



FOR: Mayor and Board of Commissioners
VIA: Chief Clint Belk, Acting City Manager
FROM: Jay Hatch, Recreation Director
MEETING: November 12, 2025
SUBJECT: Recreation Management Software Proposal

Background

The City of Madeira Beach Recreation Department is proposing to enter into a three-year agreement with Rec Technologies for Recreation Management Software services. The software will consolidate multiple existing systems into one modern, mobile-first platform for program registration, facility reservations, memberships, and payment processing.

Rec Technologies currently partners with over 40 public recreation organizations nationwide, providing an integrated and cloud-based system that enhances accessibility, simplifies operations, and improves data management. The proposed system will allow residents to easily register for programs, book facilities, and manage memberships online, while enabling staff to streamline reporting, communication, and scheduling on a single platform.

The Rec platform includes:

- Integrated Programs and Registration module with conflict detection and automated bookings
- Facilities and Permits management with shared calendars and online reservations
- Membership management with QR code and mobile wallet integration
- Built-in communications, payment processing, and AI-powered reporting tools
- Unlimited user licenses and full cloud-based support with continuous updates

Implementation includes on-site and/or remote training, full data configuration and transfer, and design collaboration to match Madeira Beach branding.

Fiscal Impact

Description	Year 1 (FY26)	Year 2 (FY27)	Year 3 (FY28)	Total (3 Years)
Implementation (one-time)	\$1,500	–	–	\$1,500
Annual Subscription	\$3,490	\$3,490	\$3,490	\$10,470
Hardware Readers (2 @ \$350 each)	\$700	–	–	\$700
Additional Add-ons (Facility Signage, Misc.)	\$500	–	–	\$500
Total Estimated Cost	\$6,190	\$3,490	\$3,490	\$13,170

Credit card processing fees (3.5% + \$0.30 per transaction) and eCheck fees (1%) may be passed on to the customer.

Funding for the software, hardware, and implementation is available within the FY26 Recreation Department software services budget. Hardware readers and optional signage can be purchased via funding available in the departmental supplies line item.

Similar software solutions for other cities are listed below at their annual rate:
CivicPlus - \$6,290.26 Annual – 5% increase each year. - Payment processing is not mobile.
RecDesk - \$3,835 Annual (Basic) - \$6,240 Annual (Standard) w/ website. - *Pricing does not include optional PREMIUM INTEGRATIONS: Local Access Control, GIS/Address Database Integration, and Financial System Integration*

Recommendation

Staff recommend approval of a three-year agreement with Rec Technologies for Recreation Management Software under the proposed terms, with an anticipated launch in March 2026.

Attachments

Rec Technologies Agreement