

**SERIAL 14049 RFP POINT OF SALE AND RESERVATION SYSTEM**

**DATE OF LAST REVISION: April 9, 2015**

**CONTRACT END DATE: April 30, 2020**

**CONTRACT PERIOD THROUGH APRIL 30, 2020**

TO: All Departments

FROM: Office of Procurement Services

SUBJECT: Contract for **POINT OF SALE AND RESERVATION SYSTEM**

Attached to this letter is published an effective purchasing contract for products and/or services to be supplied to Maricopa County activities as awarded by Maricopa County on **April 9, 2015 (Eff. 04/27/15)**.

All purchases of products and/or services listed on the attached pages of this letter are to be obtained from the vendor holding the contract. Individuals are responsible to the vendor for purchases made outside of contracts. The contract period is indicated above.

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Wes Baysinger, Chief Procurement Officer  
Office of Procurement Services

NP/at  
Attach

Copy to: Office of Procurement Services  
Aimee Upton, Parks  
Dawn Silvernale, Parks



## CONTRACT PURSUANT TO RFP

This Contract is entered into this 27<sup>th</sup> day of April, 2015 by and between Maricopa County (“County”), a political subdivision of the State of Arizona, and Rev’d Up, an Arizona corporation (“Contractor”) for the purchase of point of sale and reservation system services.

### 1.0 CONTRACT TERM:

- 1.1 This Contract is for a term of five (5) years, beginning on the 27<sup>th</sup> day of April, 2015 and ending the 30<sup>th</sup> day of April, 2020.
- 1.2 The County may, at its option and with the agreement of the Contractor, renew the term of this Contract for additional terms up to a maximum of five (5) years, (or at the County’s sole discretion, extend the contract on a month-to-month bases for a maximum of six (6) months after expiration). The County shall notify the Contractor in writing of its intent to extend the Contract term at least sixty (60) calendar days prior to the expiration of the original contract term, or any additional term thereafter.

### 2.0 FEE ADJUSTMENTS:

- 2.1 Any request for a fee adjustment must be submitted sixty (60) days prior to the current Contract expiration. Requests for adjustment in cost of labor and/or materials must be supported by appropriate documentation. If County agrees to the adjusted fee, County shall issue written approval of the change. The reasonableness of the request shall be determined by comparing the request with the (Consumer Price Index) or by performing a market survey.

### 3.0 PAYMENTS:

- 3.1 As consideration for performance of the duties described herein, County shall pay Contractor the sum(s) stated in Exhibit “A.”
- 3.2 Payment shall be made upon the County’s receipt of a properly completed invoice.

### 3.3 INVOICES:

- 3.3.1 The Contractor shall submit in a manner acceptable to the County one (1) legible copy of their detailed invoice before payment(s) can be made. At a minimum, the invoice must provide the following information:

- Company name, address and contact
- County bill-to name and contact information
- Contract serial number
- County purchase order number
- Invoice number and date
- Payment terms
- Date of service or delivery
- Quantity
- Contract Item number(s)
- Description of service provided

- Pricing per unit of service
- Freight (if applicable)
- Extended price
- Mileage w/rate (if applicable)
- Total Amount Due

3.3.2 Problems regarding billing or invoicing shall be directed to the County as listed on the Purchase Order.

3.3.3 Payment shall be made to the Contractor by Accounts Payable through the Maricopa County Vendor Express Payment Program. This is an Electronic Funds Transfer (EFT) process. After Contract Award the Contractor shall complete the Vendor Registration Form located on the County Department of Finance Vendor Registration Web Site (<http://www.maricopa.gov/Finance/Vendors.aspx>).

3.3.4 EFT payments to the routing and account numbers designated by the Contractor shall include the details on the specific invoices that the payment covers. The Contractor is required to discuss remittance delivery capabilities with their designated financial institution for access to those details.

3.4 APPLICABLE TAXES:

3.4.1 **Payment of Taxes:** The Contractor shall pay all applicable taxes. With respect to any installation labor on items that are not attached to real property performed by Contractor under the terms of this Contract, the installation labor cost and the gross receipts for materials provided shall be listed separately on the Contractor's invoices.

3.4.2 **State and Local Transaction Privilege Taxes:** Maricopa County is subject to all applicable state and local transaction privilege taxes. To the extent any state and local transaction privilege taxes apply to sales made under the terms of this contract it is the responsibility of the seller to collect and remit all applicable taxes to the proper taxing jurisdiction of authority.

3.4.3 **Tax Indemnification:** Contractor and all subcontractors shall pay all Federal, state, and local taxes applicable to its operation and any persons employed by the Contractor. Contractor shall, and require all subcontractors to hold Maricopa County harmless from any responsibility for taxes, damages and interest, if applicable, contributions required under Federal, and/or state and local laws and regulations and any other costs including transaction privilege taxes, unemployment compensation insurance, Social Security and Worker's Compensation.

3.5 TAX: (SERVICES)

No tax shall be levied against labor. It is the responsibility of the Contractor to determine any and all taxes and include the same in proposal price.

3.6 STRATEGIC ALLIANCE for VOLUME EXPENDITURES (\$AVE):

3.6.1 The County is a member of the \$AVE cooperative purchasing group. \$AVE includes the State of Arizona, many Phoenix metropolitan area municipalities, and many K-12 unified school districts. Under the \$AVE Cooperative Purchasing Agreement, and with the concurrence of the successful Respondent under this solicitation, a member of \$AVE may access a contract resulting from a solicitation issued by the County. If you **do not** want to grant such access to a member of \$AVE, **please so state** in your proposal. In the absence of a statement to the contrary, the County shall assume that you do wish to grant access to any contract that may result from this Request for Proposal.

3.7 INTERGOVERNMENTAL COOPERATIVE PURCHASING AGREEMENTS (ICPA's)

3.7.1 County currently holds ICPA's with numerous governmental entities throughout the State of Arizona. These agreements allow those entities, with the approval of the Contractor, to purchase their requirements under the terms and conditions of the County Contract. Please indicate on Attachment A, your acceptance or rejection regarding such participation of other governmental entities. Your response shall not be considered as an evaluation factor in awarding a contract

4.0 AVAILABILITY OF FUNDS:

4.1 The provisions of this Contract relating to payment for services shall become effective when funds assigned for the purpose of compensating the Contractor as herein provided are actually available to County for disbursement. The County shall be the sole judge and authority in determining the availability of funds under this Contract. County shall keep the Contractor fully informed as to the availability of funds.

4.2 If any action is taken by any state agency, Federal department or any other agency or instrumentality to suspend, decrease, or terminate its fiscal obligations under, or in connection with, this Contract, County may amend, suspend, decrease, or terminate its obligations under, or in connection with, this Contract. In the event of termination, County shall be liable for payment only for services rendered prior to the effective date of the termination, provided that such services are performed in accordance with the provisions of this Contract. County shall give written notice of the effective date of any suspension, amendment, or termination under this Section, at least ten (10) days in advance.

5.0 DUTIES:

5.1 The Contractor shall perform all duties stated in Exhibit "B", or as otherwise directed in writing by the Procurement Officer.

5.2 During the Contract term, County may provide Contractor's personnel with adequate workspace for consultants and such other related facilities as may be required by Contractor to carry out its contractual obligations. Contractor's assigned Project Manager shall not be removed from the project without prior written consent of the County.

6.0 TERMS and CONDITIONS:

6.1 INDEMNIFICATION:

To the fullest extent permitted by law, and to the extent that claims, damages, losses or expenses are not covered and paid by insurance purchased by the Contractor, the Contractor shall defend indemnify and hold harmless the County (as Owner), its agents, representatives, agents, officers, directors, officials, and employees from and against all claims, damages, losses, and expenses (including, but not limited to attorneys' fees, court costs, expert witness fees, and the costs and attorneys' fees for appellate proceedings) arising out of, or alleged to have resulted from the negligent acts, errors, omissions, or mistakes relating to the performance of this Contract.

Contractor's duty to defend, indemnify, and hold harmless the County, its agents, representatives, agents, officers, directors, officials, and employees shall arise in connection with any claim, damage, loss, or expense that is attributable to bodily injury, sickness, disease, death or injury to, impairment of, or destruction of tangible property, including loss of use resulting there from, caused by negligent acts, errors, omissions, or mistakes in the performance of this Contract, but only to the extent caused by the negligent acts or omissions of the Contractor, a subcontractor, any one directly or indirectly employed by them, or anyone for whose acts they may be liable, regardless of whether or not such claim, damage, loss, or expense is caused in part by a party indemnified hereunder.

The amount and type of insurance coverage requirements set forth herein shall in no way be construed as limiting the scope of the indemnity in this paragraph.

The scope of this indemnification does not extend to the sole negligence of County.

6.2 INSURANCE:

6.2.1 Contractor, at Contractor's own expense, shall purchase and maintain the herein stipulated minimum insurance from a company or companies duly licensed by the State of Arizona and possessing a current A.M. Best, Inc. rating of B++. In lieu of State of Arizona licensing, the stipulated insurance may be purchased from a company or companies, which are authorized to do business in the State of Arizona, provided that said insurance companies meet the approval of County. The form of any insurance policies and forms must be acceptable to County.

6.2.2 All insurance required herein shall be maintained in full force and effect until all work or service required to be performed under the terms of the Contract is satisfactorily completed and formally accepted. Failure to do so may, at the sole discretion of County, constitute a material breach of this Contract.

6.2.3 Contractor's insurance shall be primary insurance as respects County, and any insurance or self-insurance maintained by County shall not contribute to it.

6.2.4 Any failure to comply with the claim reporting provisions of the insurance policies or any breach of an insurance policy warranty shall not affect the County's right to coverage afforded under the insurance policies.

6.2.5 The insurance policies may provide coverage that contains deductibles or self-insured retentions. Such deductible and/or self-insured retentions shall not be applicable with respect to the coverage provided to County under such policies. Contractor shall be solely responsible for the deductible and/or self-insured retention and County, at its option, may require Contractor to secure payment of such deductibles or self-insured retentions by a surety bond or an irrevocable and unconditional letter of credit.

6.2.6 The insurance policies required by this Contract, except Workers' Compensation and Errors and Omissions, shall name County, its agents, representatives, officers, directors, officials and employees as Additional Insureds.

6.2.7 The policies required hereunder, except Workers' Compensation and Errors and Omissions, shall contain a waiver of transfer of rights of recovery (subrogation) against County, its agents, representatives, officers, directors, officials and employees for any claims arising out of Contractor's work or service.

6.2.8 **Commercial General Liability.**

Commercial General Liability insurance and, if necessary, Commercial Umbrella insurance with a limit of not less than \$2,000,000 for each occurrence, \$4,000,000 Products/Completed Operations Aggregate, and \$4,000,000 General Aggregate Limit. The policy shall include coverage for premises liability, bodily injury, broad form property damage, personal injury, products and completed operations and blanket contractual coverage, and shall not contain any provisions which would serve to limit third party action over claims. There shall be no endorsement or modifications of the CGL limiting the scope of coverage for liability arising from explosion, collapse, or underground property damage.

6.2.9 **Automobile Liability.**

Commercial/Business Automobile Liability insurance and, if necessary, Commercial Umbrella insurance with a combined single limit for bodily injury and property damage

of not less than \$1,000,000 each occurrence with respect to any of the Contractor's owned, hired, and non-owned vehicles assigned to or used in performance of the Contractor's work or services or use or maintenance of the Premises under this Agreement.

**6.2.10 Workers' Compensation.**

Workers' Compensation insurance to cover obligations imposed by federal and state statutes having jurisdiction of Contractor's employees engaged in the performance of the work or services under this Lease; and Employer's Liability insurance of not less than \$1,000,000 for each accident, \$1,000,000 disease for each employee, and \$1,000,000 disease policy limit.

Contractor, its contractors and its subcontractors waive all rights against Lessor and its agents, officers, directors and employees for recovery of damages to the extent these damages are covered by the Workers' Compensation and Employer's Liability or commercial umbrella liability insurance obtained by Contractor, its contractors and its subcontractors pursuant to this Agreement.

**6.2.11 Crime.**

CONTRACTOR shall maintain Commercial Crime Liability Insurance with a limit of not less than \$500,000 for each occurrence. The policy shall include, but not be limited to, coverage for employee dishonesty, fraud, theft, or embezzlement.

**6.2.12 Certificates of Insurance**

6.2.12.1 Prior to Contract **AWARD**, Contractor shall furnish the County with valid and complete certificates of insurance, or formal endorsements as required by the Contract in the form provided by the County, issued by Contractor's insurer(s), as evidence that policies providing the required coverage, conditions and limits required by this Contract are in full force and effect. Such certificates shall identify this contract number and title.

6.2.12.2 In the event any insurance policy (ies) required by this contract is (are) written on a "claims made" basis, coverage shall extend for two years past completion and acceptance of Contractor's work or services and as evidenced by annual Certificates of Insurance.

6.2.12.3 If a policy does expire during the life of the Contract, a renewal certificate must be sent to County fifteen (15) days prior to the expiration date.

**6.2.13 Cancellation and Expiration Notice.**

Insurance required herein shall not be permitted to expire, be canceled, or materially changed without thirty (30) days prior written notice to the County.

**6.3 FORCE MAJEURE**

6.3.1 Neither party shall be liable for failure of performance, nor incur any liability to the other party on account of any loss or damage resulting from any delay or failure to perform all or any part of this Contract if such delay or failure is caused by events, occurrences, or causes beyond the reasonable control and without negligence of the parties. Such events, occurrences, or causes shall include Acts of God/Nature (including fire, flood, earthquake, storm, hurricane or other natural disaster), war, invasion, act of foreign enemies, hostilities (whether war is declared or not), civil war, riots, rebellion, revolution, insurrection, military or usurped power or confiscation, terrorist activities, nationalization, government sanction, lockout, blockage, embargo, labor dispute, strike, interruption or failure of electricity or telecommunication service.

- 6.3.2 Each party, as applicable, shall give the other party notice of its inability to perform and particulars in reasonable detail of the cause of the inability. Each party must use best efforts to remedy the situation and remove, as soon as practicable, the cause of its inability to perform or comply.
- 6.3.3 The party asserting *Force Majeure* as a cause for non-performance shall have the burden of proving that reasonable steps were taken to minimize delay or damages caused by foreseeable events, that all non-excused obligations were substantially fulfilled, and that the other party was timely notified of the likelihood or actual occurrence which would justify such an assertion, so that other prudent precautions could be contemplated.
- 6.3.4 The County shall reserve the right to terminate this Contract and/or any applicable order or contract release purchase order upon non-performance by Contractor. The County shall reserve the right to extend the Contract and time for performance at its discretion.

6.4 WARRANTY OF SERVICES:

- 6.4.1 The Contractor warrants that all services provided hereunder shall conform to the requirements of the Contract, including all descriptions, specifications and attachments made a part of this Contract. County's acceptance of services or goods provided by the Contractor shall not relieve the Contractor from its obligations under this warranty.
- 6.4.2 In addition to its other remedies, County may, at the Contractor's expense, require prompt correction of any services failing to meet the Contractor's warranty herein. Services corrected by the Contractor shall be subject to all the provisions of this Contract in the manner and to the same extent as services originally furnished hereunder.

