represents to the other that it is a valid legal entity and is in good standing or validly existing under the laws of the state of its formation and residence. Each Party represents that it has all the requisite legal power and authority to execute, deliver and perform its obligations under the Agreement; that the execution, delivery and performance of the Agreement has been duly authorized; that the Agreement is enforceable in accordance with its terms; and that no approval, authorization or consent of any governmental or regulatory authorities is required to be obtained or made in order for it to enter into and perform its obligations under the Agreement.

(b) EXCEPT FOR THE LIMITED PERFORMANCE WARRANTY STATED ABOVE, REC AND ITS AFFILIATES AND SUPPLIERS DO NOT REPRESENT THAT CLIENT'S USE OF THE SERVICES WILL BE SECURE, TIMELY, UNINTERRUPTED OR ERROR-FREE OR THAT THE SERVICES WILL MEET CLIENT'S REQUIREMENTS OR THAT ALL ERRORS IN THE SERVICES OR DOCUMENTATION WILL BE CORRECTED OR THAT THE OVERALL SYSTEM THAT MAKES THE SERVICES AVAILABLE (INCLUDING BUT NOT LIMITED TO THE INTERNET, OTHER TRANSMISSION NETWORKS, AND CLIENT'S LOCAL NETWORK AND EQUIPMENT) WILL BE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS. THE STATED WARRANTY IS THE SOLE AND EXCLUSIVE WARRANTY OFFERED BY ANY PARTY OR THIRD PARTY. THERE ARE NO OTHER WARRANTIES OR CONDITIONS, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, THOSE OF MERCHANTABILITY, SATISFACTORY QUALITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT OF THIRD-PARTY RIGHTS. EXCEPT FOR THE LIMITED WARRANTY EXPRESSLY MADE ABOVE, THE SERVICE IS PROVIDED TO CLIENT ON AN "AS IS" AND "AS AVAILABLE" BASIS. CLIENT ASSUMES ALL RESPONSIBILITY FOR DETERMINING WHETHER THE SERVICES OR THE INFORMATION GENERATED THEREBY IS ACCURATE OR SUFFICIENT FOR CLIENT'S PURPOSES.

4. Indemnification

To the fullest extent permitted by law, Rec shall fully indemnify, defend and hold harmless the Client and its officers, directors, employees, agents, successors and assigns from and against any and all third party claims, damages, liabilities, losses, and expenses (including any and all reasonable attorney fees, expenses and costs) incurred by or asserted against Client of whatever kind or nature due to: a) a breach or alleged breach by Client of any representation or warranty in this Agreement, and/or (b) a claim related to the negligent acts or negligent failure to act, errors, omissions, or willful misconduct of Rec, its employees, agents, or contractors. Notwithstanding the foregoing, in the event to the extent that Client is at fault wherein the obligations in this section are triggered, Rec shall not be required to indemnify, defend and hold harmless Client. Client shall promptly notify Rec of any such claims, suits and actions, and upon request, provide reasonable assistance to Rec. Rec shall not enter into any settlement or compromise related thereto that contains an admission on the part of Client or otherwise negatively impacts the Client in any manner without the prior written consent of Client.

5. Intellectual Property

(a) Ownership. Except as expressly set forth herein, Rec and its licensors own all rights, including Intellectual Property Rights, in the Services and any information included therein (excluding any Client Data), including software and other technology underlying the Services and any individual user account data and records, any modifications, enhancements, customizations, updates, revisions or derivative works of the Services or such technology or information. No transfer of ownership will occur under this Agreement.

(b) Client Data. Except as expressly set forth herein, Client will own all worldwide right, title and interest in and to all Client Data and Rec will not obtain any ownership rights or interests in such data. Client hereby grants to Rec a non-exclusive license to use, reproduce, modify and distribute copies of and make available the Client Data and to sublicense such rights as is necessary to provide the Rec Platform to Client. "Client Data" will mean all data and information submitted to the Rec Platform under the account of an employee, consultant, contractor or agent of Client.

(c) Restrictions. Client will not, and will not allow any third party to (i) modify, copy or otherwise reproduce the Rec Platform or content available therein in whole or in part except as may otherwise be agreed upon by the Parties in writing, (ii) reverse engineer, decompile, disassemble or otherwise attempt to derive the source code form or structure of the software used in the Rec Platform, (iii) provide, lease or lend the Rec Platform to any third party except as expressly authorized hereunder, (iv) remove any proprietary notices or labels displayed on the Rec Platform, (v) modify or create a derivative work of any part of the Rec Platform, (vi) use the Rec Platform for any unlawful purpose, or (vii) "frame" or "mirror" any of Rec's content which forms part of the Rec Platform. All rights not expressly granted to Client under this Agreement are reserved by Rec.

