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Parks and Recreation

(317) 804-3184 admin office
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2728 East 171st Street
Westfield, IN 46074
westfield.in.gov

TO: Westfield Board of Works and Safety

From: Melody Jones

CC: Todd Burtron

Date: September 20, 2012

RE: Recreation software contract with Active Net

Board of Works and Safety

The Westfield Parks and Recreation Department has been collecting programming fees, scheduling events and reserving shelters for many years. We have not been able to accept credit cards, process reservations or applications online or over the phone. Everything has to be done in person or through the mail. This situation has made it difficult to grow and has stifled our business.

We are excited about expanding the recreational opportunities in Westfield and plan to grow programming offerings. The department needs a proven system to manage all the aspects of that side of the recreational business.

In January of this year, we started investigating recreation management software. We discovered there are two totally different systems available. Companies that sell you the actual software that you own, host, pay annual maintenance fees and pay for upgrades as they become available.

The largest company in this field is Vermont Systems. They are used by many other Hamilton County Park Departments. They sell their software (each specific software package is separate) to the department, charge an annual maintenance/service fee and charge annual for upgrade to the software and training. It would cost \$26,480 for their recreation schedule software, another \$12,159 to be able to use on-line services and then an additional \$900 to have credit card software, for a total of \$39,538 to get set up. And these programs do not provide all the additional services we would like to use. Each year it would cost \$11,388 for annual maintenance/services. Their price proposal is attached.

We researched other companies, including PayGov. Many specialized in one aspect of the business but could not provide everything we were looking for.

Active Net is a web based service provider. I have attached their 22 page proposal for your review. We believe there is no comparison in innovation, services, and support that Active Net will provide, but more importantly, the cost to the Parks Department. Active Net has a one-time fee of \$10,515. This is a huge savings over other systems. The only additional cost we will have is when we wish to add additional modules to the system, such as league management. Credit card processing fees will be rolled into the cost of the program and collected from the end user. Active Net provides online software that they host, maintain and roll out quarterly upgrades (free).

We are asking for approval to enter into a one year contract, renewable annually with Active Network Communities for the one-time fee amount of \$10,515. Funding for this contract will be Park Impact Fees.

Parks and Recreation

(317) 804-3150 office
(317) 804-3190 fax

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Westfield, IN 46074
westfield.in.gov



ActiveNet Pricing Proposal City of Westfield

August 15, 2012

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Active Community Solutions
10182 Telesis Court, Suite 300
San Diego, CA 92121

Wednesday, August 15, 2012

Dear Ms. Jones,

Thank you for considering The Active Network (Active Community Solutions) in your search for operations software, and for taking the time to speak with me regarding your business practices. I am pleased to provide you with additional information on our company as well as a pricing proposal for a new recreation management software solution (ActiveNet).

In this day and age, manual and legacy processes don't just slow down staff's productivity, it limits their ability to interact effectively with customers. It also limits customer's choices and overall experience. Intuitive software supports interaction between your staff and customers online, wirelessly, in person or over the phone; it improves efficiency, productivity and offers more personalized service options to your participants. Marketing services and community networks bolster online service launches, ongoing promotions and extend your community access and the value you provide to your customers.

So imagine working with a partner that can...

- ⇒ **Get** exposure and drive participation through audience access (Active.com has over 8 million unique visitors each month)
- ⇒ **Manage** your operations through industry leading technology solutions and marketing services allowing you to focus on the participant experience (Active has over 30 technology based solutions)
- ⇒ **Build** brand loyalty and create an emotional connection (Leverage Active's knowledge related to Social Media to spread the word about your organization)

I'm excited by the high-level solution presented and look forward to working with you on the next steps!

Sincerely,

Sara Wise-Martinez, Senior Account Executive
Active Network
ActiveCommunities
1-800-661-1196 ext. 2514
Sara.Wise@ActiveNetwork.com
10182 Telesis Court, Suite 300
San Diego, CA 92121

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Advantages of Choosing Active

There are many advantages to using Active over your current provider:

- **PCI Compliance.** The Active Network's *ActiveNet* solution is PCI Level 2 compliant and this costly and intensive process is included in our merchant fees. This leaves the City with little liability!
- **Support and Maintenance.** All support and maintenance calls are included in our merchant service fees. This includes full 24/7 access to our world-class Support team staffed with over 100 technicians waiting to help you.
- **Upgrades.** All quarterly upgrades to our software as well as enhancement requests are all included. If you want a feature that our software doesn't have, you don't have to pay for it – you tell us what it is and we build it!
- **Flat Fees.** All extra costs charged by banks and other merchant service providers such as "card not present" fees, increased rates for affinity/frequent flyer credit cards, international credit card rates, online payment gateway costs, deposit/authorization fees, transfer fees, assessment charges and interchange fees are all included
- **Network Fees.** All network and access fees for e-Commerce – included!
- **Existing Credit Card and Bank Fees.** The City currently pays its merchant or bank credit card and processing fees (plus flat rate fees). All of these are included in our transaction pricing model and there is no double-dipping to pay multiple vendors.
- **Merchant Account Setup Costs.** All merchant services costs/flat rates are included in the service fees.
- **Software and Licensing.** Unlike with traditional client/server applications, our ActiveNet solution allows you to have an unlimited number of users accessing our systems and there is no charge for additional modules. When implementing new modules (i.e. Membership Management), all you need is training for these modules.
- **Annual Maintenance.** There is no need to pay us annual maintenance for the use of our software. All of the maintenance fees are rolled up into our merchant fees.
- **Marketing Assistance.** We will help you with online adoption to ensure that your e-Commerce site gets the most traffic possible.
- **Internet License Fees.** Costly monthly and annual fees such as Secure Socket Layer (SSL) certificates are all included in our merchant fees.
- **Consistent Look-and-Feel.** When paying for inventory online, the participant is not whisked away to a website that looks entirely different from the City website. The payment screen maintains the look-and-feel of your existing page so that the participant doesn't feel that they are using two different systems.

