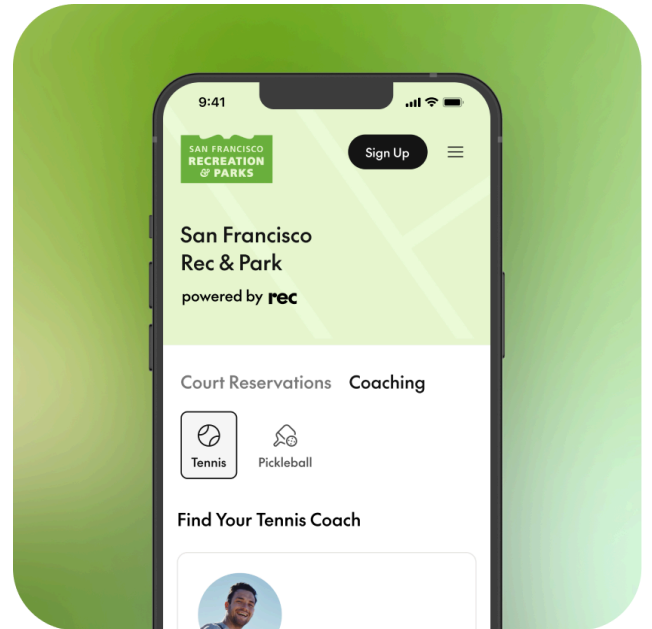


Rec Technologies | Madeira Beach Partnership Opportunity

October 2025

👋 We're excited about the potential of partnering together to transform the digital experience that the Madeira Beach community has with Madeira Beach's Parks & Recreation department.

Our mission is to provide recreation software that your residents and staff will actually love, enable greater discovery, and ultimately increase access to more play. Rec partners with over 40 forward-thinking cities, counties, Recreation Park Districts, and Special Districts to transform the recreation experience for their residents, including a better mobile registration experience, more access to facilities, and increased accessibility overall. We look forward to achieving that together.



What We've Heard from Madeira Beach

- 🧩 Multi-system sprawl fragments data and workflows. Fragmentation = harder GL reconciliation, slower reporting, and duplicated work.
- 🧑 Drop-in childcare needs day-specific registration, attendance, and flexible invoicing/running balances tied to licensing caps. Manual workarounds = staffing uncertainty and incomplete revenue capture.
- 📅 Facility rentals need overlap/blackout rules, and a shareable calendar. Relying on manual Outlook updates = coordination risk and preventable errors.
- 😞 Admin UX is too complex; core actions (questions, add-ons, invoicing) take extra tabs and steps. Low adoption = slower service and more training time.

Why Cities Partner with Rec

1. **Increase mobile accessibility:** Before Torrance, CA transitioned to Rec, 36% of summer registrations happened in-person, leading to long waits and stressed out parents. After introducing Rec's mobile-first experience, in-person signups decreased to just 1%, with over 63% using mobile.
2. **Grow revenue through improved discovery:** After putting their facilities on Rec, Lincoln, CA saw a 30% increase in picnic rental revenues in the first 6 months, thanks to a simplified booking process and the additional discovery opportunity at every location with modern QR signage.
3. **Going beyond current programming:** San Francisco, CA has introduced an additional \$1M in revenue through Rec's proprietary Licensed Learning program — allowing previously unauthorized lessons and classes to be brought on board into the system.
4. **Staff time saved:** Cities have limited staff resources. On average, Rec's system reduces 240 hours per year of customer support, amounting to an average of \$5,000 monthly savings for internal staff. Empower your current staff to focus on higher priority areas than forgotten account passwords.

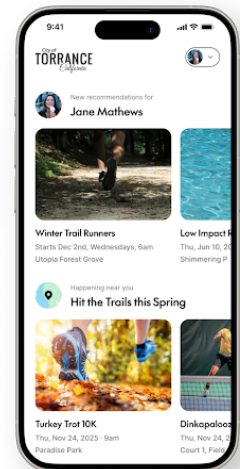
Partnering with Rec

Modern, delightful & powerful technology: what public recreation organizations deserve.

