



Honorable Mayor and Members of the Hermosa Beach City Council

**APPROVE AGREEMENT WITH REC TECHNOLOGIES INC. TO PROVIDE A
RECREATION MANAGEMENT SOFTWARE**

(Recreation Coordinator Kambria Vint)

Recommended Action:

Staff recommends City Council:

1. Approve a Professional Services Agreement with Rec Technologies Inc. for a recreation management software for the Community Resources for a recreation management software platform for the Community Resources Department for a two-year term through October 28, 2028, with an automatic renewal for an additional one-year term, in a total amount not to exceed \$75,000 over all three terms.; and
2. Authorize the City Manager to execute and the City Clerk to attest the proposed agreement subject to approval by the City Attorney.

Executive Summary:

To support the modernization of the City's recreation management software and to enhance the user's experience, staff undertook a comprehensive review of available technologies, evaluated multiple companies' recreation management software, and subsequently issued a formal Request for Proposals (RFP) (**Attachment 1**) to identify the most effective and efficient software.

Following a competitive process, staff recommends City Council approve a Professional Services Agreement (**Attachment 2**) with Rec Technologies Inc. for a recreation management software platform for the Community Resources Department for a two-year term through October 28, 2028, with an automatic renewal for an additional one-year term, in a total amount not to exceed \$75,000 over all three terms.

Background:

The Community Resources Department (Department) has utilized the ACTIVE Network as its primary recreation management software since March 31, 2014, following the discontinuation of the City's previous software, CLASS. Since its implementation, the software has served as the Department's platform to process activity registrations, manage memberships, process facility reservations, coordinate program scheduling, and

support financial transactions and reporting. The current contract with the ACTIVE Network is set to expire on August 12, 2026.

Discussion:

On August 11, 2025, the City issued RFP 25-005 (**Attachment 1**) seeking proposals from companies that offer recreation management software to provide, implement, and support such a platform. The RFP was posted on the City bulletin board, emailed to those who subscribe to notices for RFPs, advertised on the City website, and on the City's online bidding platform, PlanetBids.

The scope of work identified in the RFP is as follows:

- The software shall be delivered as a browser-based, Software-as-a-Service cloud platform requiring no local installations or hardware, and shall include all future improvements and feature releases at no additional cost.
- The system shall allow for an unlimited number of user licenses within the City.
- The company shall be responsible for data configuration and ingestion.
- The company shall provide unlimited training (on-site or remote) as requested by the City for the duration of the agreement.
- The company shall offer integrated payment processing for credit cards, checks, and cash.
- The company shall ensure secure data transmission.
- The company shall provide continuous service support.

On August 25, 2025, the City received a total of thirteen proposals in response to the RFP.

The proposing companies are listed below in alphabetical order:

- Amilia Technologies Inc. USA
- AVM AI Solutions.com
- CivicPlus, LLC
- Concourse Tech Inc.
- DataTerrain Inc
- Kaizen Laboratories Inc.
- PerfectMind Inc
- Rec Technologies
- RecTrac LLC
- Time.ly Network Inc.
- Traction Rec Technologies, Inc.
- Tyler Technologies
- Univerus Inc.

The proposals were independently evaluated by Recreation Coordinator Kambria Vint. Each proposal was scored based on the following evaluation criteria:

- Approach and Methods: Demonstrated understanding of the City’s operational needs and proposed implementation strategy.
- Relevant Experience and Expertise: Industry knowledge, qualifications, and experience with similar projects.
- Timeframe and Costs: Proposed implementation timeline and overall cost competitiveness.
- Administration: Ability to comply with the RFP requirements and administrative processes.

Interviews and program demonstrations were held on September 3, 2025 for the top two scoring companies. The panel of evaluators included Recreation Coordinator Kambria Vint, Senior Management Analyst Kenneth Bales, and GIS/IT Analyst Alexandria Hildebrand. Following the review of the proposals and completion of the interviews, the companies were ranked based on the criteria listed above. The rankings are as follows:

Ranking	Company
1	Rec Technologies Inc.
2	Xplor Recreation

Based on its proposal and software demonstration (**Attachment 2**), Rec Technologies Inc. was identified as the most qualified bidder. Rec Technologies Inc demonstrated a thorough understanding of the scope of work identified in the RFP and a firm understanding of the Department’s needs. The company is based in San Francisco, California, and provides service for over 40 major cities across the United States, including Torrance, California.

Fiscal Impact:

The City’s current agreement with the ACTIVE Network is structured on a revenue transaction model, under which the City remits a percentage of each transaction to ACTIVE Network as payment for services rendered. In Fiscal Year (FY) 2024-25, the City paid Active.net a total of \$127,266.19.

Staff’s preference is to transition to a payment fee structure for recreation management software, rather than a per-transaction model, to enhance budgetary planning, improve cost predictability, and support more efficient financial management. Rec Technologies Inc. would be able to provide such a fee structure, detailed in the table below.

Agreement Request			
Fiscal Year	Due	Fee Type	Request Amount
FY 2025-26	At project launch anticipated for November 2025	Implementation Fee	\$16,000
FY 2026-27	At project “go-live” anticipated for July 2026	Annual Service Technology Fee	\$29,500

Agreement Request			
Fiscal Year	Due	Fee Type	Request Amount
FY 2027-28	At the automatic renewal of the automatically renewed additional one-year term	Annual Service Technology Fee	\$29,500

Staff will use budgeted prospective expenditures to fund the first year implementation fee. When implemented, Staff will budget the annual contract technology fee as part of future City fiscal year budget cycles.

Attachments:

1. RFP 25-005
2. Draft Professional Services Agreement with Rec Technologies Inc
3. Rec Technologies Inc. Proposal.

Respectfully Submitted by: Kambria Vint, Recreation Coordinator
Concur: Lisa Nichols, Community Resources Director
Noted for Fiscal Impact: Henry Chao, Finance Manager
Concur: Brandon Walker, Administrative Services Director
Legal Review: Jason Baltimore, Interim City Attorney
Approved: Steve Napolitano, Interim City Manager