6. Equal Opportunity. Rec will not discriminate against any employee, applicant for employment, agent or subcontractors, or in the selection thereof, because of race, religion, color, national origin, marital status, sex, disability, sexual orientation or age. Rec will take such actions as are reasonably necessary to ensure that employees, applicants for employment, agents or subcontractors, are treated without regard to their race, religion, color, national origin, marital status, sex, sexual orientation or age. As used herein, the term "treated" will mean and include, without limitation, the following: recruited, whether by advertising or other means; compensated, whether in the form of rates of pay or other forms of compensation; selected for training, including apprenticeship; promoted; upgraded; demoted; downgraded; transferred; laid off; and terminated.

7. Confidentiality. Each party agrees to keep confidential and not disclose or use any confidential information of the other party except as necessary for the performance of its obligations under this Agreement and except as necessary pursuant to Florida's Public Records Law.

8. Independent Contractor. Rec, in performance of its obligations under this Agreement, is acting as an independent contractor, and the personnel supplied to Client are engaged solely by Rec and not by Client. Rec personnel are not employees or agents of Client, and neither Rec nor its employees or agents will be subject to the direction, control or supervision of Client with respect to that time spent or procedures followed in the performance of the Services hereunder, and has no right or power, express or implied to do any act or thing that would bind Client.

9. Limitation of Liability. TO THE FULLEST EXTENT PERMITTED BY LAW, IN NO EVENT WILL REC (INCLUDING ITS SUBSIDIARIES AND OTHER AFFILIATES) OR ITS OR THEIR OFFICERS, EMPLOYEES, AGENTS, SUPPLIERS OR LICENSORS BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, PUNITIVE, COVER OR CONSEQUENTIAL DAMAGES (INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOST PROFITS, REVENUE, GOODWILL, USE OR CONTENT) HOWEVER CAUSED, UNDER ANY THEORY OF LIABILITY, INCLUDING, WITHOUT LIMITATION, CONTRACT, TORT, WARRANTY, NEGLIGENCE OR OTHERWISE, EVEN IF COMPANY HAS BEEN ADVISED AS TO THE POSSIBILITY OF SUCH DAMAGES. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE AGGREGATE MAXIMUM LIABILITY OF REC (INCLUDING ITS SUBSIDIARIES AND OTHER AFFILIATES) AND ITS AND THEIR OFFICERS, EMPLOYEES, AGENTS, SUPPLIERS OR LICENSORS, RELATING TO THE SERVICES (INCLUDING, WITHOUT LIMITATION, FOR DAMAGES INCURRED AS A RESULT OF REC'S OBLIGATIONS IN SECTION 4 (INDEMNIFICATION) WILL BE LIMITED TO AN AMOUNT PAID BY CLIENT DURING THE 12-MONTH PERIOD OCCURRING IMMEDIATELY

PRIOR TO THE EVENT GIVING RIGHT TO LIABILITY. THE EXISTENCE OF MULTIPLE CLAIMS WILL NOT INCREASE SUCH LIMIT. THE LIMITATIONS AND EXCLUSIONS ALSO APPLY IF THIS REMEDY DOES NOT FULLY COMPENSATE CLIENT FOR ANY LOSSES OR FAILS OF ITS ESSENTIAL PURPOSE. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OF INCIDENTAL, CONSEQUENTIAL OR OTHER DAMAGES. IN SUCH AN EVENT THIS LIMITATION WILL NOT APPLY TO THE EXTENT PROHIBITED BY LAW. The Parties acknowledge that the limitations set forth in this Section are integral to the amount of fees charged in connection with making the Services available to Client and that, were Rec to assume any further liability other than as set forth herein, such fees would of necessity be set substantially higher.

10. Governing Law. This Agreement has been made in and will be construed and enforced in accordance with the laws of the State of Florida applicable to agreements executed and wholly to be performed therein. Any action to enforce this Agreement will be brought in the federal or state courts located in Tampa, Florida.

11. Supremacy of this Agreement. The provisions, terms and conditions of this Agreement hereto represent the entire Agreement and supersede any prior written agreement or understanding not incorporated herein. In the event that inconsistencies exist between this Agreement and any prior written agreements or understandings, the terms of this Agreement will prevail.