[Rec](#) provides a modern, integrated, and cloud-based Recreation Management Software platform that is mobile-first and used by 40+ cities across the US. We're pleased to offer the following capabilities:

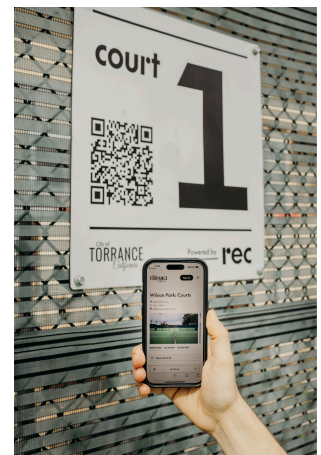
Programs & Registration

- **Admin platform:** Madeira Beach will have access to our Programs & Registration module that provides integrated program creation and facility scheduling, with built-in conflict detection, automated facility bookings connected to programs, and robust attendee management.
- **Mobile-first end user experience:** Rec's product is mobile-first and accessible from any phone browser, with no app download necessary. We offer two-click checkout with native Apple Pay, Google Pay, Tap-to-Pay, and stored payment capabilities.
 - Users can cancel/modify their own reservations.
 - Rec's Fast Track feature lets users pre-select programs and complete required waivers prior to registration.
 - Waitlist visibility allows residents to view their current position on the waitlist, minimizing phone calls to the city.



Facilities & Permits

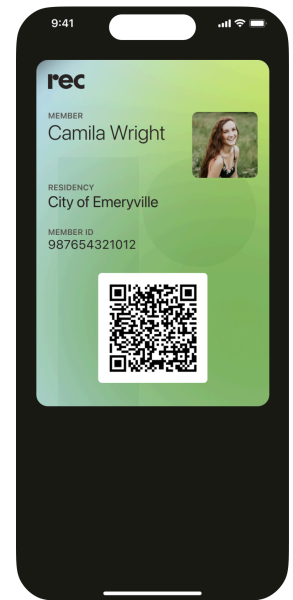
- **Admin platform:** Madeira Beach will have access to our Facilities & Permits module, serving courts, picnic shelters, aquatics, fields, ice, rec centers, and special events. With integrated scheduling through a centralized calendar, Rec auto-flags detected conflicts. We also enable configuring rentals with different policies, including document management, reminders, and payment tracking.
- **Mobile-first booking:** Users can book online with the same end-user experience based on the city's policies, including Instant Book or Request to Book and integrated dynamic form entry.
- **Modern signage:** Rec can provide Madeira Beach with modern signage for facilities that allow residents to access real-time calendars and schedules, ensuring greater visibility. QR codes on signs lead to a live, dynamic



calendar that provides schedule information and facility-specific policies whether they are walk-on, reservable, used for programming, and more.

Memberships

- **More members, less management:** Our modern approach to membership takes care of all typical needs, including monthly/annual memberships, and punch passes. Our mobile barcodes / QR codes have native integration with phone wallets.
- **Drop-ins, flexible registration, and more:** Our platform ensures your staff can take care of check-ins and reporting as easily as possible, from drop-ins to flexible registration. Household notes and activity feeds allow staff to have all the information they need in one place.



Platform-Wide Capabilities

Rec provides advanced capabilities to supercharge your staff and reduce any workarounds, hacks, or manual processes:

- **Communications and CRM:** We provide automated email and SMS, allowing staff to send confirmations, reminders, fee requirements, and mass updates by roster. Contact information for registrations can also be exported to the marketing platform of choice.
- **Integrated Payment Processing:** Rec uses Stripe as our payment processor, a PCI-DSS compliant and Level 1 Service Provider. Partnering with Stripe allows us to provide a seamless 2-tap checkout experience with stored payment methods on file and Apple / Google Pay.
- **AI-Powered Reporting:** We offer comprehensive financial and programmatic reporting tools, including fully customizable reports for tracking revenue, expenses, and detailed cost analyses. All reporting functionality is included at no additional cost. We're also rolling out the power of AI throughout Rec's reporting, empowering staff to get the data they need, quickly.
- **Integrations:** We export data to city financial tools and can also integrate with other city programs, such as league management providers.

