Request for Letter of Interest
Great Parks of Hamilton County
Parks and Recreation Software
April 28, 2025

Introduction

Great Parks of Hamilton County is requesting Letters of Interest submittals from qualified Software-as-a-Service (SaaS) vendors to provide multi-module software with the features and functions that are needed to efficiently operate Great Parks' many services, activities, reservations, and sales. Great Parks is seeking a more comprehensive software solution and data repository to improve the customer experience, drive operational efficiency, and improve data collection. Please review the list of Features, Functionality, and Capabilities of Parks and Recreation Software section (p. 2) and identify to what extent the vendor software meets each attribute. If a feature or function is only partially met, that must also be identified. The Letters of Interest should include preliminary cost estimates for the software licensing, hosting, and the Anticipated Scope of Work (p. 6).

All vendors submitting a Letter of Interest shall register by providing the firm's name and project contact information to Laurie Bell at lbell@greatparks.org by May 5, 2025, at 4 p.m. Eastern Time.

Any questions prior to the deadline should be submitted in writing by email to Laurie Bell at lbell@greatparks.org by May 5, 2025, at 4 p.m. Eastern Time.

Letter of Interest submittals are due Monday, May 12, 2025, by 4 p.m. Eastern Time. Submittals shall be limited to 40 single-sided pages (excluding title/cover pages and table of contents) and provided in PDF format via email to Laurie Bell at lbell@greatparks.org.

Submittal files shall contain the firm's name and "Parks and Recreation Software" in the file name. Files over 20MB shall be provided via a file-sharing service link.

Background

Great Parks of Hamilton County has been protecting greenspace and providing recreational and educational opportunities to Hamilton County residents since 1930. As the largest landowner in the county, Great Parks encompasses over 18,000 acres, with 83% of that in its natural state. Great Parks is the third largest park district in the state, with 22 parks and nature preserves and more than 80 miles of nature, equestrian, mountain biking, fitness, blueway, and paved shared-use trails.

Great Parks completed a Comprehensive Master Plan and individual Park and Facility Master Plans to set a vision and guide the development of parks, facilities, programming, and services through the next 10 years. Many projects resulting from these plans are currently underway. In support of our Comprehensive Master Plan, we are looking to improve the software platform we use to include the management of many types of programs, reservations, point-of-sale transactions, golf tee times and golf management, campsite booking, and other features.

Project Description

A systems integrator has been working with Great Parks of Hamilton County on a multi-year digital transformation strategy of which this project is a part. The project includes the procurement of software licensing, hosting services, potential data migration, integration, technical implementation services, and on-going software support of a cloud-based solution. Great Parks staff will work with our existing systems integrator and the chosen software vendor to collaboratively accomplish the goals of this project. The software integrator will partner with Great Parks on program management, governance, and issue escalation. They will ensure this project aligns with the broader digital transformation goals.

The software needs to include as many of the features below as possible. In your Letter of Interest, please indicate whether and to what extent your software meets each one of these items.

Premium Level Hosting and SLAs
- Leading data centers that provide secure and sustainable services.
- Redundant servers and communications devices at Eastern and Western data centers.
- Data center that are operational on a 24/7/365 basis.
- Cloud applications and web servers monitored and managed by vendor, including all hardware and operating system maintenance.
- Daily live backups and nightly off-premises backups on a rolling 7-day basis.
- Secure Sockets Layer (SSL) certificate provided by vendor.
- 24/7 support for server infrastructure.
- Software-as-a-Service (SaaS) is available for a flat monthly or annual fee with no "per transaction" fees.
- Responsive customer Service Level Agreements (SLAs). Please indicate SLAs in response.