GO BEYOND SOFTWARE - “GET-MANAGE-BUILD” HEALTHIER COMMUNITIES

The Active Network has been a partner to parks and recreation agencies for over 30 years, helping them increase participation and save time with marketing services and technology solutions. Here's what you can do with Active on your side:



Get more program registrations:

- **Activity Listings:** Post your program or activity on Active.com for FREE. ActiveNet integrates with Active.com so you can easily reach millions of people who are looking for things to do!
- **Marketing Tools & Training:** Get access to free marketing tools, templates, and (best of all) advice from real people – our online marketing experts – to help promote your activities.
- **Email Marketing:** Send customized emails to specific customer groups based on details like age, interest, and activities, right from your recreation software.



Save valuable time with easy recreation management software that offers:

- Secure online registration and payments
- 24/7 online account access and management for your customers.
- Automated facility reservation, membership management, point of sale, and league management.
- Fast, detailed reports.



Build loyalty and relationships beyond the duration of a class:

- **Social Media:** We've created an online community where recreation professionals can learn and share information. Check out our blog, Facebook, and Twitter pages to get social media best practices and expert advice on online marketing.
- **Product Sampling:** Give product samples like energy bars and drinks to your customers. Take advantage of our partnerships by signing up for our Active Network, Rewards program. It's FREE!
- **Municipal Marketing:** Develop public / private partnerships, with the help of our municipal marketing team, that raise revenue to support community services and programs without increasing taxes.

MINIMUM REQUIREMENTS FOR ACTIVE NET

Before you get started, you will need to make sure that your workstations meet the minimum hardware and software requirements for accessing *ActiveNet*:

Configuration Item	Requirements
Required Agency Software (for Windows OS)	<p>Microsoft Internet Explorer (6.0 or higher) or Netscape (6.0 or higher)</p> <p>Cookies must be permitted on all workstations</p> <p>JRE 1.4 is required to run applets such as POS and Membership is required to run applets such as POS and Membership</p>
Required Agency Software (for Mac OS)	<p>Microsoft Internet Explorer (6.0 or higher)</p> <p>OS X 10.2 Panther</p>
Certifications	<i>ActiveNet</i> is certified to operate on all name brand workstations, running all commonly installed Windows platforms
Workstation / Desktop	<p>Windows 2000, ME or XP</p> <p>Pentium 133MHz</p>
Workstation RAM	Must meet operating system requirements
Workstation hard drive space	100MB
Workstation Video Monitor	800x600 resolution or higher recommended
Communication Links (WAN)	Any Internet connection 56k dial-up modem or better
3rd party Credit card interface	All credit card verification processing handled by Active Merchant Services

ActiveNet Pricing

PRICING ASSUMPTIONS

ActiveNet is a fully hosted solution, which allows for an **unlimited** number of users.

Since the system is **modular**, you can purchase and add on any of the available modules provided at any time.

If this quote is grossly different from any of the other vendors, further discussion is required and you need to ensure that:

- Third Party Hardware (card printers, scanners, etc.) is not included. Further discussion may be required to fully determine needs.
- Vendors are being compared “apples to apples” with similar offerings
- There are no hidden costs with any of the estimates submitted

Onsite Services: For larger projects, the first week of services and/or services associated with the primary modules are recommended to be onsite. The remainder of training may be performed remotely unless specially required to be onsite.

Remote Services: Savings associated with remote services are in airfare costs and daily onsite fees. Otherwise, remote services are sold with the same parameters as onsite services. In other words, services are booked in 8 hour days including lunch over consecutive days, unless approved for smaller increments.

Number of Participants: Training groups should be restricted to five (5) users for remote services or ten (10) users for onsite. Our standard policy is to “train-the-trainer”, which shouldn’t involve more than 5 to 10 people.

This quote is based on remote training and will require a training room with a screen, a projector and one computer to no more than two staff with internet capabilities. For remote training days a good speaker phone will also be required.

Third Party Hardware: Unit prices for all recommended third party hardware has been listed. Since this hardware has been tested with our software and is guaranteed to work, we recommend the purchase of the specific models listed. Further discussion regarding necessary hardware and quantities for this project may be required.

Transaction Fee Model Pricing: ActiveNet is a pay-per-use software model that eliminates the expensive long-term software licensing model. ActiveNet also has a gateway called Active Merchant Services (AMS) which will replace any existing merchant and banks.

Infrastructure: You will be responsible for securing computer workstations and connecting them to the internet.

ACTIVENET PRICING DETAILS

The Active Network
 10182 Telesis Court, 1st floor
 San Diego, CA, 92121, United States

Quote: 24533-1
Date: 08/15/2012
Expires: 09/30/2012

Customer:

Melody Jones
City of Westfield
 Westfield, Hamilton

Bill To:

City of Westfield
 130 Penn Street
 Westfield, Hamilton
 United States

Ship To:

City of Westfield
 130 Penn Street
 Westfield, Hamilton
 IN 46074 United States

Sales Representative: Sara Wise-Martinez

Payment Terms: 30 NET

Software	# of Licenses	Licensing Cost	Total License Cost	Maintenance Fee
Activity Registration	Unlimited	\$0	\$0	\$0
Facility Reservations	Unlimited	\$0	\$0	\$0
Public Access	Unlimited	\$0	\$0	\$0
Total Software Costs			\$0	
Total Annual Maintenance Costs				\$0

Services	Unit	Quantity	Unit Price	Extended Price
Business Process Review	Hrs	8	\$175	\$1,400
Business Process Review - Documentation	Hrs	4	\$125	\$500
Project Planning	Hrs	8	\$100	\$800
General Settings	Hrs	8	\$100	\$800
Activity Registration Implementation & Training	Hrs	16	\$100	\$1,600
Enhanced Customer Relationship Management Training	Hrs	4	\$100	\$400
Facility Reservations Implementation & Training	Hrs	16	\$100	\$1,600
Advanced Facility Reservation (Resource Scheduler) Training	Hrs	4	\$100	\$400
Advanced Facility Reservation (Online Interactive Mapping) Training	Hrs	4	\$100	\$400