12. Right of Assignment. Neither this Agreement nor any rights or obligations hereunder may be assigned by either party hereto without the consent of the other; provided, however, that each party will have the right to assign this Agreement without the other party's consent in connection with the purchase or sale of its business. This Agreement will inure to the benefit of and be binding upon the Parties and their representative successors and assigns. Nothing will prevent the use by or for sublicense to, or assignment, in whole or in part, of this Agreement to Client's parent company or to subsidiaries of either thereof.

13. Further Assurance. The Parties agree to perform all acts and execute all supplementary instruments or documents which may be necessary or desirable to carry out the provisions of this Agreement.

14. No Waiver. The failure of either party to insist upon the performance of any terms or conditions of this Agreement or to exercise any rights or privilege conferred in this Agreement or the waiver of enforcing penalties resulting from any breach of any of the terms or conditions of this Agreement, will not be construed as waiving any such terms, conditions, rights or privileges, but the same will continue and remain in full force and effect as if no such forbearance or waiver had occurred.

15. Insurance. Rec will maintain the following insurance coverage naming Client and its directors, agents and employees as additional insured. Upon request, Rec will provide Client with a Certificate of Insurance reflecting such coverage.

- (a) Commercial General Liability: \$1,000,000 per occurrence and \$2,000,000 Aggregate
- (b) Cyber, Technology and Professional Liability: \$2,000,000 per occurrence and \$2,000,000 Aggregate
- (c) Sexual Abuse & Molestation Liability: \$1,000,000 Aggregate
- (d) Worker's Compensation: Employee's liability insurance with minimum limits of \$1,000,000 per occurrence. The workers compensation policy shall be endorsed with a waiver of subrogation in favor of Client for all work performed by Rec, its employees, agents and subcontractors.

16. Force Majeure. Neither party will be liable for any delay in the performance or non-performance of its obligations if such delay or non-performance is due to causes beyond such party's reasonable control, including but not limited to, fire, explosion, accidents, strikes, breakdown of plant, epidemic, cyclone, floor or power failure, civil disorder, acts of government, acts of public enemies, acts of terrorism, war,

revolution, civil commotion, blockage or embargo, business interruption, business emergency, any law, order, proclamation, regulation, ordinance, demand or requirement of any government or any subdivision authority or representative of any such government or any other force majeure event ("Force Majeure"). In the event a Force Majeure is affecting any Party, the affected Party will have the right to terminate this Agreement by providing written notice to that effect and the affected Party will be released from its obligations under the Agreement and will not be obligated to make any further payments under this Agreement as of the termination date.

17. Notices. All notices and other communications required or permitted under this Agreement will be in writing and will be effective: (i) when personally delivered; (ii) the next business day following deposit with a reputable courier service for overnight delivery; or (iii) five (5) business days following deposit in the United States mail, first class postage prepaid, registered or certified. All notices will be addressed as follows:

If Client:

ATTN: Jay Hatch

300 Municipal Drive

Madeira Beach, FL 33708

With an emailed copy to jhatch@madeirabeachfl.gov_____

If Rec:

ATTN:

Rachel Williams

2261 Market Street STE 22268

San Francisco, CA 94114

With an emailed copy to _____

18. Compliance with Public Records Law. Rec shall comply with Chapter 119, Florida Statutes. Specifically, Rec shall:

- a. Keep and maintain public records required by the Client to perform the service.**
- b. Upon request from the Client's custodian of public records, provide the Client with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes or as otherwise provided by law.**
- c. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of this**

Agreement and following the completion of this Agreement if Rec does not transfer the records to Client.

- d. Upon completion of this Agreement, transfer, at no cost, to the Client, all public records in possession of Rec or keep and maintain public records required by Client to perform the service. If Rec transfers all public records to Client upon completion of this Agreement, Rec shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If Rec keeps or maintains public records upon completion of this Agreement, Rec shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to Client, upon request from Client's custodian of public records, in a format that is compatible with the information technology systems of Client.**
- e. Notwithstanding the foregoing, Rec's proprietary or confidential information, including but not limited to software source code, security architecture, trade secrets, and other information exempt under Florida Statutes §815.045 and §119.071(1)(f), shall not be considered public records and shall be withheld or redacted to the extent permitted by law.**

IF REC HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO REC'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF RECORDS AT: Clara VanBlargan, City Clerk of the City of Madeira Beach, 727-391-9951, cvanblargan@madeirabeachfl.gov, 300 Municipal Drive, Madeira Beach, FL 33708.