6.5 INSPECTION OF SERVICES:

- 6.5.1 The Contractor shall provide and maintain an inspection system acceptable to County covering the services under this Contract. Complete records of all inspection work performed by the Contractor shall be maintained and made available to County during contract performance and for as long afterwards as the Contract requires.
- 6.5.2 County has the right to inspect and test all services called for by the Contract, to the extent practicable at all times and places during the term of the Contract. County shall perform inspections and tests in a manner that shall not unduly delay the work.
- 6.5.3 If any of the services do not conform to Contract requirements, County may require the Contractor to perform the services again in conformity with Contract requirements, at no cost to the County. When the defects in services cannot be corrected by re-performance, County may:
  - 6.5.3.1 Require the Contractor to take necessary action to ensure that future performance conforms to Contract requirements; and
  - 6.5.3.2 Reduce the Contract price to reflect the reduced value of the services performed.
- 6.5.4 If the Contractor fails to promptly perform the services again or to take the necessary action to ensure future performance in conformity with Contract requirements, County may:
  - 6.5.4.1 By Contract or otherwise, perform the services and charge to the Contractor, through direct billing or through payment reduction, any cost incurred by County that is directly related to the performance of such service; or
  - 6.5.4.2 Terminate the Contract for default.

**6.6 REQUIREMENTS CONTRACT:**

- 6.6.1 Contractors signify their understanding and agreement by signing a bid submittal, that the Contract resulting from the bid is a requirements contract. However, the Contract does not guarantee any minimum or maximum number of purchases shall be made. It only indicates that if purchases are made for the materials or services contained in the Contract, they shall be purchased from the Contractor awarded that item if the Contractor can meet all the delivery requirements of the County. Orders shall only be placed when the County identifies a need and proper authorization and documentation have been approved.
- 6.6.2 County reserves the right to cancel Purchase Orders within a reasonable period of time after issuance. Should a Purchase Order be canceled, the County agrees to reimburse the Contractor for actual and documentable costs incurred by the Contractor in response to the Purchase Order. The County shall not reimburse the Contractor for any costs incurred after receipt of County notice of cancellation, or for lost profits, shipment of product prior to issuance of Purchase Order, etc.
- 6.6.3 Contractors agree to accept verbal notification of cancellation of Purchase Orders from the County Procurement Officer with written notification to follow. By submitting a bid in response to this Invitation for Bids, the Contractor specifically acknowledges to be bound by this cancellation policy.

**6.7 Suspension of Work**

The Procurement Officer may order the Contractor, in writing, to suspend, delay, or interrupt all or any part of the work of this contract for the period of time that the Procurement Officer determines appropriate for the convenience of the County. No adjustment shall be made under this clause for any suspension, delay, or interruption to the extent that performance would have been so suspended, delayed, or interrupted by any other cause, including the fault or negligence of the Contractor. No request for adjustment under this clause shall be granted unless the claim, in an amount stated, is asserted in writing as soon as practicable after the termination of the suspension, delay, or interruption, but not later than the date of final payment under the contract.

**6.8 Stop Work Order**

The Procurement Officer may, at any time, by written order to the Contractor, require the Contractor to stop all, or any part, of the work called for by this contract for a period of 90 days after the order is delivered to the Contractor, and for any further period to which the parties may agree. The order shall be specifically identified as a stop work order issued under this clause. Upon receipt of the order, the Contractor shall immediately comply with its terms and take all reasonable steps to minimize the incurrence of costs allocable to the work covered by the order during the period of work stoppage. Within a period of 90 days after a stop-work is delivered to the Contractor, or within any extension of that period to which the parties shall have agreed, the Procurement Officer shall either—

- 6.8.1 Cancel the stop-work order; or
- 6.8.2 Terminate the work covered by the order as provided in the Default, or the Termination for Convenience of the County, clause of this contract.
- 6.8.3 The Procurement Officer may make an equitable adjustment in the delivery schedule and/or contract price, or otherwise, and the contract shall be modified, in writing, accordingly, if the Contractor demonstrates that the stop work order resulted in an increase in costs to the Contractor.

**6.9 UNCONDITIONAL TERMINATION FOR CONVENIENCE:**

Maricopa County may terminate the resultant Contract for convenience by providing sixty (60) calendar days advance notice to the Contractor.

**6.10 TERMINATION FOR DEFAULT:**

The County may, by written notice of default to the Contractor, terminate this contract in whole or in part if the Contractor fails to:

- 6.10.1 Deliver the supplies or to perform the services within the time specified in this contract or any extension;
- 6.10.2 Make progress, so as to endanger performance of this contract; or
- 6.10.3 Perform any of the other provisions of this contract.
- 6.10.4 The County's right to terminate this contract under these subparagraph may be exercised if the Contractor does not cure such failure within 10 days (or more if authorized in writing by the County) after receipt of the notice from the Procurement Officer specifying the failure.

**6.11 STATUTORY RIGHT OF CANCELLATION FOR CONFLICT OF INTEREST:**

Notice is given that pursuant to A.R.S. § 38-511 the County may cancel any Contract without penalty or further obligation within three years after execution of the contract, if any person significantly involved in initiating, negotiating, securing, drafting or creating the contract on behalf of the County is at any time while the Contract or any extension of the Contract is in effect, an employee or agent of any other party to the Contract in any capacity or consultant to any other party of the Contract with respect to the subject matter of the Contract. Additionally, pursuant to A.R.S § 38-511 the County may recoup any fee or commission paid or due to any person significantly involved in initiating, negotiating, securing, drafting or creating the contract on behalf of the County from any other party to the contract arising as the result of the Contract.

**6.12 CONTRACTOR LICENSE REQUIREMENT:**

- 6.12.1 The Respondent shall procure all permits, insurance, licenses and pay the charges and fees necessary and incidental to the lawful conduct of his/her business, and as necessary complete any required certification requirements, required by any and all governmental or non-governmental entities as mandated to maintain compliance with and in good standing for all permits and/or licenses. The Respondent shall keep fully informed of existing and future trade or industry requirements, Federal, State and Local laws, ordinances, and regulations which in any manner affect the fulfillment of a Contract and shall comply with the same. Contractor shall immediately notify both Office of Procurement Services and the using agency of any and all changes concerning permits, insurance or licenses.
- 6.12.2 Respondents furnishing finished products, materials or articles of merchandise that shall require installation or attachment as part of the Contract, shall possess any licenses required. A Respondent is not relieved of its obligation to possess the required licenses by subcontracting of the labor portion of the Contract. Respondents are advised to contact the Arizona Registrar of Contractors, Chief of Licensing, at (602) 542-1525 to ascertain licensing requirements for a particular contract. Respondents shall identify which license(s), if any, the Registrar of Contractors requires for performance of the Contract.

**6.13 SUBCONTRACTING:**

- 6.13.1 The Contractor may not assign to another Contractor or Subcontract to another party for performance of the terms and conditions hereof without the written consent of the County. All correspondence authorizing subcontracting must reference the Bid Serial Number and identify the job project.

6.13.2 The Subcontractor's rate for the job shall not exceed that of the Prime Contractor's rate, as bid in the pricing section, unless the Prime Contractor is willing to absorb any higher rates or the County has approved the increase. The Subcontractor's invoice shall be invoiced directly to the Prime Contractor, who in turn shall pass-through the costs to the County, without mark-up. A copy of the Subcontractor's invoice must accompany the Prime Contractor's invoice.

6.14 AMENDMENTS:

All amendments to this Contract shall be in writing and approved/signed by both parties. Maricopa County Office of Procurement Services shall be responsible for approving all amendments for Maricopa County.

6.15 ADDITIONS/DELETIONS OF SERVICE:

6.15.1 The County reserves the right to add and/or delete materials and services to a Contract. If a service requirement is deleted, payment to the Contractor shall be reduced proportionately, to the amount of service reduced in accordance with the bid price. If additional materials or services are required from a Contract, prices for such additions shall be negotiated between the Contractor and the County.

6.15.2 The County reserves the right of final approval on proposed staff for all Task Orders. Also, upon request by the County, the Contractor shall be required to remove any employees working on County projects and substitute personnel based on the discretion of the County within two business days, unless previously approved by the County.

6.16 VALIDITY:

The invalidity, in whole or in part, of any provision of this Contract shall not void or affect the validity of any other provision of the Contract.

6.17 RIGHTS IN DATA:

The County shall have the use of data and reports resulting from a Contract without additional cost or other restriction except as may be established by law or applicable regulation. Each party shall supply to the other party, upon request, any available information that is relevant to a Contract and to the performance thereunder.

County data shall include County data collected, used, processed, stored, or generated as the result of the use of Contractor's services, including any personally identifiable information. County data is and shall remain the sole and exclusive property of the County and all right, title, and interest in the same is reserved by the County. Contractor shall, within one business day of County request, supply to County all County data in a format specified by County at time of request. This section shall survive the termination of this Agreement.

6.18 NON-DISCRIMINATION:

CONTRACTOR agrees to comply with all provisions and requirements of Arizona Executive Order 2009-09 including flow down of all provisions and requirements to any subcontractors. Executive Order 2009-09 supersedes Executive order 99-4 and amends Executive order 75-5 and may be viewed and downloaded at the Governor of the State of Arizona's website [http://www.azgovernor.gov/dms/upload/EO\\_2009\\_09.pdf](http://www.azgovernor.gov/dms/upload/EO_2009_09.pdf) which is hereby incorporated into this contract as if set forth in full herein. During the performance of this contract, CONTRACTOR shall not discriminate against any employee, client or any or any other individual in any way because of that person's age, race, creed, color, religion, sex, disability or national origin.

**6.19 CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

- 6.19.1 The undersigned (authorized official signing for the Contractor) certifies to the best of his or her knowledge and belief, that the Contractor
- 6.19.1.1 is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal Department or agency;
  - 6.19.1.2 have not within 3-year period preceding this Contract been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
  - 6.19.1.3 are not presently indicted or otherwise criminally or civilly charged by a government entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph (2) of this certification; and
  - 6.19.1.4 have not within a 3-year period preceding this Contract had one or more public transaction (Federal, State or local) terminated for cause of default.
- 6.19.2 The Contractor agrees to include, without modification, this clause in all lower tier covered transactions (i.e. transactions with subcontractors) and in all solicitations for lower tier covered transactions related to this Contract.

**6.20 VERIFICATION REGARDING COMPLIANCE WITH ARIZONA REVISED STATUTES §41-4401 AND FEDERAL IMMIGRATION LAWS AND REGULATIONS:**

- 6.20.1 By entering into the Contract, the Contractor warrants compliance with the Immigration and Nationality Act (INA using e-verify) and all other federal immigration laws and regulations related to the immigration status of its employees and A.R.S. §23-214(A). The contractor shall obtain statements from its subcontractors certifying compliance and shall furnish the statements to the Procurement Officer upon request. These warranties shall remain in effect through the term of the Contract. The Contractor and its subcontractors shall also maintain Employment Eligibility Verification forms (I-9) as required by the Immigration Reform and Control Act of 1986, as amended from time to time, for all employees performing work under the Contract and verify employee compliance using the E-verify system and shall keep a record of the verification for the duration of the employee's employment or at least three years, whichever is longer. I-9 forms are available for download at USCIS.GOV.
- 6.20.2 The County retains the legal right to inspect contractor and subcontractor employee documents performing work under this Contract to verify compliance with paragraph 6.20 of this Section. Contractor and subcontractor shall be given reasonable notice of the County's intent to inspect and shall make the documents available at the time and date specified. Should the County suspect or find that the Contractor or any of its subcontractors are not in compliance, the County shall consider this a material breach of the contract and may pursue any and all remedies allowed by law, including, but not limited to: suspension of work, termination of the Contract for default, and suspension and/or debarment of the Contractor. All costs necessary to verify compliance are the responsibility of the Contractor.

**6.21 INFLUENCE**

As prescribed in MC1-1202 of the Maricopa County Procurement Code, any effort to influence an employee or agent to breach the Maricopa County Ethical Code of Conduct or any ethical conduct may be grounds for Disbarment or Suspension under MC1-902.

An attempt to influence includes, but is not limited to:

- 6.21.1 A Person offering or providing a gratuity, gift, tip, present, donation, money, entertainment or educational passes or tickets, or any type valuable contribution or subsidy,
- 6.21.2 That is offered or given with the intent to influence a decision, obtain a contract, garner favorable treatment, or gain favorable consideration of any kind.

If a Person attempts to influence any employee or agent of Maricopa County, the Chief Procurement Officer, or his designee, reserves the right to seek any remedy provided by the Maricopa County Procurement Code, any remedy in equity or in the law, or any remedy provided by this contract.

**6.22 ACCESS TO AND RETENTION OF RECORDS FOR THE PURPOSE OF AUDIT AND/OR OTHER REVIEW:**

- 6.22.1 In accordance with section MCI 371 of the Maricopa County Procurement Code the Contractor agrees to retain all books, records, accounts, statements, reports, files, and other records and back-up documentation relevant to this Contract for six (6) years after final payment or until after the resolution of any audit questions which could be more than six (6) years, whichever is latest. The County, Federal or State auditors and any other persons duly authorized by the Department shall have full access to, and the right to examine, copy and make use of, any and all said materials.
- 6.22.2 If the Contractor's books, records , accounts, statements, reports, files, and other records and back-up documentation relevant to this Contract are not sufficient to support and document that requested services were provided, the Contractor shall reimburse Maricopa County for the services not so adequately supported and documented.
- 6.22.3 If at any time it is determined by the County that a cost for which payment has been made is a disallowed cost, the County shall notify the Contractor in writing of the disallowance. The course of action to address the disallowance shall be at sole discretion of the County, and may include either an adjustment to future invoices, request for credit, request for a check or deduction from current billings Submitted by the Contractor by the amount of the disallowance, or to require reimbursement forthwith of the disallowed amount by the Contractor by issuing a check payable to Maricopa County.

**6.23 AUDIT DISALLOWANCES:**

If at any time, County determines that a cost for which payment has been made is a disallowed cost, such as overpayment, County shall notify the Contractor in writing of the disallowance. County shall also state the means of correction, which may be but shall not be limited to adjustment of any future claim submitted by the Contractor by the amount of the disallowance, or to require repayment of the disallowed amount by the Contractor.

**6.24 OFFSET FOR DAMAGES;**

In addition to all other remedies at Law or Equity, the County may offset from any money due to the Contractor any amounts Contractor owes to the County for damages resulting from breach or deficiencies in performance of the contract.

**6.25 PUBLIC RECORDS:**

Under Arizona law, all Offers submitted and opened are public records and must be retained by the Records Manager at the Office of Procurement Services. Offers shall be open to public inspection and copying after Contract award and execution, except for such Offers or sections thereof determined to contain proprietary or confidential information. by the Office of Procurement Services. If an Offeror believes that information in its Offer or any resulting Contract should not be released in response to a public record request under Arizona law, the Offeror shall indicate the specific information deemed confidential or proprietary and submit a statement with its offer detailing the reasons that the information should not be disclosed. Such reasons shall include the specific harm or prejudice which may arise from disclosure. The Records Manager of the Office of Procurement Services shall determine whether the identified information is confidential pursuant to the Maricopa County Procurement Code.

**6.26 PRICES:**

Contractor warrants that prices extended to County under this Contract are no higher than those paid by any other customer for these or similar services.

**6.27 INTEGRATION:**

This Contract represents the entire and integrated agreement between the parties and supersedes all prior negotiations, proposals, communications, understandings, representations, or agreements, whether oral or written, express or implied.