Public Access Implementation & Training	Hrs	16	\$100	\$1,600
ACH Weekly Remittance	Ea	1	\$750	\$750
Public Access Optimization	Hrs	3	\$0	\$0
Total Services Costs				\$10,250

3rd Party Hardware	Quantity	Unit Price	Extended Price
ActiveNet - Standard IPAD w/PCI PED cert USB HID w/Magensa.net Key	1	\$265	\$265
Total Third Party Hardware Costs			\$265

Quote Summary	
Total Software Costs	\$0
Total Annual Maintenance Costs	\$0
Total Services Costs	\$9,500
Total Third Party Hardware Costs	\$265
Total	\$10,515

Ongoing Fees

Customer is opting-in for both the Reader Rewards (online magazine) and Active Advantage offers and as such the transaction pricing is as follows....

Offline Service Charges

Payments entered by Customer staff through the offline interface will be assessed a: 2% Service Charge. Non-monetary transactions will be exempt from this Service Charge.

An additional Credit Card Processing Surcharge of 2.5% + \$0.25 will be applied to offline credit card payments. Refunds to credit cards will be assessed a ten cent (\$0.10) Credit Card Refund Fee.

All offline Service Charges will be paid for by the Customer and will be absorbed in offline transaction totals.

Online Service Charges

Payments entered directly by participants through the online interface will be assessed a Service Charge of equal to 6.5% of the payment plus fifty cents (\$0.50) for payments less than one hundred and fifty dollars (\$150.00), 3.5% of the payment plus five dollars (\$5.00) for payments less than five hundred dollars (\$500.00) but equal to or more than \$150, and 2.5% of the payments, plus ten dollars (\$10.00) for payments greater than \$500.

A minimum Service Charge of two dollars (\$2.00) will be assessed on all online payments.

All online Service Charges will be paid for by the Customer in addition to transaction totals.

General

Sales taxes, where applicable, are not included and prices are in the currency of the country of installation (subject to change without notice). Hardware, operating system, 3rd party software and site preparation are not included unless otherwise noted.

Onsite Services

Quoted prices for onsite services do not include airfare. If onsite services are required, economy airfare will be assessed and invoiced separately. Onsite services are billed in minimum, 8 hour daily increments.

Hardware

All hardware sales are final. Hardware is covered by standard manufacturer's warranty. Equipment that is defective upon arrival will be replaced. RMA process will apply for items after support has indicated there are no alternatives. Customer must notify TAN in writing of any defective hardware within 7 days of its receipt. Any notices received after 7 days concerning defective hardware will be null and void and will not be accepted for return or replacement by TAN. Thereafter, the standard manufacturer's warranty will apply.

ADVANCED FUNCTIONALITY / FUTURE MODULES

Services	Unit	Quantity	Unit Price	Extended Price
Advanced Activity Registration (Budgeting Functionality) Training	Hrs	4	\$100	\$400
Advanced Activity Registration (Private Lessons / Activity Packages Functionality) Training	Hrs	16	\$175	\$2,800
Daycare / Child Care / Flexible Registration Implementation & Training	Hrs	16	\$100	\$1,600
Advanced Facility Reservation (Equipment / Staff Reservations) Training	Hrs	16	\$100	\$1,600
Advanced Facility Reservation (Equipment Lending) Training	Hrs	8	\$100	\$800
League Scheduling Implementation & Training	Hrs	8	\$100	\$800
Membership / Pass Management Implementation & Training	Hrs	16	\$100	\$1,600
Point of Sale Implementation & Training	Hrs	8	\$100	\$800
Financial Integration	Hrs	16	\$200	\$3,200

TRANSACTION PRICING MODEL

As a fully-hosted, transaction-based technology tool, ActiveNet virtually eliminates the need for costly software and IT infrastructure investments.

SAFE, SECURE AND FULLY-HOSTED

The Active Network owns and maintains the entire databases and web server infrastructure hosting your ActiveNet solution, meaning low-cost automation for your team. We provide our own merchant account (so you don't have to), securely process all online and offline transaction and safely store your data.

HOW DOES THE FEE-BASED TRANSACTION MODEL WORK?

The Active Network classifies transactions as either "Online" or "Offline" and then charges a fee based on the type of transaction.

"OFFLINE" TRANSACTIONS (WALK-IN, PHONE-IN, MAIL-IN)

When a participant registers and pays for a class on site (or offline) with cash, a check, or credit card, the Organization is charged a transaction fee.

Offline Transaction Fees	
Standard Transaction Fee	2%
Additional Fee for Credit Cards	2.5% + \$0.25

Offline Cash / Check Transaction Example:	
Class / Program Fee:	\$40.00
Standard Processing Fee: (\$2%)	\$0.80
Participant Pays:	\$40.00
Organization Nets:	\$39.20
The Active Network Collects:	\$0.80

Offline Credit Card Transaction Example:	
Class / Program Fee:	\$40.00
Standard Processing Fee: (2%)	\$0.80
Offline Credit Card Processing Fee: (2.5% + \$0.25)	\$1.25
Participant Pays:	\$40.00
Organization Nets:	\$37.95
The Active Network Collects:	\$2.05

“ONLINE” TRANSACTIONS (CREDIT CARD ONLY)

When a participant registers and pays for a class over the internet, The Active Network charges a transaction fee to the registrant. This fee is in addition to your class / program fee.