IN WITNESS WHEREOF the parties hereto have signed this Agreement as of the date first written above.

City of Madeira Beach

Rec Technologies, Inc.

Signature

Anne-Marie
Brooks _____

Name

____ Mayor _____

Title

Date

Signature

Name

Title

Date

SCHEDULE 1: REC PLATFORM & SERVICES

Schedule 1A: Standard Platform and Services

Rec Technical Platform	Applicable
Programming Registration & Administration	✓
Facilities & Permit Management	✓
Memberships Management	✓
Business & Financial Reporting	✓
Embedded Payment Processing	✓

Rec Services (Ongoing)	Applicable
Rec Licensed Learning & Instructor Management	✓
Rec Programming Development Support	✓
Tier 1 Customer (Resident) Support Management	✓
Marketing Design & Material Production	✓

Rec Services (Launch)	Applicable
Customized Training Program for All Staff	✓
Unlimited Training Hours	✓
Data Configuration	✓
Community Engagement Marketing Campaign	✓
Dedicated Account Management and Support	✓

SCHEDULE 2: FEE SCHEDULE

Schedule 2A: Annual Fee

Fee based on Client's annual revenue estimate of \$300,000.

Year	Rec Annual Fee*	Discounted Annual Fee**
Year 1	\$12,500	\$3,490
Year 2	\$12,500	\$3,490
Year 3	\$12,500	\$3,490

**List price for cities transacting \$0-\$350,000 in revenue on the Rec platform*

***Discount applied for Rec's Early Customer Program*

Schedule 2B: Payment Processing

The following fees are charged based on the method of transaction made by end users on the Rec platform.

The Client has the option to pass a portion or the entirety of the following payment processing fees incurred during transactions onto the end user. The specific amount or percentage to be passed on will be determined and set by the Client at their discretion.

Payment Method	Fee
Credit Card	3.5% + \$0.30
ACH or ECheck	1.0%
Cash or Physical Check	0.0%

Schedule 2C: Implementation & Hardware

Implementation & Hardware	Fee
System Configuration	\$10,000 \$1,500
Data Transfer	
Staff Training	
Design and Brand Collaboration	
Point of Sale Hardware Readers	\$350 per terminal

Facility Public Signage - 18x18" (Courts, Rinks Etc)	\$60 per sign
Facility Public Signage - 9x9" (Rec Rooms, Picnic Rentals)	\$40 per sign

Schedule 2D: Payment Terms

Rec shall be responsible for issuing invoices for all fees due under this Agreement. All payments shall be made in U.S. dollars and may be remitted via ACH transfer, wire transfer, or check. The Client shall be responsible for any bank fees or transaction costs associated with their chosen payment method. All payments must reference the corresponding invoice number to ensure proper application.

Annual Fee Payment Terms

The Annual Fee for the Services shall be due and payable within thirty (30) days following the commencement of the Phase 2: Configuration & Building. This date shall be deemed to begin on the earlier of a date mutually agreed upon by the Parties in writing or the date outlined in Schedule 4. Failure to remit payment within the specified timeframe may result in suspension of Services or other remedies as outlined in this Agreement.

Implementation Fee Payment Terms

The Implementation Fee shall be due and payable within thirty (30) days following the Effective Date of this Agreement. The Effective Date shall be the date of execution of this Agreement by both Parties. Failure to remit payment within the specified timeframe may result in suspension of Services or other remedies as outlined in this Agreement.

Hardware and/or Signage Purchasing Invoice

The Client shall be invoiced for any hardware and/or signage purchases made by Rec Technologies on the Client's behalf after having been approved in writing by Client. Such invoices shall be issued upon procurement of the hardware and/or signage and shall be due and payable within 30 days of the invoice date. The Client acknowledges that all hardware and/or signage purchases are final and non-refundable unless otherwise stated in the manufacturer's warranty or return policy.