**6.28 RELATIONSHIPS:**

In the performance of the services described herein, the Contractor shall act solely as an independent contractor, and nothing herein or implied herein shall at any time be construed as to create the relationship of employer and employee, co-employee, partnership, principal and agent, or joint venture between the County and the Contractor.

**6.29 GOVERNING LAW:**

This Contract shall be governed by the laws of the state of Arizona. Venue for any actions or lawsuits involving this Contract shall be in Maricopa County Superior Court or in the United States District Court for the District of Arizona, sitting in Phoenix, Arizona

**6.30 ORDER OF PRECEDENCE:**

In the event of a conflict in the provisions of this Contract and Contractor's agreement, if applicable, the terms of this Contract shall prevail.

Where an Authorized User is required to 'click through' or otherwise accept or made subject to any online terms and conditions in accessing or using Contractor services, such terms and conditions are not binding and shall have no force or effect as to the services or this Contract.

**6.31 INCORPORATION OF DOCUMENTS:**

The following are to be attached to and made part of this Contract:

6.31.1 Exhibit A, Pricing;

6.31.2 Exhibit B, Scope of Work;

NOTICES:

All notices given pursuant to the terms of this Contract shall be addressed to:

For County:

Maricopa County  
Office of Procurement Services  
ATTN: Contract Administration  
320 West Lincoln Street  
Phoenix, Arizona 85003-2494

For Contractor:

Rev'd Up, Inc.  
727 East Maryland Ave.  
Phoenix, AZ 85014

**IN WITNESS WHEREOF**, this Contract is executed on the date set forth above.

**CONTRACTOR**



\_\_\_\_\_  
AUTHORIZED SIGNATURE

**David McLean, Principal**

\_\_\_\_\_  
PRINTED NAME AND TITLE

**727 E Maryland Ave Phoenix, AZ 85014**

\_\_\_\_\_  
ADDRESS

**4/9/2015**

\_\_\_\_\_  
DATE

**MARICOPA COUNTY**



\_\_\_\_\_  
CHIEF PROCUREMENT OFFICER,  
OFFICE OF PROCUREMENT SERVICES

**4/28/15**  
\_\_\_\_\_  
DATE

**APPROVED AS TO FORM:**

\_\_\_\_\_  
LEGAL COUNSEL

\_\_\_\_\_  
DATE



## EXHIBIT B – SCOPE OF WORK

### Executive Summary

The following 7 pages provide a comprehensive look at Rev'd Up's recommended approach to implementing modern and integrated reservations, point of sale and interdepartmental accounting and administration tools to meet the needs of Maricopa County Parks & Recreation.

To begin, Rev'd Up's company Rev'd Up, has been developing and providing reservations and point of sale software for state and county parks systems, federal concessionaires, hospitality, and sports education clients since 2003.



For Maricopa County Parks, Rev'd Up proposes the adoption of Rev'd Up's flexible and powerful reservations application package, Itinio™ specifically designed to be custom-fit to the unique culture and business processes of the County.

At a glance, Itinio shall provide:

- Park Facilities Reservations & Event Registration
- Day Use Attendance & Fee Collection
- Retail Point of Sale & Inventory Controls
- Operations & Management Reports
- Cash Management / Accounting / Audit Controls
- Revenue Management & CRM Marketing Tools

These applications are designed to work together and are built on the same database infrastructure - providing you with a single, integrated system.

As a local provider, with the ability to work on-location and in-person, Rev'd Up shall provide the services and collaboration for:

- Project Team Development
- Scope & Project Management
- Process Engineering & Policy Review
- Customer & Reservation Data Conversion
- Staff and Administration Training
- On-Demand User Support

### Meeting County Objectives

Based on the four business objectives in Section 1.0, page 5 of the RFP, we've selected a few prime examples of how Itinio Reservations and Point of Sale shall meet the new system goals for Maricopa County Parks and Recreation.



Itinio systems power a wide range of e-commerce and marketing applications for clients in the USA and Canada.

The new system shall be configured and fully operational by July 1, 2015. The prior month, June 2015, shall be scheduled for final testing, training, and review. To complete this project and launch by July 1, 2015, the County shall be assigned a dedicated, local team that shall work solely on Maricopa County implementation daily until launch.

**Objective 1: Enhance Guest Reservation Experience**

As we've seen in the other state and county parks systems Rev'd Up serve; improve the reservations experience and increase sales – while improving staff efficiency and lowering labor costs.

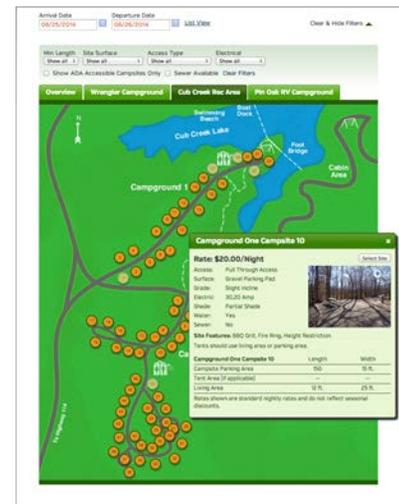
The following five approaches to modern reservations are provided by Itinio:

**Device Responsive Design** – allows guests to easily shop for, and actually reserve, campsites and facilities from any internet-enabled device; including mobile screens like tablets and smartphones.

**Interactive Maps** – designed specifically for Maricopa County Parks; coordinating with the look and feel of the current websites and social media - without Flash or other browser add-ons.

**Unlimited Facilities Descriptions** – Itinio allows you to include all of the descriptive text and policies, photos, video and document (PDF) downloads necessary to accurately promote the parks' facilities and products; giving customers all of the relevant information they need to feel comfortable making their reservation online, or more effectively via the park office or HQ.

**Future Upgrades** –take advantage of evolving marketing efforts, new mobile devices and application technology. Itinio applications and Maricopa County Parks reservations forms shall include continuous updates and enhancements throughout the contract to stay ahead of future technology.



67% of Itinio campground reservations are made online

**Objective 2: Increase Staff Productivity**

Itinio has been designed primarily as a field-centric application to support in-park staff and help them provide a high level of customer service. Many of the standard system features and processes were developed working alongside state and county parks staff - with new tools and custom features added with each unique implementation and location.

Favorite Itinio tools designed in collaboration with park and admin staff:

**Reserved Campsites / Facilities View** – a comprehensive operations report (at right) that displays reserved park facilities by guest for any 1 to 10 day/night range. Additional availability views are available to support sales and service processes and can be created to meet Maricopa County requirements.

Campsite	Wed 7/31	Thu 8/1	Fri 8/2	Sat 8/3	Sun 8/4	Mon 8/5	Tue 8/6
Fairview Campsite 54	TATE	HALE					
Fairview Campsite 55				HITCHCOCK			CARTER
Fairview Campsite 56		HITCHCOCK		HITCHCOCK			
Fairview Campsite 57			COPELAND				
Fairview Campsite 58		MITCHELL	MITCHELL				
Fairview Campsite 59			KEMPF				
Fairview Campsite 60			SHELTON				
Fairview Campsite 61					COthren		
Fairview Campsite 62				CUMMINGS			
Fairview Campsite 66				TOOLEY			
Fairview Campsite 70			FINNERTY				
Fairview Campsite 76				EKAS			
Fairview Campsite 80	MASSEY						
Fairview Campsite 82				SANSON			
Fairview Campsite 83				COwLEY			
Fairview Campsite 84				LAYNE			
Fairview Campsite 85	STEELY						HITCHCOCK
Main Campsite 1					ANDERTON		
Main Campsite 2			LAWSON				GREENMAN
Main Campsite 3		HERSHEY			DAVIS		
Main Campsite 4			MERRILL			GREGORY	
Main Campsite 5		KIZZAH					
Main Campsite 6			DODD				
Main Campsite 7	BERBAUM		CYREE			JOHNSON	
Main Campsite 8			CLAY				MCCORKLE

Screen views are optimized for the device (mobile or desktop) and printed views are customized to meet Park Ranger compliance needs (e.g. highlight online bookings, senior discounts applied, ADA, etc.).

Each guest listing links back to the original reservation/invoice for easy management.

**Day Use Attendance & Collection** – check in a carload of visitors in 15 seconds flat! Additional time saving mechanisms can be put in place to reduce check-in time to an absolute minimum.

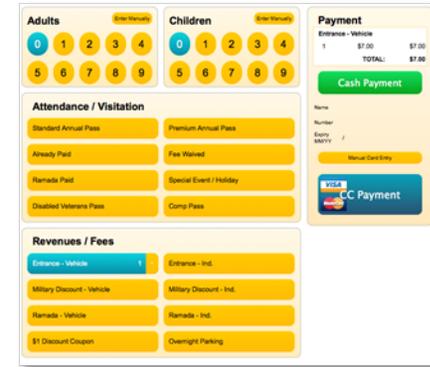
**Itinio Invoice Features** – puts everything on a single guest invoice, allows for multiple payments and payment types, includes a complete transaction history and multiple receipt formats.

**Quick Sale POS** – process a gift shop or snack bar purchase in seconds and select from multiple receipt output options, including email.

Itinio Quick Sale POS supports sheet and slip printers, magnetic credit card swipe, and standard USB bar-code scanners.

**Close-of-Day Accounting** – simplifies the cash and inventory management process at the end of the day. This package of reports and processes is thoughtfully configured to meet each organization's management, fiscal and audit requirements.

**On-Demand System Support** – solves guest issues and system questions instantly. Park staff is able to call, text or email the project team at any time for immediate help with Itinio functions or technical issues.



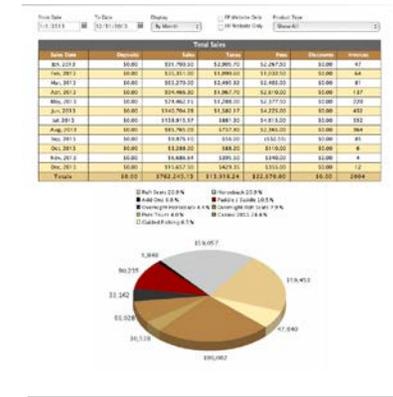
Touch-screen and tablet enabled Attendance & Fee Collection screen

**Objective 3: Improve Reporting**

Critical to any enterprise level data application; Itinio provides extensive ad hoc reporting tools and an ever-expanding library of pre-formatted reports – custom tailored to each organization, department and task.

Itinio reporting categories include:

- Guest / Reservation Activity
- County Fiscal Reporting
- Daily Cash Accounting
- Field Operations / Compliance
- Sales / Marketing
- Maintenance



Itinio accounting report and process guidelines follow GAAP

Itinio system implementation includes the configuration of all reports necessary to provide Maricopa County Parks with the data output necessary to meet the requirements of both facilities and revenue management.

**Objective 4: Enable Tech-Assisted Marketing & CRM Tracking**

Customer Relationship Management (CRM) and tech-assisted marketing efforts require two building blocks; data and technology. Itinio systems provide both - along with useful tools to support a wide range of strategies and tactical plans. Here are just a few examples:

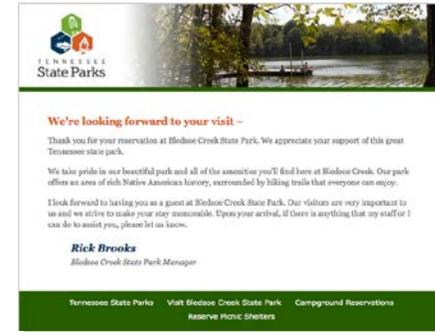
**Customer Categorization** – allowing records to be selected and managed by; interest type, sales channel, date, purchase history, group status and mailing address. Categories can be added to the system at any time.

**Automatic Email Communications** - sends arriving guests a fully-customizable, data-enabled welcome email. Departed guests can receive a thank you email along with guest surveys, future events and special offers to encourage a guest to visit again.

**Invoice-Level Email Tools** – lets park and call center staff send updated confirmations to guests with a single click. Reservation emails are recorded in customer history for improved CRM and management oversight.

**Ad Hoc Data Export** - authorized administrators may gain direct read-only database access for the purposes of generating unique customer information profiles and extracts, useful for marketing, statistics and analysis.

Our experienced marketing team shall work with Maricopa County Parks to fully utilize the data and technology that Itinio provides.



Automated email sent 5 days prior to arrival.  
Courtesy of Tennessee State Parks

**Project Team Development**

Forming an effective project team is critical to the success of such a broad scope of tasks. One of the very first services Rev'd Up provide is to help build the team that shall champion the entire effort. The basic steps are:

**Team Selection** - one of the first tasks, and is one of the most important. The Itinio team shall consist of a Project Supervisor, Project Manager and dedicated Account Coordinator - along with Rev'd Up's integration and programming folks. During the build and implementation phase, Itinio staff shall remain consistent with no changes to the project team.

Maricopa County Parks & Recreation shall Project Manager shall be Aimee Upton, Administrator. Additional Maricopa County contacts shall be:

- **Accounting/Fiscal** - Parks Administrator
- **Park Operations** Parks Operations Manager
- **Retail** - Parks Administrator
- **IT / Network Services** - Parks Administrator
- **Marketing / Public Relations** - for assistance with content, marketing tool configuration and promotions; Parks Administrator

**System Review & Training** - introduces the newly formed project team to the structures and strategies behind the Itinio application suite and features. Rev'd Up provide a separate "training & testing database" for hands-on training, practice and process feedback.

**Project Plan Outline** - sets the critical target dates and milestones. A complete outline shall be developed in the first stages of implementation. This plan shall serve as the roadmap for task assignment and target dates.

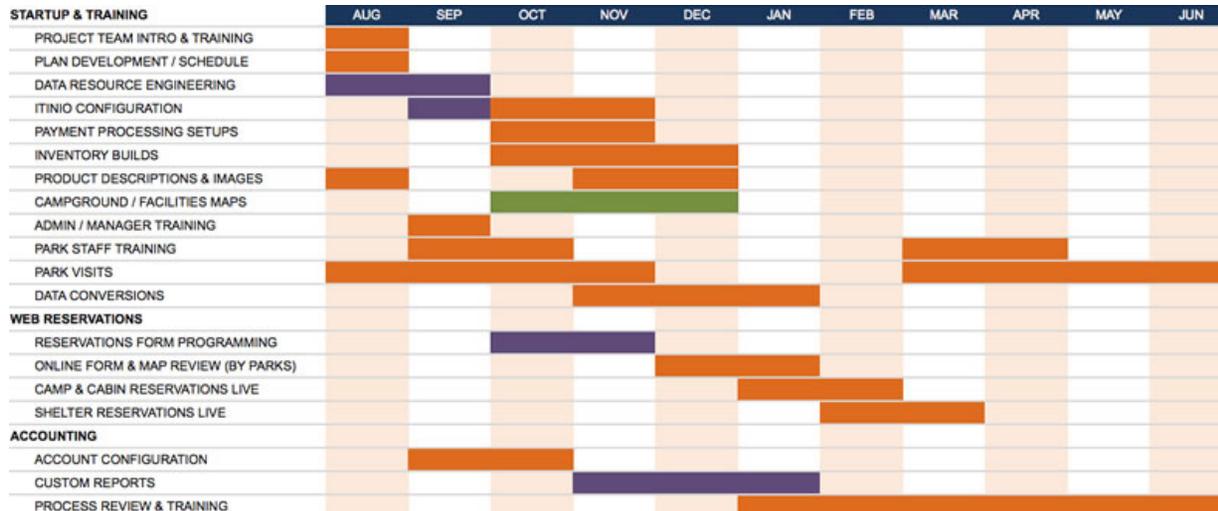
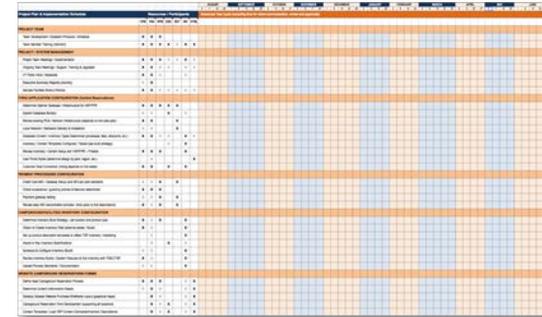
**Meeting & Communication Plan** - determines the team meeting plan schedule as well a project status reporting assignments and document sharing.