Online Transaction Fees	
Transaction Total \$0 - \$150.00	6.5% + \$1.00 (\$2.00 Minimum)
Transaction Total \$150.01 - \$500.00	3.5% + \$5.50
Transaction Total \$500.01+	2.5% + \$10.50

Online Credit Card Transaction Example – Option 1: Passing the Fee on to your Participant	
Class / Program Fee:	\$40.00
Online Processing Fee: (6.5% + \$0.50)	\$3.10
Participant Pays:	\$43.10
Organization Nets:	\$40.00
The Active Network Collects:	\$3.10

Online Credit Card Transaction Example – Option 2: The City Absorbing the Fee	
Class / Program Fee:	\$40.00
Online Processing Fee: (6.5% + \$0.50)	\$3.10
Participant Pays:	\$40.00
Organization Nets:	\$36.90
The Active Network Collects:	\$3.10

4 Easy Options:

1. Pass the Fee On to your Participant
2. Organization Can Absorb the Fee
3. Organization can Split 50/50 between Absorbing and Passing On
4. Charge the Participants a Flat Fee and the Organization Absorbs the Remainder.

Estimated Transaction Fees

Estimates of total fees payment to The Active Network are estimated and are based on information provided by the City and the following assumptions:

- The City implements Public Access (Online Registration / Reservation) and the ability to accept online credit card payments.
- Typical online adoption for year one is around twenty percent (20%). This percentage is based on averages and subject to change for the City of Westfield. Active will provide Public Access Optimization assistance to help promote and drive online registrations / reservations.

City of Westfield – Passing on the processing fees to Participants				
Annual Revenue		\$5,000		
# of Transactions		\$125		
Amount per Transaction		\$40		
Payment Method	% Collected	Transaction Fee	Flat Fee per Transaction	Total
Cash and/or Check - Over-the-Counter	70%	2.00%		\$70.00
Credit Card - Over-the-Counter	10%	4.50%	\$0.25	\$25.63
Credit Card - Online Registration (passing-on processing fees)	20%	6.50%	\$0.50	\$77.50
Total Estimate Paid by the Organization				\$95.63
Total Estimate Paid by Participants				\$77.50

City of Westfield – The City absorbing the processing fees				
Annual Revenue		\$5,000		
# of Transactions		\$125		
Amount per Transaction		\$40		
Payment Method	% Collected	Transaction Fee	Flat Fee per Transaction	Total
Cash and/or Check - Over-the-Counter	70%	2.00%		\$70.00
Credit Card - Over-the-Counter	10%	4.50%	\$0.25	\$25.63
Credit Card - Online Registration (passing-on processing fees)	20%	6.50%	\$0.50	\$77.50
Total Estimate Paid by the Organization				\$173.13

Remittance

The Active Network mails or direct deposits bimonthly or weekly payments of fees collected through online (and offline) credit card transactions. The remitted amount is for the net revenue (meaning funds collected on your behalf minus the fees owed to TAN). There are a number of reports within ActiveNet than can be run to monitor and reconcile these checks. These reports are detailed and show the amount owed you as well as those fees being paid to TAN.

If the net revenue happens to be negative (meaning more money is owed to TAN than what was collected on your behalf during that remittance period) then you would be invoiced for the difference.

Count	Date	Amount Paid	CC Amount	Receipt Amt	CC Fee	TransFee	Amt Due Org
Central Community Center							
1	1/4/08 7:39 AM	1000726.005	\$9.00	\$0.00	\$9.00	\$0.00	\$0.14
2	1/4/08 7:43 AM	1000727.005	\$6.00	\$0.00	\$6.00	\$0.00	\$0.09
3	1/4/08 7:44 AM	1000728.005	\$4.00	\$0.00	\$4.00	\$0.00	\$0.06
4	1/4/08 7:45 AM	1000729.005	\$9.50	\$0.00	\$9.50	\$0.00	\$0.15
5	1/4/08 7:46 AM	1000730.005	\$1.50	\$0.00	\$1.50	\$0.00	\$0.03
6	1/4/08 7:46 AM	1000731.005	\$5.00	\$0.00	\$5.00	\$0.00	\$0.08
7	1/4/08 10:34 AM	1000732.005	\$100.00	\$0.00	\$100.00	\$0.00	\$1.50
8	1/4/08 10:35 AM	1000733.005	\$119.00	\$0.00	\$119.00	\$0.00	\$1.79
9	1/4/08 11:57 AM	1000734.005	\$6.00	\$0.00	\$6.00	\$0.00	\$0.09
10	1/15/08 2:08 PM	1000736.005	\$53.00	\$0.00	\$53.00	\$0.00	\$0.80

The Active Network offers a few remittance options:

- 2 week remittance via check (standard) \$0 set-up fee
- 2 week remittance via ACH \$1,500 set-up fee
- 1 week remittance via ACH \$1,500 set-up fee*

* \$750 of the \$1,500 set-up will be waived if agreements are signed and returned to Active by September 31st, 2012. After September 31st the full amount of \$1,500 will be charged.

The 1 week remittance via ACH is included in the pricing proposal. The Active Network will remit via ACH to the department all credit cards fees collected minus the transaction fees for a one week period. Below is an example period:

Any transaction taking place between Monday, the 5th from 12:00 am until Sunday, the 11th at 11:59 pm will be paid via the remittance on Monday, the 12th. Therefore, the date of the transaction will determine the timeliness of the funds being returned to the Department. If you would prefer one of the other remittance options – please let us know and your quote can be adjusted accordingly.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				<u>1</u>	<u>2</u>	<u>3</u>
<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>
<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>
<u>18</u>	<u>19</u>	<u>20</u>	<u>21</u>	<u>22</u>	<u>23</u>	<u>24</u>
<u>25</u>	<u>26</u>	<u>27</u>	<u>28</u>	<u>29</u>	<u>30</u>	1

Ways to Decrease your Online Transaction Fee

In order to provide pricing flexibility and incentives for your customers, The Active Network has two different offers available to help organizations reach their goals. As an organization you can decide which programs best fit your business initiatives. These offers are only available / visible during an online registration.

READER REWARDS OFFER – Motivate and reward your customers to register or book online with the opportunity to receive 3 months of FREE magazines! Online registrants can select three magazines at a time from a range of leading titles that appeal to the entire family.