SCHEDULE 3: MARKETING & PROMOTIONAL COMMITMENTS

1. CLIENT	MARKETING	OBLIGATIONS
	a. Email.	Client will actively participate in Rec partner marketing initiatives by sending out email messages to its community members to promote and advertise recreational programming facilitated by the Rec Platform.
	b. Direct Links from the City Website.	Client will include direct links to the Rec Platform on relevant sections of its website. These links will provide easy access for community members to explore and register for recreational programs.
	c. Temporary and Promotional Signage.	Rec will create and provide temporary signage (such as fence vinyls) to advertise new programs, lessons, or special events. The duration, design, and placement of temporary signage will be mutually agreed upon by both parties.
2. REC'S	MARKETING	COMMITMENTS
	a.	Rec will engage in marketing efforts designed to increase demand for lessons and programming. This may include campaigns related to subscribing to a court, newsletters, physical marketing materials, social media, engagement with community groups, and other innovative approaches.
	b.	Rec will engage in marketing and brand design with Client in order to support improvements in physical signage and digital presence.

SCHEDULE 4: SCOPE OF WORK - PROGRAM DEVELOPMENT

Phase 1: Initial Discovery & Timeline Build (Month 1) <i>By November 15, 2025, Rec shall establish the foundation for RecOS functionality and facility management.</i>	
Objectives	<ul style="list-style-type: none"> ● Establish foundation for RecOS functionality and facility management for Client ● Conduct discovery workshops to understand department needs and integration points.
Benchmarks	<ul style="list-style-type: none"> ● Complete discovery sessions with Parks & Recreation team to identify customizations. ● Complete and approve detailed week-by-week for timeline to launch including key training and marketing dates to the public
Client Requirements	<ul style="list-style-type: none"> ● Scheduling and participation of discovery sessions for the following modules <ul style="list-style-type: none"> ○ Programming & Memberships ○ Facilities Management ○ Finance & Reporting ○ Marketing & Community Engagement
Phase 2: Configuration & Building (Month 2-3) <i>By December 1, 2025, Rec shall complete configuration for all key system components, including registration, facilities and payment processing.</i>	
Objectives	<ul style="list-style-type: none"> ● Complete configuration for all key system components: registration, facilities, payment processing
Benchmarks	<ul style="list-style-type: none"> ● Programming Administration: Set up agency-branded templates for class creation, email/SMS confirmations, and waiver management. ● Facilities Management: Configure facilities (gyms, parks, fields, etc.) in RecOS with dynamic calendar and facility rules engine. ● Payment Processing: Activate payment system for online and point-of-sale transactions (including Stripe integration). ● Finance and Accounting reporting: Support for accrual based revenue recognition, overdue payment plan, and weekly remittance reports
Client Requirements	<ul style="list-style-type: none"> ● Programming registration data export from existing software ● Location and facilities details
Phase 3: Training & Program Ready (Month 4) <i>By February 1, 2025, Rec shall ensure full team training and readiness for ongoing operations.</i>	
Objectives	<ul style="list-style-type: none"> ● Ensure full team training and readiness for ongoing operations.

	<ul style="list-style-type: none"> ● Focus on system optimization to support seamless program registration for users.
Benchmarks	<ul style="list-style-type: none"> ● Team Training: Complete comprehensive training sessions for all agency staff, covering advanced features such as reporting, registration management, and customer support processes. ● User Registration: Finalize setup of the registration system to ensure that users can easily discover, register, and pay for programs and classes. ● Facilities & Permit Management: Ensure staff can effectively manage facility rentals, special permits, and event coordination, including document storage and waivers. ● Waivers and Policies: Ensure that staff can handle waivers and policies, print necessary documentation, and manage signed waiver notifications.
Client Requirements	<ul style="list-style-type: none"> ● Participation in all scheduled training sessions ● Waiver and policy data for ingestion
Phase 4: Marketing Ready & Launch (Month 5-6) <i>By March 1, 2026 Rec shall be ready for a public launch of the system with comprehensive marketing communications sent to the public.</i>	
Objectives	<ul style="list-style-type: none"> ● Prepare for a public launch of the system with strong marketing support. ● Ensure user engagement through email marketing and promotional materials.
Benchmarks	<ul style="list-style-type: none"> ● Marketing Support: Finalize the design and production of print and digital marketing materials, ensuring alignment with the agency's branding and messaging. ● Email Marketing Campaigns: Set up and launch custom email marketing campaigns, promoting program registration and new offerings to residents. ● Public Launch: Conduct the official launch of the platform for public-facing registration and facility booking, ensuring all automated systems, including confirmations and reminders, are operational. ● User Engagement: Roll out special pricing, residency verification, and other engagement strategies to attract diverse groups to programming.
Client Requirements	<ul style="list-style-type: none"> ● Public communication and marketing of new system including the following at minimum: 3 email blasts, dedicated website information, 3 social media posts