**Implementation Plan**

Rev'd Up brings quite a few years of professional project management and reservations system experience to Maricopa County Parks to ensure a successful, effective and timely system implementation.

As an example, the chart below summarizes many of the key milestones faced during implementation. Colors represent resource groups; in this case, orange represents the Project Team, purple the Engineering Team and green the graphics staff assigned to develop fresh maps and icons.

Rev'd Up uses a Gantt chart style schedule for managing resources and coordinating tasks.



An actual schedule like the one above, along with the project outline, is one of the first tasks of the Project Team and acts as the roadmap for development. Rev'd Up shall be responsible for migrating county data provided in Excel format into Itinio.

**Staff Training & Support**

Great systems need confident users. Rev'd Up provide lots of training and practice sessions for users and all profile levels. The Itinio tools are designed specifically for field operations in state and county parks. The interface is intuitive; with most users demonstrating competency in a single practice session.

For those users that need a bit more help - or for those odd transactions that require some coaching - Rev'd Up provide on-demand support by phone, text or email.

Training and support at a glance:

**Training Database** - with actual Maricopa County Parks inventory, configurations and business rules;

**In-Person Training** - provided by the Itinio Project Manager and associates in local offices and parks as needed;

**Train the Trainer Program** - additional coaching to administrative staff tasked with hosting additional training sessions;

**Training Manuals** - available via the provided Training Library, grouped by user profile and available at any time via download (PDF and video formats). All documentation is specific to Maricopa County Parks' tools, settings and screens;

**Daily On-Demand Support** - fills any gaps that training and practice misses, as well as provides problem solving assistance.



**Accounting & Fiscal Control**

At the end of the day Rev'd Up all need accurate, standardized numbers - in a format that reduces manual entry, and provides conversion to state fiscal systems.

Itinio transaction processing and reporting is based on a standardized Chart of Accounts (COA) and is configured according to the County's accounting standard for revenue recognition principles according to Generally Accepted Accounting Principles (GAAP).

At the highest level, Itinio accounts for; Advanced Deposits; recognized Revenue; and Accounts Receivable as the general daily figures that are made up of COA-level detail and transaction activity.

Date	Cash Check	VS/MC	AMEX	Disc	Voucher	Total	Refunds	Balance
Nov 2012	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	(\$320.38)	(\$320.38)
Dec 2012	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	(\$80.13)	(\$80.13)
Jan 2013	\$0.00	\$0.00	\$366.94	\$0.00	\$0.00	\$366.94	(\$430.96)	(\$64.02)
Feb 2013	\$0.00	\$4,760.29	\$652.75	\$325.88	\$0.00	\$5,638.92	(\$136.79)	\$5,502.13
Mar 2013	\$0.00	\$16,751.49	\$936.95	\$1,332.62	\$0.00	\$19,021.06	(\$1,953.52)	\$17,067.54
Apr 2013	\$0.00	\$18,995.73	\$1,379.75	\$672.40	\$0.00	\$21,047.88	(\$11,597.94)	\$9,449.94
May 2013	\$0.00	\$22,051.10	\$1,176.12	\$927.94	\$0.00	\$24,155.16	(\$10,597.51)	\$13,557.65
Jun 2013	\$0.00	\$22,057.66	\$1,552.35	\$1,320.19	\$0.00	\$24,930.20	(\$16,530.60)	\$8,399.60
Jul 2013	\$0.00	\$26,148.18	\$2,289.36	\$1,733.92	\$0.00	\$30,171.46	(\$14,945.35)	\$15,226.11
Aug 2013	\$0.00	\$21,435.47	\$1,489.30	\$1,257.99	\$0.00	\$24,182.76	(\$7,833.09)	\$16,349.67
Sep 2013	\$0.00	\$23,300.72	\$1,472.25	\$1,407.85	\$0.00	\$26,180.82	(\$6,358.08)	\$19,822.74
Oct 2013	\$0.00	\$19,803.91	\$2,184.34	\$1,984.92	\$0.00	\$23,973.17	(\$6,877.05)	\$17,096.12
Nov 2013	\$0.00	\$6,320.57	\$279.19	\$102.00	\$0.00	\$6,701.76	(\$3,593.29)	\$3,108.47
Dec 2013	\$0.00	\$3,434.46	\$968.25	\$72.75	\$0.00	\$4,475.46	(\$1,619.65)	\$2,855.81
<b>TOTALS:</b>	<b>\$0.00</b>	<b>\$185,059.58</b>	<b>\$14,647.55</b>	<b>\$11,138.46</b>	<b>\$0.00</b>	<b>\$210,845.59</b>	<b>(\$82,874.34)</b>	<b>\$127,971.25</b>

Accounting reports provide substantial detail - with features that streamline audit and individual transaction research.

The entire accounting package of settings, reports and data exports is customized specifically to meet County fiscal standards.

Customer	Description	Invoice	Type	Pay Date	Amount	Payment Date
Kavanaugh, Thomas	Standard Cabin 15 on 08/05/13	04598	Visa	08/01/13	\$94.54	1489 01/15
Colbran, Angela	Fairview Campsite 61 on 08/06/13	04594	Disc	08/01/13	\$119.25	8771 09/17
Nitchock, geoffrey	Fairview Campsite 85 on 08/07/13	04595	Visa	08/01/13	\$49.50	1783 02/16
Mauldin, Randy	Main Campsite 19 on 08/03/13	04590	MC	08/01/13	\$26.25	1371 03/16
Vore, Rebecca	Main Campsite 34 on 08/03/13	04596	MC	08/01/13	\$142.50	2446 10/13
Pendergraft, Brandon	Main Campsite 10 on 08/03/13	04576	Visa	08/01/13	\$26.25	1534 04/15
Blackburn, Andrea	Fairview Campsite 40	04574	Visa	08/01/13	\$55.31	9355 11/13
Conner, Crisly	Main Campsite 38 on 08/03/13	04579	MC	08/01/13	\$49.50	3522 01/15
Sells, Leigh	Fairview Campsite 82 on 08/10/13	04583	MC	08/01/13	\$81.13	7777 03/15
Bumbalough, Patricia	Main Campsite 50 on 08/03/13	04582	MC	08/01/13	\$37.88	4133 07/16
Watkins, Johnny	Fairview Campsite 42 on 08/04/13	04587	Visa	08/01/13	\$81.13	3611 08/13
Todd, Chney	Fairview Campsite 35 on 08/03/13	04587	Visa	08/01/13	\$49.50	2845 02/16

A substantial amount of time and resources is committed to ensuring that the fiscal team has confidence in the numbers and has the tools they need to streamline the control and audit process.

### Marketing

Sales and marketing has always been a driving force in the development of Itinio applications. Data-driven and customer relationship marketing (CRM) efforts are well supported with Itinio and the many creative applications available to the Marketing and Public Relations folks.

Customer records and purchase histories are easily categorized, grouped and extracted as needed. Built-in email tools can be configured to auto-send completely custom and seasonal welcome and thank you letters from the parks.

Itinio includes a flexible content management toolset that supports product descriptions, policies, promotions and website copy - with text, images and even embedded videos. The system is universal across the entire system, is simple to learn, and the Project Team provides all of the necessary setup and training.

Maricopa County Parks and Recreation shall find that throughout the term of this contract, Rev'd Up shall continue to provide a valuable resource in ongoing marketing assistance; including web design for promotions, custom programming to support specific marketing efforts, and continually updated technology.

### System Security & Infrastructure

Last, but not least, a brief summary of the systems and security behind the Itinio Reservations Systems;

**Amazon Web Services** - provides enterprise-level (fast) application, database, web and email hosting services for all Itinio applications.

**PCI-DSS / Trustwave** - credit card industry security compliance and application version control is supported by TrustWave and TrustKeeper services.

**Payment Gateways** - provide credit card authorization and gift-card services to Merchant Services providers specified by individual clients. Itinio supports the most popular payment gateways and may be configured for any qualifying provider.



**Guaranteed 99.99% Uptime** - demonstrates the system approach and reliability of Itinio Reservations Systems. All client systems are independently hosted across multiple geographic locations with auto-scaling resources and real-time backup protocols. Itinio systems are specifically designed to eliminate downtime for maintenance windows.

## 2.0 Scope of Work; Responses

The following section, pages 8 - 61, contains responses to each topic outlined in the Scope of Work. Rev'd Up responses in this section are indicated in color.

### System Overview

2.1 Any system acquired for this purpose must be compatible with commonly used technology tools (i.e. PCs, laptops, and smart devices on a windows, Macintosh, iOS or Android platform), must be web-based, and compatible with all current Maricopa County Information Technology standards and best practices. System must operate using current Internet Explorer 8 and higher versions.

The proposed system, Itinio Reservations, is fully web-based and provided as a software-as-a-service (SaaS) application. The applications are PCI-DSS compliant, are extensively maintained for security updates, and are designed to be configured to meet or exceed the County's IT standards.

Itinio may be accessed by authorized users via standard and common web browsers (e.g. Internet Explorer, Chrome, Firefox, Safari, etc.) from most any PC, laptop or tablet computer/device. Many Itinio features may be accessed via smartphone - though some large format reports may not be useful.

### 2.2 Basic Requirements & Features

2.2.1 System must be easily configured to the County's needs by awarded vendor.

Itinio is designed specifically to be custom configured to meet the needs of each client. For Maricopa County Parks, the core Itinio application modules for campground reservations, facility/day use reservations, and point of sale shall be used as the starting templates for configuration to the business rules and requirements of the County.

*All configuration, including custom reports and online reservations forms, is included in the scope of this proposal. All report requests provided by Maricopa County as part of the initial build shall be completed by July 1, 2015*

**All reports shall be formatted as requested with the ability to export to Excel.**

2.2.2 System must be 100% web based with data stored on private servers that are maintained by the vendor or vendor representative. All data shall be backed up no less than daily and shall be available for County use if/when needed for retention period of seven years. All data files shall be stored at a central location within the continental Unites States of America.

System shall use current site address: [www.maricopacountyparks.org](http://www.maricopacountyparks.org). Rev'd Up shall create staging environment on their servers, no use of County servers for testing or staging environments.

Itinio applications are 100% web-based and are hosted on an enterprise-level, private distributed network supported by Amazon Web Services, a SOC 1 / SSAE 16 audited hosting provider - in multiple clusters throughout the United States (Virginia and Washington).

Data is backed up in real-time across multiple locations / servers with specific periodic backups retained as follows:

- Live, Real-time Backup | Retained for 24 Hours
- Daily Backup | Retained for a Month
- Weekly Backup | Retained for 6-Months
- Annual Backup | Retained indefinitely

Data storage is restricted to the continental USA and shall be retained for a minimum of seven years from the end of contract.

2.2.3 System shall be kept current as part of the annual service fee with seamless upgrades and customer support from the vendor to the satisfaction of the County. All materials and costs associated with the on-going operation and updating of the system shall be inclusive in an annual service fee with no additional or hidden costs. Any requests for customization after implementation shall be agreed to by both the vendor and county with all associated costs provided prior to work. Provide a copy of annual service agreement as part of submission.

All routine system updates and custom configurations outlined throughout this proposal are included. Wherever possible, customization and programming requests outside of the scope of this proposal are included as part of ongoing services.

*A service level agreement template is included on page 66.*

2.2.4 System shall need to include a credit card processing system; which is Payment Card Industry Data Security Standard (PCI DSS) compliant. Contractor may partner with a third party payment processing vendor, to process payments, as long as that vendor is PCI DSS certified. Provide information on any third party payment processors that may be used as part of this agreement.

Rev'd Up shall be responsible for interfacing Itinio with any Maricopa County selected payment gateway service provider, payment processing provider, and bank, as applicable, to maintain the same level of payment processing functionality/service that would otherwise be provided using any provider which Rev'd Up is an authorized provider/reseller.

Itinio shall be configured to provide credit card refund capabilities to allow refunds up to a 365 day window after purchase, however interchange regulations may prohibit this capability.

Itinio shall be configured to utilize any PCI-DSS compliant payment gateway as required.

Merchant services shall be specified by Maricopa County Parks.

Trustwave® provides PCI-DSS compliance and system security services, including routine intrusion testing and reporting.

**Authorize.Net**



2.2.5 System must use the same general interface for reservations made in park, at Administration/HQ, and by the public online. There shall be some differences, but overall it should have a common look and feel.

The Itinio "back-end" system interfaces are consistent throughout.

Online reservations forms are customized to the needs of each product type and are typically developed to match current County Parks website standards.

In the case of campground (below) or picnic shelter reservations, both the Itinio system and online reservations forms utilize the same maps for describing availability and locations. This provides consistency in product description.



2.2.6 System shall display and update data in real time, 24/7

Utilizing a central database, accessed via web browser, the Itinio reservations and POS system provides all date in real time, and is available 24 x 7 x 365 to all authorized users.

2.2.7 Existing data shall be migrated and integrated into new system by respondent. County shall provide data tables.

Conversion of existing customer and sales data is included in the scope of this proposal. And of course large amounts of data, particularly customer data and account passwords, shall require digital conversion. But given the limited number of campsites (~382) and reservable picnic shelters (~30), it may be preferable to use this process as a staff training exercise.

A complete data conversion plan shall be developed to suit the needs of Maricopa County Parks.

2.2.8 System must be mobile and tablet friendly for customers, desired for park use.

Itinio may be accessed from any Internet-enabled device utilizing a common web browser. Tablets are commonly used in park operations. Custom functions for smartphone use by Operations are included under the scope of this proposal but shall not be required by July 1, 2015.

*Note that smartphones and other small screens are also useful, however some large data reports are typically not formatted for use on small devices.*

2.2.9 System shall provide some method of offline functionality in the event of lost connectivity (would like to have).

Having provided services for numerous remote locations, including locations with inconsistent Internet access, the Itinio team has developed a number of manual or offline processes for maintaining a high level of customer service - for both reservations and point-of-sale operations - during temporary outages.

Effective solutions range from basic stand-alone PC-based POS software (for remote retail locations disconnected from the Itinio system), to easy routines for printing daily arrival reports or periodic retail item lists and temporarily converting to manual entry during periods of network or power failure.

2.2.10 System shall use existing department functionality for use of product barcodes, scanners, and annual passes and/or vendor shall provide specific details on new procedures to ensure seamless transition for these functional areas.

Itinio shall be configured to support Maricopa County Parks annual passes and shall be completed as part of initial build with no additional charges.. Both Itinio Reservations and POS applications support barcodes and common barcode scanning equipment.