ACTIVE ADVANTAGE OFFER – ActiveAdvantage is the premium membership programs designed to support and encourage an active lifestyle. It is our mission to deliver discounts on everything you'll need to perform and commemorate your achievements throughout the year. As a member, you receive access to our full suite of discounts. Save on gear, training, movie tickets, dining, travel, books and music; even flowers. ActiveAdvantage includes premium benefits from more than 500 retailers nation-wide, and we're adding new ones every month. ActiveAdvantage member also

receive a discount every time they register with our organization online (10% of the cost up to \$10). Again, this benefit for your registrants is provided by ActiveAdvantage so there is absolutely no cost to you.

Transaction	Standard Rate No Additional Offers	Reader Rewards OR Active Advantage Opt-In New Rate	Reader Rewards AND Active Advantage Opt-In New Rate
Transactions Totaling Less than \$150	6.5% + \$1.00, with a \$2.00 minimum	6.5% + \$0.75, with a \$2.00 minimum	6.5% + \$0.50, with a \$2.00 minimum
Transactions Totaling between \$150-\$500	3.5% + \$5.50	3.5% + \$5.25	3.5% + \$5.00
Transactions Totaling greater than \$500	2.5% + \$10.50	2.5% + \$10.25	2.5% + \$10.00

OPTIONAL PERIPHERAL 3RD PARTY HARDWARE

Below is a list of **supported** Peripheral Hardware that may be necessary with the Membership and Point of Sale modules. Organizations are welcome to purchase their hardware from other sources, but only the hardware listed and sold by Active will be supported.

The only piece of hardware **required** is the Magensa Key Pad Credit Card Machine for customer-facing workstations. The Magensa Key Pad Credit Card Machine is an encrypted swipe and key entry mechanism that provides point-to-point encryption for credit card processing. This unit is ideal for phone-in, mail-in and/or demagnetized card processing. The MSR Magnesafe 2.0 unit is also available if you have a card must be present policy. The Magensa Key Pad Credit Card machine has been included in your ActiveNet Pricing Proposal. Further discussion may be necessary to confirm quantity.

*Unit prices are subject to change.

CREDIT CARD MECHANISMS	
<p>Standard IPAD w/PCI PED cert USB HID w/Magensa.net Key</p> <p>USB device allowing swiping the magnetic stripe on the credit card and/or keying in the card number.</p> <p>\$265 per unit</p>	
<p>Dynamag 3-trk USB Black MSR Magnesafe 2.0 HID</p> <p>USB device only allowing swiping of the magnetic stripe on the credit card. Users are not able to key in the card number.</p> <p>\$69 per unit</p>	
MEMBERSHIP HARDWARE	
<p>DataCard SP35 Card Printer</p> <p>The DataCard SP35 printer delivers everything you need to print vivid, one-sided cards. With its productive speed, superb image quality and easy operation, this convenient printer is ideal for issuing any kind of membership or staff card.</p> <p>\$1,335 - DataCard Printer \$42 - UltraCard PVC Cards, 30mil, 500 count \$120 - Datacard Ribbon for SP35, 500/roll</p>	

<p>Metrologic M9520 Barcode Scanner</p> <p>The Metrologic M9520 barcode scanner is an advanced auto-trigger, single line laser bar code scanner that is equally effective hand-held or in the stand for presentation scanning.</p> <p>\$159</p>	
<p>Microsoft LifeCam VX-3000</p> <p>The Microsoft LifeCam VX-3000 camera is great for taking vivid high-quality still images, even in low light. This allows you to store customer pictures in the system for easy identification verification. Compatible with Win XP or higher.</p> <p>\$50</p>	
<p>POINT OF SALE HARDWARE</p>	
<p>EPSON T-88V Thermal Receipt Printer</p> <p>TM-T88V Thermal Receipt Printer (Parallel and USB, Energy Star with PS180) - The TM-T88V POS thermal printer is the latest addition to Epson's industry-leading TM-T88 POS printer series. The TM-T88V delivers more speed and more reliability than ever before. It offers 50 percent faster printing of text and graphics than the TM-T88IV, 35% more reliability, new ease-of-use features and dual interfaces.</p> <p>\$322 each</p>	
<p>APG Series 4000 Cash Drawer</p> <p>The APG Series 4000 Cash Drawer product line offers integrated cash drawers for cashiers with strong performance, heavy-duty construction, flexible storage options, and multiple interface compatibility. Cash drawers will kick directly from Payment Manager.</p> <p>\$172 - connects via the Thermal Receipt Printer \$223 - connects directly to the workstation</p>	
<p>AccuTouch Touch Screen</p> <p>Elo developed AccuTouch technology with the harshest environments in mind, so it is no wonder that it excels in reliability, durability, and expected product life. AccuTouch can withstand environmental conditions such as liquid spills, liquid splashes and wash-down, these screens are the most contamination-resistant available. We deliver drift-free operation for a lifetime of 35 million finger touches.</p> <p>\$699 - 15" ELO Touchscreen without Magstripe Reader</p>	