Features, Functionality, and Capabilities of Parks and Recreation Software

Activity Registrations
- Track all program enrollments

- Manage rosters, wait lists, and waivers
- Track class attendance and billing
- Instructor payment processing
- Custom brochure export

Facility Reservations
- Manage all our facility schedules
- Track overlapping facilities
- Grid-based visual booking tool
- Check availability of facilities
- Integrated with activity, league, and trainer

Pass/Account/Membership Management
- Create custom ID cards or use key fobs
- Track attendance and demographics
- Track guest and daily entry fees
- Capture and display member photos
- Automated renewal emails/notifications

Point-of-Sale (POS)/Inventory/Tickets/Gift Cards
- Touchscreen-based inventory sales
- Complete POS with inventory control
- Manage tickets, gift cards, and service items
- UPC barcode integration
- Full range of certified POS hardware

Equipment & Site Rentals
- Equipment/gear rental management
- Check-in and check-out processing
- Campsite, marina, and shelter rentals
- Graphical display option

League Scheduling
- Manage league play, teams, and players
- Record scores and track standings
- Manage single and double-elimination tournaments
- Roster draft options for team creation

POS Program/Event Ticketing - Event Seating
- Manage assigned seating ticketed events
- Create custom seating charts
- Automated ticket pricing calculation

- Print single-use barcoded tickets

Trip Reservations Management
- Manage group bookings
- Track departure dates/times
- Produce trip rosters, stats, and reports

Locker Management
- Manage any number of locker rooms
- Track locks, including combinations
- Track grace periods and impound days
- Process locker renewals

Personal Trainer/Golf Professional Scheduling
- Manage trainer schedules
- Qualification availability search
- Reserve facility with trainer booking

Custom Dashboards
- An analytic tool that provides a wide range of interactive web dashboards of the database content. We want to quickly explore our data from any angle and at any granularity to access real insights.
- In addition to standard dashboards, we would like the ability to work with the vendor to create custom dashboards to display the most important information for our organization.

Mobile Staff Interface
- Providing employees with real-time system access from any device/smartphone.
- Fully mobile "responsive" design
- Member Visit Check-in –with wearable "ring" ID scanner option (Bluetooth)
- Daily/Guest Check-in with fee processing
- Attendance processing
- Inventory Posting –including Physical Count & Posting Receiving
- Point-of-Sale processing –Inventory, Service items & Tickets
- A range of inquiry options, including Activities, Facilities & Passes

Contract Management
- Manage complex reservations, associated rental items, and other fees all in one place.
- Create unlimited contracts and keep a record of document history.
- Bundle facility reservations and rental items into an easy-to-manage contract.

- Create repeatable payment plan templates or customer ad hoc payment plans.
- Send invoices for payments due or automatically debit bank accounts or credit cards on file.
- Group contract bills for long-term reservations in arrears or in advance on any interval we choose.
- Create bills based on total fees under a contract (across any number of line items).

Virtual Waiting Room using Queue-It (or similar method)
- The ability to control peak traffic with a virtual waiting room to capitalize on our busiest days by delivering a reliable, fair, and transparent online experience for our guests.

API Access
- Built-in API so we can export data from your software to a third-party solution.

Payment Processing
- Preferably works with Focus Merchant Services (Fiserv gateway).

SMS Texting (60k Texts/year)
- SMS Texting using "Short Code" text process
- All major Cell Carriers accept Short Codes
- Zero risk of text messages being flagged as spam
- SMS provides the highest throughput for messages – 100/sec
- Great for high volume/group alerts & notifications
- No time restrictions: process SMS texts 365 days/yr. 24 hrs. a day

Installment Billing Option
- Recurring auto debit to credit or debit cards for membership, rentals, or programs.

GL Interface
- A GL interface that allows us to generate an export file comprised of general ledger/cost center activity that can be imported into our 3rd party financial software package, thus eliminating manual entry to two systems. The export file contents should include (Receipt numbers, GL and Cost Center numbers, Credit Amounts, Debit Amounts, etc.) and expected file types (.dat, .txt, .csv, etc.).

Activity Brochure Template
- The Activity Brochure is a customized interface that exports activity registration information (i.e. meeting dates, times, location, fees, etc.) in the format requested for our organization's brochure. At the time we process the brochure, we want to limit the activities included through criteria. *For example, we might to generate a brochure focusing on just our fall activities.* When we process, an export file is created. We will

import that file into the publishing software of our choice to apply any finishing touches necessary for completing our brochure.

Single Sign-on
- A single point of authentication after which integrated applications will be launched without asking for additional credentials.