2.2.10.1 Department currently uses SecureMag™ Encrypted MagStripe Swipe Reader for credit cards, and annual passes (100 mm magnetic stripe card reader with encryption to meet PCI-DSS requirements).

Currently used equipment is fully compatible with Itinio systems.

2.2.10.2 Annual passes currently in use are SR80, 30mil thick C2S PVC cards, full color image on 1 side, text, logo and 5” magnetic strip on other side.

Itinio shall be configured to read annual pass account numbers and implement the appropriate accounting processes for validation and use. This configuration , as well as assistance in additional annual pass development, is included in the scope of this proposal.

2.2.10.3 Department uses bar code scanners to sell merchandise, check in campers, etc. Bar code scanners are general-purpose 3800g linear imagers.

Barcodes may be utilized for reservation confirmations to streamline check-in as desired.

Barcodes can be included on emailed and printed receipts / confirmations as well as printed on standard label stock for use in retail sales.



12052012-12345678

## **2.3 Security & Performance**

2.3.1 All data transfer must be secure and encrypted. The system must protect personal information by encrypting data in transit over the Internet as well as after being written to the central database. Access to or manipulation of data in the central database shall be prevented by unauthorized persons. Please provide a copy of your company's security policies.

All data transfer throughout the Itinio system is encrypted using TLS/SSL. External database and application code access is tightly controlled and requires 2048-bit SSH-2 RSA keys.

Access to read-only database views may be provided to authorized users. Ad hoc query assistance is provided to qualified users.

System Security Policy Outline:

- SSL (https) Data Transfer
- Manageable User Profiles
- IP Address Restricted System Access
- Client-Specified Password Requirements
- Data Backup and Disaster Recovery Plan
- Credit Card Data Retention / Purge Plan
- Data and Application Logs
- Automated System Error Reporting
- 24x7 System Health Monitoring

Note: Itinio systems do not inherently store credit card data and credit card information is not directly accessible to any system users - including engineers.

2.3.2 A robust data backup plan shall be made available to allow the system to be re-built in six hours or less, even on holidays and weekends. Backups should run at least once daily. It is desired that Contractor have a secondary data center that complies with all current Maricopa County Information Technology standards and best practices in the event that the primary data center experiences a failure.

In addition to live mirroring across multiple database servers, Itinio data systems are backed on the following schedule:

- Live, Real-Time Backup | Retained for 24 Hours
- Daily Backup | Retained for a Month
- Weekly Backup | Retained for 6-Months
- Annual Backup | Retained indefinitely

Disaster recovery planning and testing involves numerous components; each with a specific plan (e.g. redundancy, auto-fail over, etc.).

At a minimum, daily backups are provided at two geographically separate locations. For Maricopa County, the primary data center in Washington and secondary in Virginia shall be utilized.

2.3.3 Contractor shall have access to data 24/7.

Rev'd Up and Maricopa County Parks users shall have access to system data 24x7. Maintenance windows that may temporarily suspend user access, shall be scheduled in advance and are typically planned for overnight - after midnight.

2.3.4 System must provide consistent performance, especially on weekends, holidays, and special events. System must be able to process hundreds of transaction per minute. System is available 24/7 with 99.99% uptime.

Itinio is supported by one of the fastest and most robust cloud-based networks available today. The system is capable of thousands of transactions per minute and is configured for automatic scaling in order to meet user demand.

*Itinio systems have a 99.99% uptime history - with less than 20 cumulative minutes of unplanned downtime in the past 13+ years!*

2.3.5 All data is the intellectual property of MCPRD and must be portable in the event of contract termination.

Under this proposal, all customer, inventory and sales data contained in Itinio databases shall remain the sole property of the Maricopa County Parks & Recreation Department.

This data cannot be shared, transferred or destroyed without explicit written instruction from MCPRD.

In the event of contract termination, a copy of all existing data shall be provided to MCPRD upon request.

## 2.4 User Experience (Reservations)

2.4.1 Reservations for campgrounds, ramadas, and other facilities can be made and viewed, via park, Administration/HQ or online.

Itinio shall be configured for reservations and event registration as outlined in this RFP. Online forms shall be developed to match existing County websites and specifically tailored to the County's sales process requirements.

2.4.2 Reservations can be changed and cancelled by customer online.

shall shall System shall allow customers to add to their existing reservations by Go Live for all new reservations made in Itinio after July 1, 2015. For existing reservation that were generated in the previous Maricopa County system, this process shall be discussed but may not be feasible for the build.

2.4.3 System must have a mechanism to prevent double bookings.

Inventory restriction and validation included in Itinio prevents the possibility of a double booking.

The system provides a number of options for certain types of inventory (e.g. Events) and can restrict availability to select sales channels (e.g. web reservations) - allowing park staff to override public settings if needed.

2.4.4 Site availability can be searched by multiple fields such as, using cumulative filters: park, date range, site, site type, site size, universal accessibility, and price. The program shall include flexibility to change or add search fields.

All product types may be "categorized" by an unlimited number of attributes. New categories (filters) can be added at any time.

Categories may be configured as product search filters, used in accounting or marketing statistics, or used to control display options (e.g. show on web, loop campground closures, or to show only ADA sites).

2.4.5 System shall have option to display site availability geospatially on an updatable campground and/or park map by highlighting available sites for specific date range.



The development of detailed campground and park maps is included in the scope of this proposal.

- Standard Itinio campground map screens feature:
- Browser-friendly HTML/Javascript programming with no Flash or special plug-ins required;
- Accurate, detailed and attractive map graphics designed to match Maricopa County Parks' website design;
- Interactive arrival/departure date and amenity filter search;
- Easily updated maps, site features, geo-location and display;

2.4.6 Site availability can also be searched by clicking on a site on an updatable campground map and viewing site availability in calendar format.

Helpful for guests with a "fondness" for a specific campsite, this standard view allows guests to view future availability by individual site.

This map view is particularly useful as a campground overview - part of the park's website. Interaction with this map can improve the number of website visitors that initiate a campground reservation.

2.4.7 Site availability shall be displayed in calendar view, with weekends and holidays highlighted.

Availability views in a calendar format may be styled in any manner requested. It is common to highlight weekends, holidays, as well as periods of seasonal closures or special events.

2.4.8 Calendar view shall allow for seamless viewing when spanning two months.

Typically calendar views are "scrollable" by week or month - allowing users to easily understand and navigate the view.

2.4.9 All users shall have the ability to view existing or past reservations during the reservation process.

Parks shall require customers to set up accounts, use e-mail as primary key to avoid duplications. Itinio shall include automated password recovery to eliminate or reduce park staff support requests.

2.4.10 Site photo and details shall be available during the reservation process.

Campsite and facility descriptions may include as many photos or videos as desired. Photos/Videos and descriptive text may be managed by designated user-profiles. It is common for Park Managers or Operations to have access to product descriptions.

Itinio support includes assistance with photo and description development.

2.4.11 Users can easily make a reservation from any screen during the search availability process.

Once a guest has selected their dates and site(s), the final process is simply to review and purchase.

Depending on the implementation, additional reservations options such as application of discounts, promotion code validation or the creation of an "account" may be included in the final reservation stage.

2.4.12 Users must have the ability to make reservations for multiple parks or sites and pay or "checkout" when finished.

The Itinio system does not inherently restrict this capability. The determining factor in this case is the accurate accounting of revenues and refunds by individual park. All revenues shall be reported by Revenue Code (COA), at multiple levels of categorization if desired. One Itinio report programmer shall be assigned to Maricopa County Parks for the duration of the implementation for this purpose.

2.4.13 System shall provide for the ability to purchase more than one item type in one sale (i.e. campsite and ramada reservation).

The Itinio system was designed specifically with the ability to assemble multiple types of "products" into a single "itinerary".

In Itinio, a single guest invoice may include, without limitation, campsite reservations, cabin reservations, retail sales, tour tickets and services.

Multiple payments and payment types may be applied to each invoice.

Generally, the limiting factor for this type of invoice is fiscal policy regarding when revenue is recognized by the County. Maricopa County Parks and Recreation reports revenue on the day received and reconciliation reports shall be built to reflect this fiscal policy.

2.4.14 Users shall have the ability to make multiple reservations simultaneously for common dates by selecting from a list of available sites.

Multiple sites or units may be selected and confirmed on a single reservation. Available sites for a selected date range are typically shown in both map and list views.

Maricopa County Parks' business rules shall determine any limitations on the number of sites/units may be selected on a single reservation (if any).

2.4.15 System shall have an easy way to leave a reservation without completing it.

Parks users may create a "quote" reservation for the purposes of pricing and discussing a future reservation with a guest. Quotes do not block out inventory and may be abandoned at any time. This feature is useful for phone and walk-up sales.

Web customers may abandon their reservation at any time. Guests are not required to log in or out in order to shop.**2.5 Business Rules & Validation**

2.5.1 System shall apply multiple business rules and allow or prohibit reservations based on current policies such as date range, park, site, 6 months in advance, minimum nights, operating dates, inventory opening dates, loop closures, group sites, reservation and cancellation fees. These can be overridden by authorized user(s) employed by MPRCD.

Available inventory may be managed in multiple ways and Itinio provides easy-to-use tools designed for Park Managers to effectively manage availability and sales channels (web, call center, park office).

Common inventory controls include:

- Loop/Zone Closure (by sales channel)
- Seasonal Park Open/Close
- Host Site Management

Pricing and amenity controls may be "scheduled" to become effective in the future - such as a price increase for upgraded features.

Policies may be included by:

- Park;
- Product Type (campsite, cabin, picnic shelter, etc.);
- Individual Product (e.g. a specific group area);

These tools provide substantial control of product availability, sales channels and product description and policies.

2.5.2 System shall use validity checking and shall highlight fields in error and describe what information that is required.

The Itinio system provides input validation and form completion testing at appropriate points in each process. Easy-to-understand user feedback is provided in order to provide a high level of customer service.

2.5.3 User information shall not be required until end of reservation process, until required log in to access past or current reservations, or other user-based information is required. Users can log in anytime during reservation process without losing information they have entered.

All Itinio reservations forms do not require user information, including email, until the final payment stage. Log in or the creation of a user account is most typically optional (though it can be required).

This comfortable approach promotes "shopping" and discovery - critical factors in providing effective and engaging online reservations.

2.5.4 Pending reservations shall be removed from the system if purchase is not completed within 15 minutes for online/public reservations.

This is a common inventory control strategy for shopping-cart style systems. Itinio however incorporates a series of availability checks that allow inventory to be managed more in real time. This approach prevents the unnecessary blocking of inventory until an online payment has been approved.

2.5.5 System shall provide a confirmation screen with reservation details and price before finalizing reservation.

Short of an actual "confirmation", Itinio reservations provide all reservation details and pricing to the guest prior to final payment.

Note that this stage intentionally does not appear to be final confirmation - to prevent printing prior to payment.

Upon successful payment, an on-screen confirmation is displayed with a prompt for printing.

An emailed version, identical to the confirmation created in Itinio, is sent to the email address provided.

The guest "history" is updated in Itinio to record the successful send of the confirmation email.

**Campground Reservations**  
Newaygo County Parks & Recreation

**Last Step: Complete Your Reservation**  
To complete your reservation, enter your contact and payment information and click "Reserve" below.

**Review Your Reservation:**

Campsite	Nights	Arrival	Departure	Per Night	Total
DL LEFT BY ELK ONLY	1 Night	08/22/2014	08/23/2014	635.00	635.00
Campsite Reservation Fee					\$10.00
<b>RESERVATION TOTAL:</b>					<b>\$25.00</b>

**Enter Visitor Information:**

First Name:   
 Last Name:   
 Email Address:   
 Mailing Address:   
 City:   
 State/Province:   
 Zip/Code:   
 Phone Number:

**Enter Payment Information:**

Billing address is same as above  
 Name on Card:   
 Billing Address:   
 City:   
 State/Province:   
 Zip/Code:   
 Credit Card Number:     
 Expiration Date:  /   
 Security Code (CVV2):  What's this?

Required:  I have read and agree to Newaygo County Parks' Reservations Terms & Conditions. [Read Policy](#)

\*Upon payment, you will receive a printable confirmation and a copy will be sent via email.

Newaygo County Parks and Recreation Administration Office  
804 Eastman Drive SW, Newaygo, MI 49827  
Phone: (231) 467-6266 • Fax: (231) 467-6766 • Toll Free: 1-877-669-2115

2.5.6 System shall allow for two names attached to reservations: payer name and address, and occupant name and address.

Unique to Itinio is the ability to include "participant" information to any sale, and configured specifically to an individual product type.

State and County Parks commonly use this feature to record vehicle license or other guest information for each campsite. Event registrations can include the names of attendees that differ from the purchaser.

Participant configuration and policy development for any of this proposal.

Example of a confirmation screen - the last stage of a typical camping reservation. Format can match any website style.

product type is included in the scope

2.5.7 System shall have mechanism, definable by park, that shall generate an email to park staff and message to the customer if more than a certain number of sites are booked concurrently (so Rev'd Up can contact large groups).

Mass email and message tools are built into Itinio for this purpose. Specific uses shall require configuration based on the actual process desired and the contact list selected but shall be completed by Go Live.

The Itinio implementation team shall discuss this and similar communication processes with the County Parks team as part of the setup process.

2.5.8 Users shall be allowed to cancel reservations before completion.

System users may abandon a reservation at any point in the process. Itinio automatically rolls back unsaved changed or incomplete reservations.

User training shall practice various methods for creating a reservation, making changes and saving a final invoice. The process is simple and intuitive - designed for a wide range of user abilities.

2.5.9 System shall automatically calculate amount due when any reservation is cancelled.

Business rules, including the application of cancel and reservation fees, shall be configured into both the Itinio reservations application and online reservations forms. The amount due is emphasized in both forms for ease of use.

2.5.10 When a reservation is cancelled and a credit card refund is due, system shall be able to refund credit card for up to 200 days after initial reservation is made (desired).

Credit card refunds may be applied for **up to one year** from the original reservation date. The standard refund window for most payment gateways is 90 days to 6-months. However an extension to 365 days may be filed with Authorize.net. This window may then be further restricted to 200 days if desired by Maricopa County Parks.

2.5.11 System must support no less than eight role-based levels of access for MPRCD employees to data and system features, which can be administered and assigned by authorized County staff and allow varying levels of functionality/approval rights in the system.

Itinio can provide an unlimited number of user profiles and access levels. The following profiles are common to most County and State Parks systems:

- System Administrator / Inventory Manager
- Park Administrator
- Park Manager
- Park Operations / Clerk
- Reservations Desk Clerk
- Volunteer
- Help Desk
- Accounting
- Marketing

The project team shall develop a user profile strategy to meet the unique needs of Maricopa County Parks & Recreation.

## 2.6 Receipts / Confirmations & Payment Processing

2.6.1 Receipts/confirmations/invoices are generated at time of reservations and shall include customer information, site, reservation dates, notes, itemized charges, payment, method of payment and balance due.

Receipts (confirmations) may include any information required, including sales and payment details, product-relevant policies, discount terms and contact information.

The Itinio reservation system provides flexible content controls that allow for multiple receipt types based on product and sales source.