IT FAQ:

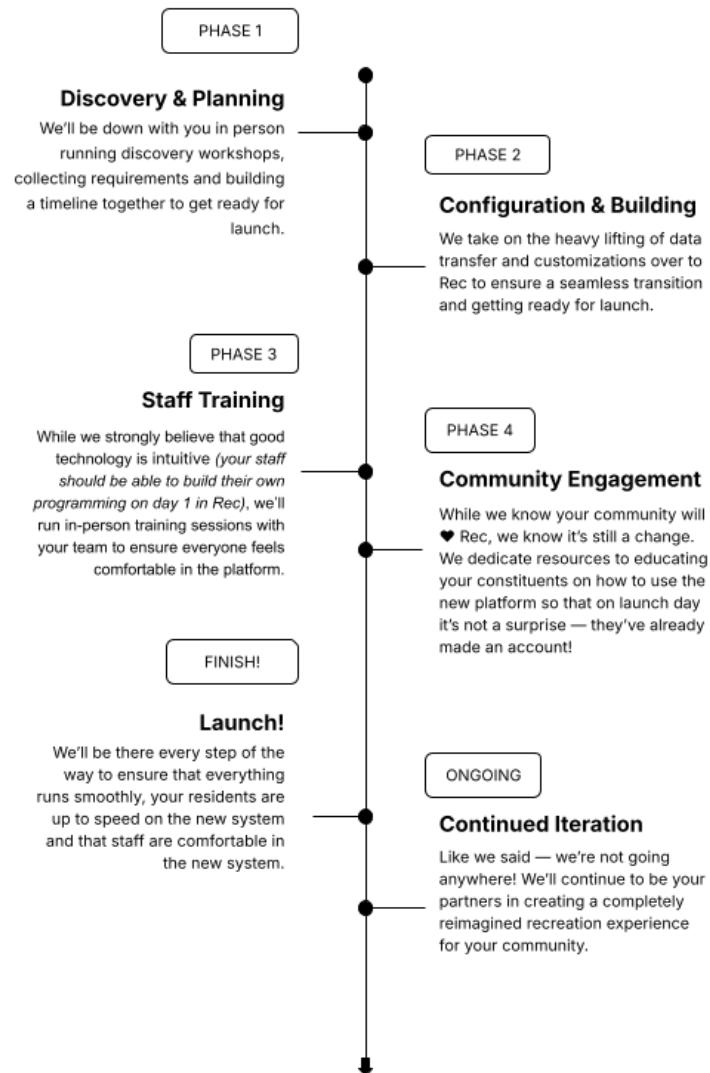
- PCI-DSS Level 1 Certified: We partner with Stripe, who has obtained the highest level of PCI-DSS certification available to protect all transactions with stringent security measures.
- Data Security: All data within Rec is encrypted using industry standard SSL/TLS protocols, ensuring secure data transmission for all user interactions and sensitive information.
- Unlimited Licenses: We offer an unlimited number of user licenses for the city, ensuring that you get the most out of your investment in Rec.

- Cloud-based Software-as-a-Service: There is no installation or downloads required to work with Rec. We only require internet access and a browser. Upgrades and features to Rec are continuously rolled out, ensuring you're always using the latest version.

Our Journey Together

Here's the thing you should know about working with Rec - we don't just "implement" software and walk away. When you work with our team, you're getting the technology and access to our team – an operating partner to help you continuously innovate and iterate on how Madeira Beach community members experience their Parks & Rec department.





Business Terms

Our goal is to provide transparent pricing with no hidden or surprise costs. Our pricing is based on the size of the population served and the scale of Madeira Beach's Parks & Recreation revenue, which is \$300,000.

Implementation & Training	<i>An unlimited # of training days on site and/or remote, complete data configuration and transfer by Rec team, and design and brand collaboration.</i>	\$10,000 \$1,500 (one-time)
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Annual: Paid upfront, discounted from pay-as-you-go

~~\$12,500~~ \$3,490

Payment Processing:

- Credit card processing fees are 3.5% + \$0.30 per online/offline transaction. These fees can be passed onto the customer.
- eCheck transactions have a fee of 1%.

Optional Add-Ons:

- Point of Sale (POS) Hardware Readers: \$350 / terminal
- Facility Public Signage
 - 18×18" - Courts, Rinks, etc: \$60 / sign
 - 9×9" - Rec Rooms, Picnic Rentals: \$40 / sign

Launch Timeline: Madeira Beach has indicated they would like to launch Rec in Spring 2026. Recommended implementation should begin 4 months prior to launch.

Contract Term: **3 years**

This proposal is valid for 30 days from the date provided

Let's Talk Timeline!		
Desired Launch:		
Rec Implementation Plan	City Owner	Timeline
Technical Deep Dive		
Business Terms Review		

Approvals / Procurement • Signatory? • Legal? • Council approval/ timing?		
Contract Execution		
Implementation Start (4 months prior to launch)		
Launch Date!		March 2026