ODBC Access
- We want to be able to extract data from vendor software and send it to third-party databases with an ODBC connection to facilitate reporting and analysis.

Virtual Training Access
- Vendor shall provide in-depth training opportunities for areas of the system such as custom reporting, advanced fee, and rule management, web app customization, screen design, and more. Participation by live sessions or provide access to a library of recorded sessions. Continuous training opportunities for each module and staff of all levels.

Software Lab
- The ability to make onboarding our new and seasonal employees easier with a Software Lab. The Software Lab should provide interactive tutorials for navigation and processing.

UAT Environment
- In addition to Production and Demo databases, we would like access to a UAT environment for at least five business days before new releases are applied to our live environment. We want the time to test any new features and provide feedback to our internal team and the vendor.

Continuous Improvement
- Seeking a software vendor and product that serves its client's ever-changing needs and is continuously improving, evolving, and adding functionality.
- System experts that ensure we are taking full advantage of all that the software system has to offer. This should include an audit as a baseline and consultants to evaluate our current setup and processes to identify and prioritize areas for improvement and optimization that will deliver the most value to our customers and staff.

Participation in Product Focus Groups
- We want opportunities each year to participate in focus groups, either in person or remotely, to provide feedback on enhancement requests or bug fixes that are needed.

Dedicated Account/Customer Success Manager
- To interact with a dedicated Account Manager as our single point of contact for all non-technical related questions. They should be able to provide updates on any items being worked on across vendor departments (new features, enhancements, bug fixes, etc.). They will also relay our feedback to the necessary teams on the vendor side. They will have a quarterly (or more frequently if desired) check-in scheduled with our team to ensure our team is set up for success.

Web App
- Web App that offers custom mobile app features specifically for parks and recreation departments without the need for developers to make changes or updates. Seamless integration between the software and web app that will always get updated and be ready for our guests to connect.

Golf Tee Times
- Track tee times across all our courses
- User-defined tee time intervals
- Easy to view graphical daily tee sheet
- Multi-course view option
- Option to show available tee limes only
- Member and daily play tee times
- Tee sheet features include Move, Flop, Search, and "Squeeze" times
- Remote tee time monitor display option
- Print the tee sheet directly from the sales screen
- Starter mode tee sheet option
- Update tee sheet as players "tee off"
- Directly integrated with POS sales screen

<u>Anticipated Scope of Work</u>
The current anticipated scope of services will include, but are not limited to:

1. **Initiation / Planning**
   a. Goal: Define the purpose, scope, and high-level strategy.
   b. Activities:
      i. Clarify the roles of the software vendor, systems integrator, and Great Parks
      ii. Software vendor: provide subject matter expertise on system capabilities

iii.   Collaborate on stakeholder identification

iv.   Collaborate on preliminary resource planning

v.   Collaborate on high-level risk assessment

vi.   Collaborate on defining the initial project timeline

2. **Requirements Gathering & Analysis**
   a. Goal: Understand and document business needs and system requirements.
   b. Activities:
      i. Systems integrator will lead discovery sessions and interviews with stakeholders
      ii. Systems integrator will support Great Parks in defining business requirements and success metrics
      iii. Software vendor will support discovery with product demonstrations or prototypes, as needed
      iv. Work collaboratively with system integrator and Great Parks to evaluate integration and determine data migration strategies
      v. Requirements validation and sign-off

3. **System Design**
   a. Goal: Translate requirements into a blueprint for configuration and API development.
   b. Activities:
      i. Architecture design (application, data, infrastructure)
      ii. User interface design and workflow (within the configuration and approvals of software)
      iii. Integration design (APIs, data flows)
      iv. Security and compliance planning

4. **Configuration**
   a. Goal: Configure the system as per the design.
   b. Activities:
      i. System configuration and API development
      ii. Unit testing

5. **Testing**
   a. Goal: Ensure the system meets requirements and is bug-free.
   b. Activities:
      i. System testing
      ii. Integration testing
      iii. User Acceptance Testing (UAT)
      iv. Performance/load testing
      v. Security testing