Examples include:

- Standard Receipt (8.5 x 11 format)
- Receipt with Product-Specific Policies (8.5 x 11 format)
- Emailed Receipts (with optional additional content e.g. maps)
- Receipt Slips (roll paper format)
- Signature Slips (for credit card sales)
- Site Tags (for posting on campsites and picnic shelters)



Customization of receipt styles are included in the scope of this proposal. The example below shows the typical receipt options from a single reservation.

2.6.2 Camping confirmations shall include an automatically generated barcode to allow for quick check in.

Itinio supports standard barcode fonts and receipts can be custom designed to meet the needs of Operations and check-in processes.

*Example at right is from Whatcom County, Washington.*

2.6.3 Receipts/confirmations/invoices may be reprinted at any time by employees or customers.

Receipts (confirmations/invoices) may be printed at any time and are specifically formatted for accurate and attractive printout. Easy-to use email features allow for simple, one-click sending of email receipts to guests by parks staff (useful for reservations changes or refunds).

Unique Feature: Itinio invoices include a complete "history" of all transactions impacting that invoice, by user or sales source. When a guest is sent a copy of their receipt via email, it is recorded in the invoice History.

2.6.4 Users can select how receipts/confirmations are issued: e-mail, printer or both.

Receipts are maintained in screen, email and print formats and may be printed or emailed at any time. Multiple print formats may be configured to match different printer styles (sheet, slip/roll paper, etc.)

2.6.5 System shall have a credit/debit card processing component. If credit card information is stored, it shall be stored using industry standard secure methods at all times.

Credit cards are processed directly though Itinio - typically using existing mag-stripe or smart-card reader typically connected via USB to any workstation used for transactions.

2.6.6 System shall issue refunds or utilize gift card program at time of cancellation and calculate refunds according to MPRCD policies.

Business rules regarding cancellation fees, shall be configured in Itinio for automatic and manual collection depending on the sales channel (park, HQ or web).

**Theresa Kokoska**  
8075 Wade Ter  
Mission BC V4S 1E5

Confirmation No. 148141031-000498  
Invoice Date: 10/31/14  
Full Payment Received - Thank You!

**Silver Lake**

Description	Qty	Rate	Total
Reserved: Red Mountain 17			
Arrival Date: Friday, August 29, 2014			
Departure Date: Monday, September 1, 2014			
Horse Campsite 17 ( HC-17 ) / 3 Nights	3	\$27.00	\$81.00
-- Sl. Camping Reservation Fee \$11.00	1	\$11.00	\$11.00
<b>Reservation Total:</b>			<b>\$92.00</b>
( Conversion ) <b>Payment:</b>			<b>(\$92.00)</b>
<b>Balance Due:</b>			<b>\$0.00</b>





**Camping Reservations**  
Campers may check in to their campsites at 2:00 pm on the day of their arrival. Check out time is 11:00 am. In order to make the park enjoyable for everyone quiet time begins at 10:00 pm nightly.

- Reservations can be made starting December 1st for the following year.
- During the peak season (4/01 - 10/31) weekend reservations must be for both Friday and Saturday night (2 night minimum and no more than 14 consecutive days).
- Reservations can be made up to 72 hours prior to arrival.
- Payment in full is required when reservations are made.
- A non-refundable reservation fee of \$11.00 is charged for each reservation site, for each set of consecutive reservations.
- ADA sites may only be reserved with a disability placard or card. Upon arrival at the park the placard or card must be presented to the park ranger. The person with the qualifying placard or card must be present throughout the reservation period.
- Must be 18 years or over to rent campsites.

2.6.9 System shall have gift card sale and redemption function.

Private-label or Interchange-supported gift card programs may be included in the authorized payment types set up in Itinio.

The implementation and integration of a Credit/Gift Certificate or Gift Card program is included in the scope of this proposal and shall be completed as part of the initial build and functional by selected go live date. .

2.6.10 System shall allow for use of promotion codes and pricing.

Promotion codes, typically used for providing special pricing or waiving fees, are fully supported in Itinio. Numerous options are provided in order to support marketing and 3rd-party sales efforts.

2.6.11 System shall display amount due and change due in US currency.

Itinio can be set to display single or dual currencies. For Maricopa County Parks, it is unlikely that dual currency mode shall be required.

2.6.12 System shall allow for partial payments and display balance due.

Multiple payments and refunds may be made on a single invoice, with the remaining Balance Due displayed with each transaction.

2.6.13 System shall have ability to accept and track multiple methods of payment.

All payment types are tracked through the system for audit and reconciliation purposes. Payment information includes:

- Payment Type (cash, credit card / type, voucher, gift card, etc.)
- Customer Account
- Invoice Number
- System User ID (or Web Reservations)
- Transaction ID (if credit card)
- Date/Time
- Assigned Chart of Account
- Account (Park)
- Database (Park/Region, etc.)

Itinio provides substantial audit controls throughout the system to keep track of all transactions; including discounts, price changes, tax exempt sales, etc..

2.6.14 System shall have ability to set expiration dates for methods of payment or promotion codes.

Promotion codes include controls to activate and disable a particular promotion or discount as needed.

Payment types may be configured to expire on a set schedule. This feature may require customization, as there are numerous aspects to integrating a payment type (accounting, web forms) that shall need to be considered.

Configuration of promotions and assistance with marketing support is included in the scope of this proposal.

2.6.15 System shall have ability to pay using multiple methods of payments in one sale.

A single Itinio invoice may be paid by multiple payments and payment types - with no limitation. Each payment or refund shall adjust the Balance Due.

2.6.16 All changes to reservations shall be tracked and stored for every iteration of reservation, including date and time stamp, source (web, Admin/HQ, park) and user id.

All transactions impacting an Invoice - from start to finish - are recorded in the History program of that invoice. This information includes:

- Sales source (web, park, call center) or User
- Date/Time of each transaction
- Transaction Detail
- Payment Types - and credit card identifier (last 4 digits.
- Emailed receipts (by user in chronological order with transactions)

This information is used in audit reporting and is very helpful for both users and administrators in working through issues - particularly for complex reservations.

2.6.17 System shall produce invoices on demand.

The Itinio system may be configured to print or email a selection of invoices based on the administrative need.

As an example, the selection of A/R invoices with outstanding balances and by date, by park is a simple process. Custom interaction with this selection may be configured to mass email or print. Accounting configuration and custom invoice handling is generally included in the scope of this proposal.

The implementation team shall work with the County to establish the scope, priority and timelines for these type of projects.

## 2.7 Reservation Management (Parks & Administration)

2.7.1 Admin/HQ and park may search existing reservations using the following criteria and cumulative filters: name, date, park, site, site type, date range, reservation status, payment status, overdue status, arrival date, checkout date, user id, date/time entered or changed, sales point.

All transactions in Itinio systems may be searched by any field contained in the scope of the transaction record.

Search tools are optimized by user-task throughout the system. For instance, Administration may need quick access to reservations by customer name, address or email. A park clerk may need search tools optimized for arrival or departure dates. And a manager may need search and audit tools that are more based on financial status and reservation history.

It is common to specify custom search tools in order to meet specific reporting or audit needs. Configuration of these tools is included in the scope of this proposal.

2.7.2 Authorized MCPRD employees shall be permitted to edit or void a completed or checked in sale and shall be able to override reservation rules. System shall represent warning windows requiring confirmation before overriding or deleting data.

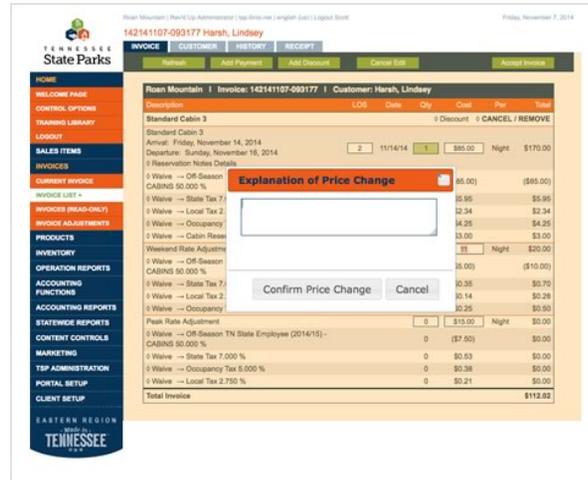
Maricopa County Parks' business rules shall be configured in the Itinio system required.

System restrictions may be set by user-profile - allowing Managers or Administrators the ability to override standard rules as needed.

For audit purposes, all actions, including edition, voiding or discounting, are recorded in the Itinio system by user, date/time, location and account.

2.7.3 System shall have the ability to set up pre-and post-trip automated customer e-mails.

Automatically scheduled email marketing tools are just one of the unique Customer Relationship Management (CRM) features provided by Itinio systems.



be



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Thank you for your recent visit -

- to Lost Dutchman State Park. We hope your experience was enjoyable and I would like to personally thank you for choosing an Arizona State Park. Your visit helps preserve these unique southwestern locations and supports their local communities.

Take the go-Second Survey!

You can help us serve future visitors by taking a moment to provide your opinions on a few survey questions. This short 7-question survey will take less than a minute to complete. Your answers help us to continue to improve our services.

From our staff and volunteers at Lost Dutchman and all of us at Arizona State Parks, we hope to see you again soon.



Arizona State Parks

Find a State Park View Arizona Map Reservation Rates & Fees

Western Region  
Alamo Lake Buckskin Mountain Cattail Cove Lake Havasu River Island Yuma Quartermaster Depot Yuma Territorial Prison

Northern Region  
Dead Horse Ranch Fort Verde Homolovi Jerome Red Rock Riordan Mansion Slide Rock Verde River Greenway

Eastern Region  
Boyce Thompson Arboretum Catalina Fool Hollow Lake Lost Dutchman Lyman Lake McFarland Oracle Tonto Natural Bridge

Flexible and easy-to-use content controls allow designated users to set up both pre and post visit emails, by date (e.g. seasons), park, product type and any number of guest categories.

Customer emails may also be exported from Itinio based on filtered searches for use in other email marketing efforts.

*Example at right is a Thank You email from Lost Dutchman State Park in Arizona. In this case, this email is scheduled to be automatically sent three days after a customer departs the park.*

2.7.4 System shall have the ability to provide quotations for events (i.e. weddings, special events, parties) (desired).

Unique to Itinio, each reservation actually starts by setting up a "quote" invoice prior to removing inventory from the database. This allows park and reservations staff to completely price out a reservation or package prior to finalization. This process is particularly helpful for phone and walk in sales.

Once the selected inventory is "accepted" for the quote, inventory is adjusted - and the invoice becomes an Accounts Receivable (A/R) - pending payment.

Maricopa County Parks accounting business rules shall determine the internal process of managing A/R invoices. Itinio includes special reports or views for managing A/R. This process shall be completed as part of the initial build and shall be fully functional by Go Live.

2.7.5 System shall have automated wait list functionality notifying customers by e-mail when site becomes available (desired).

Wait list features may be set up for any product type (e.g. picnic ramadas, premium campsites, etc.).

Automating email notification may be configured in Itinio, but experience dictates that this strategy works best for specific product types with clearly defined length-of-stays (e.g. campsites for the week of 7/1 to 7/6).

Itinio project managers shall provide examples of wait list strategies successfully used at other parks as part of system implementation.

2.7.6 System shall have the ability to automatically attach forms to certain reservations and track status of completed forms (group contracts) and track receipt of completed forms (desired)

Contracts for specific products (e.g. boat rentals, groups, facilities) are fully supported in Itinio. Forms may be completed in the Itinio system and printed for signature - maintaining all form data in the Customer Account file, or saved as a static file (PDF or Word Doc) for printing only.

2.7.7 System shall have the ability to attach notes to reservations, customers, parks, sites, items by date range. The notes can be coded to pop up on screen and/or print on confirmations and receipts. Rules can be set up determining where notes are visible.

Custom content fields (such as notes) may be set up in Itinio for viewing by the appropriate user and/or guest.

**Example 1:** Park staff notes for a particular customer may be added and only viewed internally; with no printout on invoices, but perhaps included in the reserved campsites report used by staff in the parks.

**Example 2:** Customer service notes on a particular reservation may indicate a guest preference or request that should be communicated to both staff and the guest. This may be set to display in the "notes" section of the reservation.

Unlimited customized content management setup throughout the Itinio system is included in the scope of this proposal.

The example below is a typical Customer Account screen. Note the additional phone number and customer notes fields that have been added.

**Customer Account 141130826-692338**

Refresh Save Customer

Clear Contact Find Contact

First Name Last Name Salutation  
Robert Connell

Phone Numbers  
423-284-5438

Email Address  
rmconnell@aol.com << Contact

Primary Address  
248 Vermont Dr NW

City State Zip  
Cleveland TN 37312

Country

Customer Invoices			
Invoice Number	Date	Total	Balance
141140709-118288	7/9/14	\$68.55	\$0.00
141130826-051988	8/26/13	\$48.70	\$0.00

Communication Opt-In  
 Email Marketing Opt-In

**Contact / Customer Information**

Phone (Mandatory)

Customer Notes

## 2.8 Additional Reservations Requirements

### 2.8.1 Additional Reservations Requirements

#### 2.8.1.1 Default view is for current park only.

Users retain their preferences upon logout from Itinio. If a user has multi-park (account) access, the last park accessed shall be retained.

#### 2.8.1.2 Park can view reservations for any park.

User-profiles may be set to allow users access to other accounts (parks) and any number of menu options and system features.

#### 2.8.1.3 Park can make reservations for other parks.

The ability to make reservations throughout the parks systems is dependent on how User-Profiles are set up in the system. As an example, full-time park staff may have the ability to switch parks and make reservations at all parks, whereas seasonal or volunteer staff may be restricted to one park.

This setup shall be determined upon implementation and may be easily changed at any time.

#### 2.8.1.4 System shall have a check-in function for park visitors. Screen shall display reserved name, occupied name, number of people, number of pet, arrival and departure dates, balance due and shall display any notes or flagging on display. All of these shall be editable.

Guest check-in is designed to be simple, intuitive and quick. A variety of check-in applications are provided, based on the level of detail needed and anticipated data collection.

Itinio can also support a self check-in kiosk environment - basically a simplified form, typically implemented in a touch-screen or even smartphone environment.

Collected guest information may be customized to fit each park and product type. This information may be required or optional and may be set to be included in specific reports (e.g. Reserved Campsites, Arrivals, Departures, etc.).

#### 2.8.1.5 System shall allow for the following check-in options: partial, full, cancellation and no show. No 'hanging reservations' shall be allowed.

Check-in procedures may be dictated by Maricopa County Parks and may be different by park if desired.

Itinio provides unique close-of-day options that allow the Park Managers and staff to consolidate and review daily transactions, including arrivals, in order to close out each day and account for all reservations and payments.

These options shall be configured specifically for the State as part of the implementation process.

2.8.1.6 System shall allow for “early check out” and calculate any refund due.

Early check out, as well as extended stays are simple to execute in Itinio. The system automatically calculates any balances due, and may be configured to automatically apply fees as applicable.

2.8.1.7 System shall allow for fast change of clerk.

Changing users (clerks) on a particular computer is as simple as logging out (one click), and logging in (username, password, go!).

2.8.1.8 There shall be a function to view and print out arrivals for current day or date range in no less than two formats (report and for pad-post markers).

A number of Arrivals report formats are provided in Itinio and all default to the current date.

For campgrounds, one of the most popular management reports is the Reserved Campsites/Ramadas report that shows all arrivals for a date range (usually 7 to 10 days), and typically grouped by campground, zone or loop.