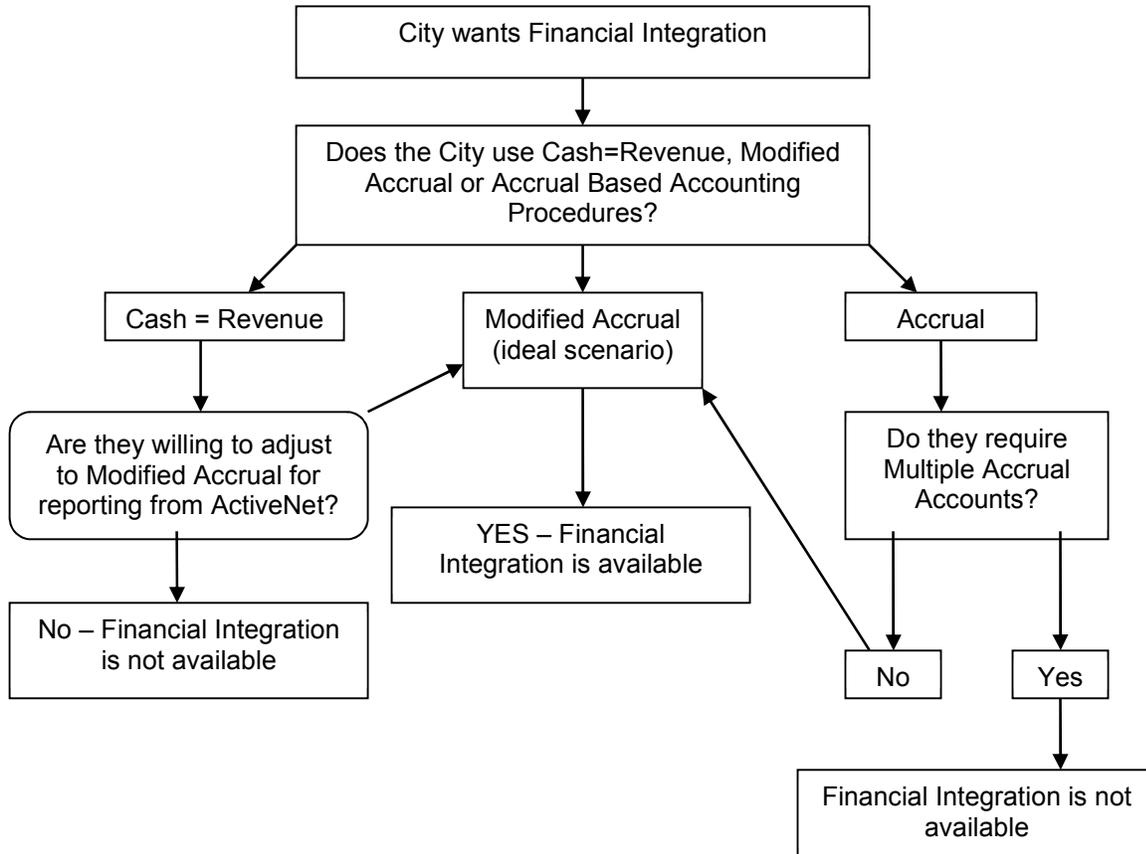
WHAT DOES THE TRANSACTION FEES COVER?



- ✓ **Standard Card Present Transactions:** Processing for in-person transaction using a “non-rewards”/“non-affinity” standard credit card. **Note: Typical advertised transaction fees often cover only standard card present transactions, and not the additional value items in this diagram.**
- ✓ **One-Stop-Shop:** Active provides integrated financials, payment processing, content management, and the application. Includes all gateways, authorization, ‘card-not-present’ and interchange fees.
- ✓ **PCI Compliance:** Active is response for the PCI compliance risk and validation requirements from the point the card data is entered into ActiveNet.
- ✓ **Support:** Active offers 24x7x365 system critical technical support – application and payments.
- ✓ **Infrastructure Costs:** Active hosts and manages the IT infrastructure which means lower costs for you.
- ✓ **Predictable Processing Costs:** Our rates do not change by the card brand or type used (rewards/affinity programs).
- ✓ **eMarketing Services:** Active will help you with online adoption to ensure that your e-Commerce site gets the most traffic possible.
- ✓ **Software Licensing and Maintenance:** Our Software supports unlimited users and locations.
- ✓ **Product Upgrades:** Active manages all updates and quarterly upgrades so there’s no additional work for you.

Financial Integration

Is Financial Integration an Option for the City?



The City can be thought of as using modified accrual accounting if you are able to:

- Recognize customer balances in an A/R account and report these to Finance
- Recognize customer credits in an A/P account and report these to Finance
- Recognize revenue even if payments have not been received yet
- Recognize the transfer of funds between GL accounts (journal entries) regardless of payment activity
- Cut refund checks from a refund clearing account rather than a revenue account

Important things to consider:

- The City's general ledger financial software must be able to import CSV, XML, or other delimited text files with debit and credit information.
- A sample file for import or specifications of the flat file formation – fields, column widths, delimiters, etc. will be necessary to ensure a customer report can be created to match the import requirements. This sample can be obtained from the City's financial vendor.
- The export/import will require testing by the consultant to ensure that the file format is compatible
- The process is not automated and will require work by the City staff

Sara Wise-Martinez, Senior Account Executive

The Active Network
10182 Telesis Court, Suite 300
San Diego, CA 92121
1.800.661.1196 ext. 2514

www.ActiveCommunities.com



Please See Detail Breakdown
on Following Pages

Description: **VSI Software - Alternate Option, Expanded Solutions**
Prepared For: **City of Westfield Parks & Recreation, Westfield, IN**
Contact Name: **Melody Jones, Director**
Contact Email: **mjones@westfield.in.gov**
Approved By: **David Wirtz, Sales Manager (davew@vermontsystems.com)**

Phone Number: **(317)804-3185**
Fax Number:
Quote Date: **08/09/2012**

Description	Purchase Price	Annual Maint/Svs	Estimated Shipping	Total Price
RecTrac - Workgroup Multi-User Software				
Application Software	\$8,350.00	\$1,800.00	\$0.00	\$10,150.00
Progress OpenEdge Software	\$1,670.00	\$360.00	\$0.00	\$2,030.00
Support Services - Training & Travel Expenses	\$6,500.00	\$0.00	\$0.00	\$6,500.00
Hosting Services	\$0.00	\$7,800.00	\$0.00	\$7,800.00
Total RecTrac:	\$16,520.00	\$9,960.00	\$0.00	\$26,480.00
WebTrac - Basic Edition				
Application Software	\$4,325.00	\$1,065.00	\$0.00	\$5,390.00
Progress OpenEdge Software	\$865.00	\$213.00	\$0.00	\$1,078.00
VSI-Add ons	\$1,250.00	\$0.00	\$0.00	\$1,250.00
Support Services - Training & Travel Expenses	\$4,440.00	\$0.00	\$0.00	\$4,440.00
Total WebTrac:	\$10,880.00	\$1,278.00	\$0.00	\$12,158.00
PayTrac - Application Software & Hardware				
Application Software	\$750.00	\$150.00	\$0.00	\$900.00
Total PayTrac:	\$750.00	\$150.00	\$0.00	\$900.00