6. **Training**
   a. Goal: Provide training for all modules for all applicable staff.
   b. Activities:
      i. Systems integrator will coordinate multi-tiered user training based on defined personas
      ii. Software vendor will assist in providing training to targeted individuals
      iii. Training performed as determined in 6(b)i; will be a combination of in-person and recorded videos
      iv. Access to on-going training

7. **Deployment**
   a. Goal: Move the system into the production environment.
   b. Activities:
      i. Final data migration
      ii. Production environment setup
      iii. Go-live planning
      iv. Cutover execution (switch from old to new system)
      v. Communication to users/stakeholders

8. **Post-Implementation Support / Maintenance**
   a. Goal: Ensure system stability and support users after go-live.
   b. Activities:
      i. Issue tracking and resolution
      ii. System monitoring and API verification
      iii. User support (help desk, training refreshers)
      iv. Optimization/tuning
      v. On-going enhancements or updates

9. **Project Closure**
   a. Goal: Wrap up the project formally.
   b. Activities:
      i. Lessons learned documentation
      ii. Final reporting
      iii. Contract/vendor closure
      iv. Knowledge transfer

Tentative Project Schedule

It is anticipated that the scope of work (Phases 1-9) will begin in July 2025 and go live will occur in January or February of 2026. A Great Parks' top priority is to have the software go live during our slower (winter) period.

Letter of Interest Requirements

Letter of Interest submittals are due Monday, May 12, 2025, by 9 a.m. Eastern Time. Submittals shall be limited to 40 single-sided pages (excluding title/cover pages and table of contents) and provided in PDF format via email to Laurie Bell at lbell@greatparks.org. Submittal files shall contain the firm's name and "Parks and Recreation Software" in the file name. Files over 20MB shall be provided via a file-sharing service link.

- Any questions prior to the deadline should be submitted in writing by email to Laurie Bell at lbell@greatparks.org by May 5, 2025, at 4 p.m. Eastern Time.
- In order to receive additional information provided in response to any questions, vendors shall register their firm's name, address, and a contact name with phone number and email address to Laurie Bell at lbell@greatparks.org by May 5, 2025, at 4 p.m. Eastern Time.
- Submittals shall describe the vendor team's general qualifications to perform the work and include resumes for key staff that are anticipated to be directly assigned to the project.
- Submittals shall generally describe the vendor team's planning, configuration, testing, and implementation processes.
- Submittals shall include examples of projects similar in type and scale to the anticipated Parks and Recreation Software project completed by the vendor team within the last 5 years. Project descriptions shall include client name, location, summary of the project, and services provided. Plans and outcomes are encouraged.
- Vendors shall include the name and contact information of two clients who could be contacted as references for past projects.

Vendor Selection Process

The process for selecting a vendor will be as follows:

- Great Parks staff will evaluate the Letter of Interest submittals.
- The top-ranked vendors will be invited to an interview where they will introduce themselves and discuss their qualifications. Teams will be instructed to prepare a digital media presentation to describe their approach to the project. The vendor's approach, understanding of the project, and experience with projects of similar type and scale will be evaluated.
- The most qualified vendor will be selected based on the submittals and interviews.

Vendor Proposal & Price

Following interviews, a vendor will be selected. The vendor will then submit a proposal and fee. Contract negotiations will proceed, and if successful, the vendor will enter into a contract with Great Parks. The vendor's proposal and other agreed-upon documents will be included with the contract documents. At the time of contract negotiations, the vendor will be asked to provide a tentative scope and estimated fee for implementation of the Parks and Recreation software based on the vendor and Great Parks' understanding of the project at that time. The final scope and fee for additional services beyond the primary scope of services will be negotiated and authorized as a contract modification.

Tentative Vendor Selection Schedule

DATE(S)	ACTION OR DELIVERABLE
April 28 – May 12, 2025	Issue request for Letter of Interest
April 28 – May 5, 2025	Questions and registration due
May 12, 2025	Letter of Interest submittals due by 4 p.m. EST
May 13 – 23, 2025	Submittals reviewed and scored
May 27 – June 3, 2025	Interviews with selected vendors
June 4, 2025	Vendor selection
June 18, 2025	Contract approval by Board of Park Commissioners