

# ACTIVE NET SOLVES PARKS AND REC CHALLENGES

“The potential benefits are endless...The improved customer service alone will be priceless.”

Judy Weiss, Assistant P&R Director, City of El Paso

The City of El Paso, Texas, serves nearly 700,000 residents and provides a variety of leisure classes for all ages.

For years, registrations were managed manually, on a first-come, first-served basis, until the department realized improving offerings couldn't happen if staff time was devoted solely to administrative support.

In 2009, the Mayor and City Council chose ACTIVE Network for its hosted, web-based parks and recreation management solution.

## FROM PROBLEM TO SOLUTION

Prior to ACTIVE Net, El Paso Parks and Recreation (EPPR) faced a multitude of challenges. When making the switch, nearly all its challenges were solved.

### INCREASED ADMINISTRATIVE EFFICIENCY

EPPR's manual, paper-based processes resulted in hours of tedious data entry and inefficient payment collections. Registrations were recorded with paper and pens.

Today, functionality within the system helps EPPR run like clockwork. Automatic data processing and centralization allows daily operations to run more efficiently.

### DIMINISHED LIABILITY

Before ACTIVE Net, all transactions were paid via check or cash, which was not only inconvenient in today's credit-based culture, but also a liability risk for EPPR. Receipts were hand-written on triple-copy forms.

By bringing payment online and allowing credit card transactions, ACTIVE absorbed EPPR's liability and made payment infinitely more convenient for residents.

### DETAILED REPORTING

EPPR had managed all its data in Excel, providing a limited, one-dimensional view of programs and activities within the department. ACTIVE Net captures extensive data on demographics, behaviors, facility usage and revenue streams. With this information, EPPR can now base decisions and forecasts on solid, accurate data.

### AN AFFORDABLE FIX

ACTIVE's affordable, hosted solution eliminated the need to invest capital or dedicate resources to maintaining servers and IT hardware.

EPPR enjoys great success with ACTIVE Net's customizable modules, especially:

- + Public Access
- + Point-of-Sale
- + Memberships
- + League Scheduling
- + Facility Reservation
- + Activity Registration

### SERVING THE COMMUNITY

Growing the department included engaging El Paso residents through:

- + An improved system that led to increased participation and revenue
- + 24/7 access to activities and programs
- + EPPR's increased bandwidth to expand programs and offerings
- + Improved overall customer service and convenience

EPPR has improved all aspects of the department, from online registration, to automated payment processing, to e-marketing support.

*“We didn't have to invest capital or dedicate resources to maintaining servers and IT hardware. ACTIVE absorbed that responsibility. All costs are ‘pay as you go.’”*

**Matt Weldy, Sports Camps Director**

## LEARN HOW

recreation management software can solve your department's challenges.



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