VSI TOTALS				
Application Software	\$13,425.00	\$3,015.00	\$0.00	\$16,440.00
Progress OpenEdge Software	\$2,535.00	\$573.00	\$0.00	\$3,108.00
VSI-Add ons	\$1,250.00	\$0.00	\$0.00	\$1,250.00
Support Services - Training & Travel Expenses	\$10,940.00	\$0.00	\$0.00	\$10,940.00
Hosting Services	\$0.00	\$7,800.00	\$0.00	\$7,800.00
Grand Totals:	\$28,150.00	\$11,388.00	\$0.00	\$39,538.00

(plus tax where applicable)

INSTALLMENT PURCHASE PLAN OPTIONS - NO INTEREST CHARGES				
		<i>(Total Software License Figure Used For Installment Calculation)</i>		\$17,210.00
Two Year Payment Plan Purchase Option		<i>(Software License Portion Of Installment Amount)</i>		\$8,605.00
Year 1	<i>(Includes One Half The Software License + All Training + All Travel Expense + All Shipping + Annual Maintenance)</i>			\$30,933.00
Year 2	<i>(Includes One Half The Software License + Annual Maintenance)</i>			\$19,993.00
Year 3+	<i>(Annual Maintenance Only)</i>			\$11,388.00
Three Year Payment Plan Purchase Option		<i>(Software License Portion Of Installment Amount)</i>		\$5,737.00
Year 1	<i>(Includes One Third The Software License + All Training + All Travel Expense + All Shipping + Annual Maintenance/Services)</i>			\$28,065.00
Year 2	<i>(Includes One Third The Software License + Annual Maintenance/Services)</i>			\$17,125.00
Year 3	<i>(Includes One Third The Software License + Annual Maintenance/Services)</i>			\$17,125.00
Year 4+	<i>(Annual Maintenance/Services Only)</i>			\$11,388.00



RecTrac Workgroup Multi-User Software
Recreation Tracking Software
VSI Quote Number: 29781
 Please Review Notes on Last Page
 Software Pricing Is Valid For 120 Days
 Hardware Pricing Is Subject to Change

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Phone Number: **(317)804-3185**
 Fax Number:
 Quote Date: **08/09/2012**

Qty	Unit	Description	Unit Price	Extended Price	Annual Maint/Svs
<u>Application Software</u>					
1	Each	Activity Registration (V-RT-MU-AR)	\$2,450.00	\$2,450.00	\$440.00
1	Each	Facility Reservations (V-RT-MU-FR)	\$2,450.00	\$2,450.00	\$440.00
1	Each	Point-of-Sale/Inventory Control/Tickets (V-RT-MU-PS)	\$2,450.00	\$2,450.00	\$440.00 1
1	Each	Incident Processing and Reporting (V-RT-MU-IC)	\$0.00	\$0.00	\$0.00
1	Each	Systems Administration (required) (V-RT-MU-SA)	\$400.00	\$400.00	\$400.00 2
2	Each	Additional Users Over 2 (concurrent) (V-RT-MU-AU)	\$300.00	\$600.00	\$80.00
Total Application Software:				\$8,350.00	\$1,800.00
<u>Progress OpenEdge Software</u>					
1	Each	OpenEdge Workgroup Appl Server & RDBMS (T-PG-MU-OE)	\$1,670.00	\$1,670.00	\$360.00 3
Total Progress OpenEdge Software:				\$1,670.00	\$360.00
<u>VSI-Add ons</u>					
<u>Other Available Products of Interest</u>					
RecTrac General Ledger Interface Price: \$750.00 / Maint./Services: \$150.00					
<u>Support Services - Training & Travel Expenses</u>					
5	Day(s)	Installation/Training, On-Site/Day (X-S-TNG-01)	\$700.00	\$3,500.00	\$0.00
1	Day(s)	Travel time (X-S-TNG-09)	\$350.00	\$350.00	\$0.00
5	Each	Travel expenses - per day (estimated) (X-X-EXP)	\$330.00	\$1,650.00	\$0.00 4
1	Each	Airfare for travel (estimated) (X-X-AIR)	\$1,000.00	\$1,000.00	\$0.00
Total Support Services - Training & Travel Expenses:				\$6,500.00	\$0.00
<u>Hosting Services</u>					
0	Month	VSI Hosting Service Platinum 1-6 Users (V-TV-HS-P1)	\$1,050.00	\$0.00	\$0.00 5
0	Month	VSI Hosting Service Gold 1-6 Users (V-TV-HS-G1)	\$750.00	\$0.00	\$0.00 5
1	Month	VSI Hosting Service Silver 1-6 Users (V-TV-HS-S1)	\$650.00	\$650.00	\$7,800.00 5
Total Hosting Services:				\$650.00	\$7,800.00

Total Software, Hardware and Support Services			\$16,520.00	\$9,960.00
Grand Total - RecTrac:			\$26,480.00	(plus tax where applicable)