The on-screen version of this report links each arrival to the reservation detail and may be filtered by sales source (web, call center, etc.).

The printed version of this report may contain additional information relevant to Park Rangers in order to assist with compliance and management

A separate report or list provides access to pad-post markers that may be formatted for any use and printer.

2.8.1.9 There shall be a function to view and print departures for current day or date range

A comprehensive Departures Report displays the number of departures and detail on each reservation. This report may be further customized for assistance with housekeeping and maintenance.

2.8.1.10 System shall allow staff to print a map or list of unoccupied sites so walk-in customers know which sites they can choose from.

Interactive, printable maps are provided and may be used for numerous availability views. Fresh map graphics, styled to coordinate with other Maricopa County Parks marketing, shall be provided in the scope of this proposal.

View	10	Nights from Tuesday 3/11/14									
Campsite	Tue 3/11	Wed 3/12	Thu 3/13	Fri 3/14	Sat 3/15	Sun 3/16	Mon 3/17	Tue 3/18	Wed 3/19	Thu 3/20	
Campsite 1	«				EBERT (TV)					»	
Campsite 2	«				COX *					»	
Campsite 3				THOMAS				TAYLOR			
Campsite (H)4				PORTER *				PORTER *			
Campsite 5				DILORETO *					GILL *	»	
Campsite 6	«				SOULIERE *					KRAMER	
Campsite 7				TRICE *				HARTLEY *		»	
Campsite 8				HEBERT				NEVIL			
Campsite 9				MILLER		BRUMMETT				LOWERY »	
Campsite 10				HALE	HALE					MEDFORD	
Campsite 11				MURPHY						HALL »	
Campsite 12								RYE			
Campsite 13								RYE		»	
Campsite 14	«	CANNON			BASS			CAUDILL			
Campsite 15								TENJUT			
Campsite 16	«			JACOBY *			GAMMON			SOULIERE *	
Campsite 17				ALEXANDER				CLAY		DEASON »	
Campsite (H)18										DEASON »	
Campsite 19								BARTLOW			

**Campsite Arrivals & Hang Tags**

To print campsite hang tags: select desired records.

Arrivals on:	10/04/2014					
✓ Campsite	Guest	LCS	Arrival	Departure	Reserved	
<input type="checkbox"/>	Campsite 17A	White, Robert	7 Sat 10/4/14	Sat 10/11/14	03/13 5:37 AM	
<input type="checkbox"/>	Campsite 12A	Webb, Lisa	4 Sat 10/4/14	Wed 10/8/14	08/10 7:35 PM	
<input type="checkbox"/>	Campsite 77	Johnson, Rob	8 Sat 10/4/14	Sun 10/12/14	07/30 8:01 PM	
<input type="checkbox"/>	Campsite 6A	Jump, Molly	8 Sat 10/4/14	Sun 10/12/14	08/13 1:46 PM	
<input type="checkbox"/>	Campsite 74	Carpenter, Chris	1 Sat 10/4/14	Sun 10/5/14	09/09 8:44 AM	
<input type="checkbox"/>	Campsite 60	Garrett, Greg	1 Sat 10/4/14	Sun 10/5/14	09/09 8:45 AM	
<input type="checkbox"/>	Campsite 40	Slap, Andrew	2 Sat 10/4/14	Mon 10/6/14	09/10 2:12 PM	
<input type="checkbox"/>	Campsite 64	Ballance, Dave	6 Sat 10/4/14	Fri 10/10/14	09/12 9:23 AM	
<input type="checkbox"/>	G3 Group Camp	Gannon, Christi	1 Sat 10/4/14	Sun 10/5/14	09/23 11:40 AM	
<input type="checkbox"/>	Campsite 51	Reich, Peter	1 Sat 10/4/14	Sun 10/5/14	09/28 8:23 PM	
<input type="checkbox"/>	Campsite 25	McNamey, Ronald	2 Sat 10/4/14	Mon 10/6/14	10/02 9:57 AM	
<input type="checkbox"/>	Campsite 36	Lesch, Amanda	1 Sat 10/4/14	Sun 10/5/14	10/02 9:54 PM	
<input type="checkbox"/>	Campsite 1	Strimple, Charles	2 Sat 10/4/14	Mon 10/6/14	10/03 10:29 AM	
<input type="checkbox"/>	Campsite 83	Phelps, Charles	2 Sat 10/4/14	Mon 10/6/14	10/04 5:10 PM	

Maps may be updated at any time without limitation.

2.8.1.11 Vendor must provide an option to get information in the event of power or connectivity loss.

During implementation, the Itinio project team shall assist Maricopa County Parksbg with the development of standardized offline processes that shall enable business continuation for system accessibility issues.

Our team shall provide examples used in other State and County parks' systems that utilize combinations of manual processes, other resources (e.g. call center or other parks), and the Itinio support team in order to maintain a high level of customer service while ensuring real-time data integrity and eliminating the potential for double-booking.

## **2.8.2 Additional Reservations Requirements**

2.8.2.1 System shall allow customers to add and edit their own account information.

Customer-managed account maintenance, is an option - not a requirement - in Itinio reservations systems. Maricopa County Parks may dictate how this option is applied for marketing and administrative purposes.

The Itinio project team shall provide recommendations and examples of various approaches to modern customer account maintenance, operations efficiency and optimal customer acceptance for increasing sales.

2.8.2.2 Customers shall be able to view their current and past reservations.

This feature is provided in Itinio reservations systems.

2.8.2.3 System shall provide an automated password retrieval or reset system.

Customer passwords, common in shopping-cart programs, are not necessarily required by Itinio reservations systems, but may be configured as such by Maricopa County Parks if desired.

A secure password reset/retrieval system is provided for customer accounts.

2.8.2.4 System shall display rules at end of reservation (web only) that requires “agree” to complete reservation before asked for credit card.

Acknowledgement of policies and rules (e.g. campground, ramadas, etc.) is standard for reservations forms of this type.

Itinio provides flexible content controls that match the right policies and information with the reserved products. For instance a reservation with a specific picnic shelter or facility might include:

- Welcome message from the park with directions and a map;
- Shelter policy with reservations policies (cancel/change);
- List of events or activities by relevant to reservation dates;

Configuration and continued assistance with content development and management in Itinio is provided in the scope of this proposal

2.8.2.5 The County shall not be responsible for handling or processing payments directly.

Rev'd Up shall coordinate payment gateways (Authorize.net) with County designated Merchant Services based on the financial requirements of Maricopa County.

2.8.2.6 Credit Card processing system shall report errors and instructions back to user for correction.

Credit cards that are rejected by the payment gateway (the component of the processor that is responsible for validation and authorization), typically for incomplete information, expiration dates or mis-matched CVV2 security data, cause a message to be displayed to the customer (or system user) instructing for correction, or providing the reason for rejection.

2.8.2.7 System shall allow international reservations including addresses.

International address formats, as well as credit cards (from accepted card types) are supported in Itinio. Special reservations controls are included to assist international customers with data input.

2.8.2.8 When cancelling a reservation online, a confirmation window shall display detailing cancellation policy, funds lost and funds refunded.

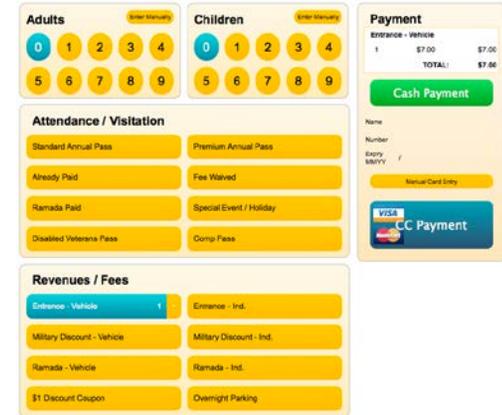
Business rules configured in Itinio dictate how cancel fees are applied. This messaging is included for both online and back-end (park staff or call center) reservations completed in Itinio.

## **2.9 Point of Sale: Items, Admissions, Rentals & Concessions**

2.9.1 System must have ability to collect fees (day use fees) easily and quickly.

Day use entry and attendance tools allow users to process an incoming party quickly - in as little as 15 seconds. Additional time saving mechanisms can be put in place to reduce check-in time to an absolute minimum.

This application is touch-screen capable and coordinates with both the full Itinio invoice interface, as well as the Itinio "QuickSale" retail programs.



2.9.2 System must allow for attendance tracking whether payment is presented or not (i.e. park passes).

Attendance tracking is fully supported in Itinio and allows for counts independent of sales.

Attendance reports are provided in multiple formats and may be exported in Excel format for use in other systems.

*The report example at right is from Arizona State Parks.*

2.9.3 System must be able to interface with hand-held computer devices (scanner or tablet).

System screens are supported by any browser-based device (desktop, tablet, mini-tablet or smartphone). Standard bar-code and QR code scanners (USB) and magnetic stripe card readers compatible with current computers may be used as input devices.

Wednesday, January 1, 2014 to Monday, June 30, 2014

Type Totals	Adults	Children	Total
Camping	23177	1780	24957
Day Use	135413	10552	145965
Pass	66548	5347	71895

Sub Type Totals	Adults	Children	Total
Already Paid/Day Use	7017	272	7289
Camping/Camping	23177	1780	24957
Commercial/Pass	12913	597	13510
Comp/Pass	81	18	99
Disabled/Pass	272	31	303
Dumping Fee/Day Use	351	6	357
Fee Waived/Day Use	7079	280	7359
Fr-Su Entrance - Ind./Day Use	33420	4497	37917
Fr-Su Military - Vehicle/Day Use	374	61	435
Mo-Th Entrance - Vehicle/Day Use	11220	1470	12690
Mo-Th Military - Vehicle/Day Use	171	23	194
Overnight Parking/Day Use	1626	185	1811
Premium/Pass	45335	4417	49752
Ramada Paid/Day Use	10	0	10
Special Event / Holiday/Day Use	74145	3758	77903
Standard/Pass	7947	284	8231
<b>Grand Total</b>	<b>225138</b>	<b>17679</b>	<b>242817</b>

2.9.4 System shall have the ability to stock and sell different merchandise at different locations.

Retail merchandise may be entered and managed by location as needed. Typically system administrators are responsible for maintaining retail merchandise information throughout the system, while park staff may be granted access to receive and adjust inventories as needed..

2.9.5 System must automatically calculate sales tax on certain merchandise with tax rates varying by park/sales location.

Multiple tax rates are supported in Itinio. Examples include; state sales tax, county and city taxes, and occupancy taxes. Taxes are both detailed and summarized as needed.

All taxes are assigned a chart-of-account (COA) for accounting purposes. A tax-exempt sales report is provided to assist accounting with tax reporting.

Applicable taxes are assigned by item, with the capability of assigning multiple taxes to each item or service. Taxes may also be scheduled in the future - allowing for future tax changes on advanced reservations.

2.9.6 System must customize product availability by location.

Product and facilities availability is controlled by item, with business rules set for each location. All items, services and events are independent and may be controlled separately.

2.9.7 System shall provide a mechanism to enter concession sales offline in the event of an outage, then upload to main system at end of day (would like to have)

In order to maintain real-time inventory, sales terminals must be connected to the Internet. But - since this can be a fairly common occurrence in remote areas, the Itinio project team has a number of well-worn processes that Rev'd Up can provide during training so that park staff can maintain a high level of customer service and minimize catch-up work once the outage is restored.

Our team shall work closely with Maricopa County Parks to provide alternatives that should suit the operations well.

2.9.8 System shall provide a mechanism to allow some items to be tied to customer accounts (i.e. annual passes).

Actually, all items can be tied to Customer Accounts under this system plan. A complete Customer History is included, with multiple invoices tied to individual customer accounts. This allows for select items such as Annual Passes and Gift Cards to be easily tracked and reported on throughout the system.

2.9.9 Receipts can be printed on multiple printer types.

Both standard 8.5" x 11" page format and roll-paper slip receipt format printers are supported. Both may be used interchangeably.

Online reservations include screen and emailed receipt formats that are identical to Itinio back-end receipts (standard page format).

Receipts for all product types may be emailed to customers. Email is recorded in invoice history and includes, email address, user, date and time.

2.9.10 System shall provide a mechanism to allow quick data entry collection and pass validation for annual pass card holders. Current process is a magnetic coded annual pass card that is "swiped" via the credit card reader to track annual pass usage.

This process shall be unique to Maricopa County Parks, but it similar to other gift card and parks pass users. The development of this process, including any custom programming, is included in the scope of this proposal.

System must also have a mechanism to capture tracking numbers associated with Iron Ranger entries (pre-numbered envelopes). For example, when the entry stations are closed, a customer shall place their payment in a pre-numbered envelop. The next day, a park employee shall enter in an entry type, add the payment, and the envelope number shall need to be included (like a check #).

2.9.11 System shall provide a mechanism for users to enter the starting amount of cash and ending cash amounts in cash drawer to reconcile revenue by employee each day/shift. Overages/shortages shall be tracked and reported by user.

Daily cash management tools are included in Itinio. Users may set a starting cash drawer amount. Over/short functions are also provided for daily accounting, along with audit reporting and user-profile management.

### 2.10 Inventory Management / Inventory Control

2.10.1 System shall track and display inventory for each park location.

Basic inventory controls are standard and may be configured for any inventory control plan - from manual to perpetual.

2.10.2 System shall provide the ability to perform inventory transfers.

Inventory transfer functions may be configured to meet transfer process requirements, including support for temporary "transport" inventory and receiving processes.

Example "transfer" screen from Tennessee State Parks:



2.10.3 System shall reduce on-hand inventory with each sale.

Retail merchandise sales decrement with each item sold. The daily sales report details items sold that day. Additional reports provide sales by date-range, clerk and location.

2.10.4 System shall provide automatic notifications when inventory amounts drop below a preset amount.

Minimum on-hand controls may be set for any retail merchandise entered into the system. Inventory reports may be configured to flag or filter items that are below set minimums.

2.10.5 System shall have the ability to turn on/off inventory control based on item/location combination.

Set inventory control is not a requirement of Itinio. The system supports ∞ as a quantity in cases where tight inventory control is cumbersome (e.g. bottled water, bulk goods, etc.) or not necessary.

Sales reporting continues to count all items sold - providing accurate counts of sold items by date range.

2.10.6 System shall track all inventory ins and outs and record and keep transaction logs.

Inventory controls are included. To aid audit policies, inventory/product setup and inventory maintenance tools are separated so that they may be accessed by individual user-profile. Inventory maintenance logs include user, location, item(s), adjustments and may be set up to require a reason for the adjustment (e.g. receiving, manual count, damage, etc.).

2.10.7 System shall have online store integrated into current web site for a minimal amount of items (approx. 25 to include annual passes, gift cards, donation gift bags, etc).

Setup of a basic online store for retail sales is included in the scope of this proposal. The project team shall work with Maricopa County Parks on how to best apply online sales, including in combination with reservations.

2.10.8 System shall allow for different shipping and billing addresses.

All online sales allow for different shipping/ mailing and billing addresses.

2.10.9 System shall provide a way of tracking damaged merchandise and giveaways.

Damaged merchandise and other "shrink" is typically managed via the Inventory Maintenance program provided in Itinio.

Giveaways are generally decremented from inventory by processing a "sale" using a specific payment type or voucher set up for this purpose.