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 Quote Date: **08/09/2012**

Qty	Unit	Description	Unit Price	Extended Price	Annual Maint/Svs
<u>Application Software</u>					
1	Each	WebTrac Internet Software (V-WT-SU-IS)	\$3,750.00	\$3,750.00	\$750.00 6
1	Each	WebTrac Activity Registrations (V-WT-SU-AR)	\$950.00	\$950.00	\$190.00 7
1	Each	25 WebTrac Agents (V-WT-SU-AU)	\$625.00	\$625.00	\$125.00 8
1	Each	VSI Multi-System Discount (V-WT-SU-DSC)	\$1,000.00-	\$1,000.00-	\$0.00
Total Application Software:				\$4,325.00	\$1,065.00
<u>Progress OpenEdge Software</u>					
1	Each	OpenEdge V10 Application Server & RDBMS (T-PG-SU-WB)	\$865.00	\$865.00	\$213.00 9
Total Progress OpenEdge Software:				\$865.00	\$213.00
<u>VSI-Add ons</u>					
1	Each	WebTrac First Style Sheet Service Intital & Major (V-WT-IN-SS-1)	\$750.00	\$750.00	\$0.00 10
1	Each	Standard Splash Page Options (V-WT-CP-SP)	\$500.00	\$500.00	\$0.00 11
Total VSI-Add ons:				\$1,250.00	\$0.00
<u>Support Services - Training & Travel Expenses</u>					
3	Day(s)	Installation/Training, On-Site/Day (X-S-TNG-01)	\$700.00	\$2,100.00	\$0.00
1	Day(s)	Travel time (X-S-TNG-09)	\$350.00	\$350.00	\$0.00
3	Each	Travel expenses - per day (estimated) (X-X-EXP)	\$330.00	\$990.00	\$0.00 4
1	Each	Airfare for travel (estimated) (X-X-AIR)	\$1,000.00	\$1,000.00	\$0.00
Total Support Services - Training & Travel Expenses:				\$4,440.00	\$0.00
Total Software, Hardware and Support Services				\$10,880.00	\$1,278.00
Grand Total - WebTrac:				\$12,158.00	
<small>(plus tax where applicable)</small>					



PayTrac Application Software & Hardware
Credit and Debit Card, Electronic Check, & Gift Card Interface
VSI Quote Number: 29781

Please Review Notes on Last Page
 Software Pricing Is Valid For 120 Days
 Hardware Pricing Is Subject to Change

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Qty	Unit	Description	Unit Price	Extended Price	Estimated Shipping	Annual Maint/Svs
<u>Application Software</u>						
1	Each	VSI Credit Card External Redirect Interface (V-PT-IN-ERI)	\$750.00	\$750.00	\$0.00	\$150.00 ¹²
Total Application Software:				\$750.00	\$0.00	\$150.00
<u>Magstripe Readers</u>						
0	Each	Magtek IPAD Encrypted Pinpad,PCI,USB,Display,Plug'n Pay (H-MSR-MT-10)	\$300.00	\$0.00	\$0.00	\$0.00 ¹³
0	Each	MR3010 Magnetic Stripe Reader/Decoder, USB (H-MSR-LC-01-U-BK)	\$98.00	\$0.00	\$0.00	\$0.00
Total Magstripe Readers:				\$0.00	\$0.00	\$0.00
Total Software, Hardware and Support Services				\$750.00	\$0.00	\$150.00
Grand Total - PayTrac:					\$900.00	(plus tax where applicable)

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- 1 In order to use the graphical touch screen option in other modules, you must also license the POS Inventory module.
- 2 The Workgroup System is quoted for those organizations with 2-39 concurrent users. The pricing for the actual number of licensed concurrent users is found on the RecTrac quote page under the Application Software section. Two concurrent users are included with the purchase of the first RecTrac module. Additional concurrent users are priced as Additional Users Over 2 (concurrent).
- 3 VSI uses 4GL Progress V10 OpenEdge software to develop and deploy its' Release 10 software applications, The Progress software includes Client Networking, WebClient, SQL Client Access, ODBC/JDBC Drivers, & AppServer Internet Adapter. VSI also embeds the required Progress OpenEdge Workgroup RDBMS (Relational Database Management Software) with its' applications.
- 4 The included expenses are ESTIMATED for airfare, lodging, meals, and rental vehicle (for non-flying trips, car rental can be more due to tolls and gasoline usage). Actual expenses are billed after each trip. For states with Cashless Tolls, there may be a delay in billing these charges as we sometimes don't get these bills from the car rental companies until weeks after a trip is complete.
- 5 The Hosting Services Fee does NOT include the software annual maintenance fees.

Prior to selecting the hosting option, we require customer to test/verify connectivity from all locations. Please contact VSI Sales for additional information and scheduling, 877-883-8757 - option #2 or email sales@vermontsystems.com.

- 6 WebTrac enables your customers to process RecTrac transactions real-time using a browser via the internet.

The WebTrac module does NOT include any hosting services. If your IT department or your off-premise web host does not allow any updates to its web server, then VSI can offer this web hosting service. This additional service has a monthly fee that can be provided should you need this capability. VSI can discuss with your IT department or your off-premise web hosting company the requirements of adding the WebTrac module to your setup and can determine from this discussion whether the VSI web hosting fee needs to be quoted. VSI bills any hosting service on an annual basis. After the first year, this amount is added to your annual maintenance figure.

- 7 WebTrac modules require respective RecTrac licensed modules in order to process web transactions.
- 8 The 25 Agents are required for processing Web transactions. Each Agent can service multiple requests to process hundreds of simultaneous transactions.
- 9 VSI uses the Progress Application Development & Deployment software to develop and deploy our Web applications that provide real-time Web transaction processing in RecTrac and GolfTrac.
- 10 VSI will customize the WebTrac stylesheet to match the appearance of your web site as closely as possible. After you have finalized your WebTrac page specifications, you will be asked to sign an approval form. VSI will provide the stylesheet programming services and then you will be asked to verify that the results match your specs. If you asked for additional changes following the completion of the initial styling then each major change request is priced at \$750.00. Minor & Seasonal change requests are priced at \$375.00 each.
- 11 The Standard Splash Page Option gives you the choice of one of 10 Standard Spash page options. Our 10 standards are available on our website to "try out", helping you to decide which option is best for your organization.

The \$500 fee includes our support personnel assisting in the implementation of the template on your site. This typically takes 2-4 hours. Any time over 4 hours due to changes the customer asks for, will be charged at \$100/hr. If you want design changes to any of the standard templates that require the VSI Development team, we will provide you a quote for Custom Programming @ \$130/hour.

- 12 Depending on the Gateway you select, there could be setup fees charged by the Gateway up to \$150 per merchant account. There also could be transaction fees up to .075 cents per transaction.
- 13 IPAD Pinpad 16 Key (3 soft function), PCI Blk Rubber, 6ft Cord, USB 2.0 HID, Display, 5VDC, 3DES Encryption (Plug n' Pay CC)