2.10.10 System shall track item sales profitability by vendor.

Sales profitability calculations are based on set cost accounting business rules (e.g. first in, first out (FIFO), cost average, etc.). Retail items may be categorized and sorted by type, vendor, style, etc..

If Maricopa County Parks establishes both cost accounting rules for retail merchandise, and sets up inventory with the necessary vendor categories, then a custom report can be developed to accurately report on profitability by vendor.

Custom reports like this are included in the scope of this proposal and are typically prioritized along with other implementation and development projects.



2.10.11 All transactions shall be logged and stored.

All transactions in Itinio are logged by user, profile, account, location, date/time, items - including taxes, fees and discounts, and invoice numbers. No transactions may be deleted from the Itinio system.

Per Generally Accepted Accounting Principles (GAAP) and audit compliance, voids, returns or cancels are adjusted, not removed from the database.

2.10.12 Merchandise records should include product name, bar code, size, color, cost, retail price, vendor, manufacturer code, class, category, tax code or rate, minimum stock, type.

Retail merchandise may be described and categorized in any manner necessary. Itinio supports bar code scanning input as well as single- or minimal-character QuickSale IDs for easy lookup of commonly sold items.

## **2.11 Record Processing**

### **2.11.1 Customer Records**

2.11.1.1 System shall provide options to search for customers by name, phone, address, and/or email.

Customer records may be searched by any information contained in the database. Itinio natively supports multiple phone numbers, addresses, and emails. Customer records may be extended to include custom data fields such as vehicle or RV numbers, family members, marketing categories (e.g. fishing, hiking, birding, senior, etc.).

2.11.1.2 System shall allow multiple customer types to be entered (for example, groups and organizations. Customer type of 'group' shall contain both group name, address, phone, and email as well as group coordinator name, address phone and email).

Customer records may include group or company names and may also be extended to include custom data fields such as vehicle or RV numbers, family or group members, and marketing categories (e.g. fishing, hiking, birding, senior, etc.). Additional fields and categories may be added at any time.

2.11.1.3 Vendor should include a list of mandatory and optional data elements collected and maintained by their solution as part of their proposal so the County can evaluate applicability to any state and federal data security laws.

The system itself requires minimal if any mandatory data in order to process a basic cash or voucher transaction. The required information is most likely dependent on the sales channel, selected product type and County requirements.

- Credit card authorization and County compliance requirements likely require additional information such as Customer Name and Address (partial).

- In the case of a retail merchandise sale by Credit Card, Itinio shall record the name and address provided by the credit card input. Campground, cabin and shelter reservations shall likely require additional information as dictated by Maricopa County State Parks.
- Online reservations shall require an email address in order to send a confirmation, receipt and policies.
- Customers electing to create an "account" for future use shall be required to provide a secret password that is not available to any Itinio users - including system administrators.

2.11.1.4 Ability to merge or manage customer records to minimize duplicates. A warning should display if it appears a duplicate entry is about to be created

Customer accounts may be merged in Itinio - linking multiple invoices under a single Customer Account. A program is provided for this purpose. In Itinio, the standard trigger for account duplication is the email address. This feature may be configured to meet this operational or marketing need.

2.11.1.5 Data should not be case sensitive to avoid duplicate entries.

Customer Account data is not case sensitive in Itinio.

2.11.1.6 System shall have the ability to create multiple user-defined fields (such as notes, vehicle plate, boat length)

Both Customer Account and individual invoice information may be extended to include additional information. This information may be required.

2.11.1.7 All transactions shall be logged and stored.

All transactions in Itinio are logged by user, profile, account, location, date/time, items - including taxes, fees and discounts, and invoice numbers.

Customer Account records may be modified, but not deleted, once an invoice has been associated with the account.

## **2.11.2 Item / Site Records**

2.11.2.1 Camp site records should include site type, size, proximity to bathrooms, pets allowed, number of people site can accommodate, vehicle or walk-in access, surface, sun, hookup yes/no, hookup type, number of vehicles, amenities, natural features, etc.

Campsites, as well as any inventory/product in the Itinio system may be described in virtually any manner desired. Robust content management tools allow for unlimited descriptive text, categorization, multiple photos, videos and files downloads (e.g. brochure, map, etc.).

Users with content management access (typically Administrator profiles) can add or modify all descriptive content for any product in the system. The process is designed to be simple and requires no HTML or technical experience.

2.11.2.2 System shall provide ability to search by multiple fields.

Product filters may be defined to aid customers and park staff in the selection of sites or facilities with specific attributes.

2.11.2.3 There shall be a sort code so that sites can be arranged in order of place in campground loop.

In the standard Itinio reservations setup, two sort codes (IDs) are provided, along with site name, loop and zone that can be defined for list sorting purposes.

Campgrounds are typically represented by both lists (with multiple column sort capabilities) and as interactive maps - with multiple maps representing loops or zones as needed.

2.11.2.4 System shall provide the ability to code each site as to be reserved via web, Admin/HQ, park, all, or none.

Originating sales channels (web, park, call center, agent, etc.) are recorded in Itinio and used extensively in the various reports provided.

2.11.2.5 System shall allow a site to have one type but several sub-types (lean-to, prime lean-to, waterfront lean-to).

Sites and facilities may be categorized in any manner necessary with multiple categories each. Categories may be used in many ways throughout the system, including; reporting, sorting, and marketing.

2.11.2.6 Merchandise records should include product name, bar code, size, color, cost, retail price, vendor, manufacturer code, class, category, tax code or rate, minimum stock, type. All transactions shall be logged and stored.

Merchandise may be described and categorized in any manner necessary. Itinio supports bar code scanning input as well as single- or minimal-character QuickSale IDs for easy lookup of commonly sold items.

All transactions in Itinio are logged by user, profile, account, location, date/time, items - including taxes, fees and discounts, and invoice numbers.

2.11.2.7 All products including entry, camping, and merchandise shall have a MCPRD revenue code assigned.

All transactions in Itinio can be set to require a "chart of account" or revenue code upon creation.

## 2.12 Accounting & Attendance

### 2.12.1 Attendance Tracking

2.12.1.1 System shall automatically compile attendance data from sales and reservations.

Custom reporting may be defined to derive attendance data from sales information - typically using provided and sometimes averages.

In cases such as day-use entry and/or park pass use, attendance data may be collected and reported independently from sales

2.12.1.2 System shall track in state and out-of-state customer demographics.

Attendance data collection may be separated by in-state/out-of-state and adult/child entry as needed. Attendance reporting may be configured to display a specific, preferred view for printing and sharing.

2.12.1.3 System shall track day use separately from camping and categorize into types of camping (i.e. developed vs. semi-developed).

Day use attendance is commonly tracked separately from camping, with attendance reporting on both types of entries.



Attendance / Visitation	
Standard Annual Pass	Premium Annual Pass
Already Paid	Fee Waived
Ramada Paid	Special Event / Holiday
Commercial Annual Pass	Commercial Day Use
100% Disabled Veterans	Comp Pass

2.12.1.4 System shall track group reservations separately.

Group (or other) reservations may be categorized for individual selection and reporting. Custom reporting may be defined to assist with group marketing and sales. These reports are typically prioritized during implementation and are included in the scope of this proposal.

2.12.1.5 System shall track attendance of groups separately from individuals.

The number of participants or attendees in a group reservation may be collected and reported as needed. Data fields may be defined by product type (e.g. picnic shelters) and may or may not be required.

2.12.1.6 System shall track attendance for programs and special events.

Attendance tracking can be defined for any entry - regardless of association with a sales item.

2.12.1.7 System must have the ability to record attendance without being linked to a sale or reservation (i.e. annual passes).

Attendance is not dependent on a sale and may be defined exclusively by count. Attendance recording is a touch-screen capable program. Reporting can be categorized as needed.

2.12.1.8 System must track use of annual passes and location(s) of use.

Attendance tracking can be defined by any number of multiple pass types (e.g. senior, golden, annual, premium, veteran, etc.). Reporting utilizes pass types and location for categorization.

## **2.12.2 Accounting**

2.12.2.1 System shall accommodate a unique numeric identifier (four digits) for each park with up to eight sales locations in each park.

System accommodates database, account (location), category and item-level identifiers. ID numbers can be any length or format. A single park location can identify and categorize as many sales locations and items as necessary.

2.12.2.2 System shall have the ability to accurately track income.

Revenue, in all forms, is recorded in real time and most commonly assigned a designated chart of account (COA) for accounting purposes, data export and integration with state financial systems.

Income is generally stated as either Advanced Deposits or Current Income depending on the transaction type. Itinio provides accounting tools for accurate Advanced Deposit and A/R reporting.

2.12.2.3 System shall collect, track and report sales (tax).

In addition to tracking sales and income, the Itinio system supports multiple taxes assigned at the transaction level. Tax rates may be scheduled in advance in order to accurately impose taxes for reservations in the future.

2.12.2.4 System shall calculate bank deposits and credit card totals.

A daily trial balance report is provided to facilitate daily cash and deposit management.

2.12.2.5 System shall incorporate an end of shift close out function that includes system totals, drawer balance, and explanation of overages/shortages.

Daily close reports may also include, depending on user profile, an over/short journal entry function in order to accurately close each day/shift. The output of this report may be configured to match existing daily deposit procedures and may include a required "reason" for any discrepancy.

2.12.2.6 System shall provide mechanism to indicate discrepancies between reported and actual deposited amounts (at park level).

A series of reports are provided to assist the parks and HQ with accurate daily accounting. Itinio utilizes a configurable, close-of-day process that allows Park Managers and/or staff the ability to easily locate balance or open invoice issues, make the necessary adjustments, and complete each day's business.

A cash over/short or manual adjustment function is provided to accurately calculate cash discrepancies for daily accounting.

2.12.2.7 System shall provide method to track customers who have a credit balances.

Credit or A/R invoices are easily identified through various invoice list filters and provided reports. Reports may be further customized to meet specific needs.

2.12.2.8 System shall have option to send out automatic e-mail reminders to customers with unused credit after a certain time period.

The Itinio system includes automated email capabilities that may be configured to send communication to customers as needed.

The setup of these features, including assistance with copywriting, design and logistics, is included in the scope of this proposal.

2.12.2.9 System shall save all transaction history.

All transaction history, including some non-financial actions such as email communications, are recorded with each Invoice.

In addition, audit controls are included in order to log and report on user actions such as; price changes, sales tax waivers, discounts, inventory/product quantity manipulation, etc.. Itinio typically requires users to record a "reason" for non-standard transactions for audit purposes. These features may be configured to meet County fiscal requirements.

2.12.2.10 System shall allow transactions to be edited by staff in selected user groups.

User profiles (user groups) may be configured in any manner required. Profile settings dictate function and feature access.

## **2.13 Reporting**

### **2.13.1 Reporting: General**

2.13.1.1 Reporting shall be integrated into system and include stock reports for any tracked data.

A substantial report library is included, with many reports easily customized to meet any specific needs of Operations, Accounting, Administration, and Marketing.

Below is a partial list of stock reports available in Itinio:

- Accounting / Audit
- Daily Trial Balance / Sales Reports
- Payments Report
- Advanced Deposits / A/R
- COA Detail / Summary Report
- Forecast / Event Date Activity Report
- A/R Aging Reports
- Tax Exempt Sales Report
- Waived Transactions Report
- Discounts Report
- Close of Day Reports / Function
- Product Build Audit Report

#### Operations

- Reserved Campsites / Picnic Shelters / Facilities (In-Use) Reports
- Arrivals Report w/ Check-In Functions
- Departures Report
- Occupancy Reports
- Housekeeping / Maintenance Status Reports
- Tour / Event Manifests

#### Marketing

- Sales Pace Reports (dollars & units)
- Customer List Export by Type / Category
- Web Form Traffic / Referral / Form Stage Events
- Cancellations (based on applied fees)
- Promo Code Use Report (custom)

The project team may order and prioritize customized views of any reports as needed. Many standard reports are detailed below.

Parks shall provide a list of required reports to be completed by Go Live. Additional reports and/or changes to reports may be needed after Go Live and shall generally be completed within 2 weeks of request from Parks. Reports with additional complexity or require more production time shall be communicated to Parks with vendor providing a completion date.

2.13.1.2 System shall also allow for highly customizable user generated reports.

Direct, read-only database access is provided authorized and qualified users for the purposes of pulling ad hoc reports.

A dedicated reporting database, with independent system resources, is provided to Itinio clients for this purpose.

The Itinio project team shall assist Maricopa County Parks with custom query development (SQL) and support throughout the contract, as part of this proposal.

Name	Birthdate	Gender	Mail/Phone	Address	Assessor	Fulltime	Category	Int/Temp/Res	Invoice	Fee Type
10000000	2014-09-01 10:00:00	M	2014-09-01 10:00:00	10 Avenue 1	F	10	10	B	F	1
10000000	2014-09-01 10:00:00	F	2014-09-01 10:00:00	10 Avenue 1	F	10	10	B	F	1

2.13.1.3 Reports shall be available in summary or detail.

All applicable reports provide drill-down data appropriate to the data.

For instance, a Reserved Campsites report (right) shows a list of campers by selected date range, with direct links to each customer's reservation invoice.

A monthly Trial Balance report may provide daily balance detail as well as invoice level detail. In this case, each stage is exportable into Excel or other formats as needed.

The financial Trial and close financial periods Balance report provides multiple levels of detail in order to facilitate reconciliation accurately and quickly.

COAID	Description	Debit	Credit
10000000	Cash	\$353.13	\$0.00
10000000	ROR - Cash	\$138.00	\$0.00
10000010	Credit Card	\$2,853.85	\$0.00
35000142	Occupancy tax	\$0.00	\$105.91
35000146	TWRA payable	\$0.00	\$59.00
35000375	Advanced Deposits	\$0.00	\$438.63
35000385	Sales Tax - State	\$0.00	\$172.89
35000385	Sales tax - Local	\$0.00	\$67.93
912033	Resort Cabin	\$0.00	\$1,240.00
912061	Reservation Fee	\$0.00	\$48.00
912062	Camping Fees - Other	\$0.00	\$10.00
141140617-109924	Jeff Rieger	6/18/14	\$0.00
141140611			\$5.00
912110			\$62.71
912120			\$232.38
912120			\$25.27
6/17/14	Dump Fee	1	\$5.00
912120	Cash	(\$5.00)	\$0.00
912220	Invoice Closed	\$0.00	\$0.00
912550	Auto-Locked	6/18/14 10:30 PM	\$0.00
912550			\$0.00
			\$3,377.73

2.13.1.4 System shall have the ability to provide previous year(s) comparison and percent of change.

A comprehensive Sale Pace Report is provided that compares sales pace by product type and sales source (web, park, call center). This of course requires a full year of information before this report becomes available.

2.13.1.5 Report data can be easily exported to Excel.

Most all report data is natively exportable to Excel.

Custom Excel views may be configured to match specific needs and minimize further manipulation for import.

In accordance with common open source guidelines, this feature is also compatible with Open Office and other open source spreadsheets.

A	B	C	D	E	F	G
1	1	2	3	4	5	6
2	Report Generated: July 8, 2014 6:24 PM					
3	Invoice Number:	Customer Name	Item Description	Exempted Price	Tax Type	Program Code
4	812175	Anderson, Eric	Area B Campsite 839	\$100.00	Local	35000142
5	84508	Nashville Rescue Mission, Curry	Non-Refundable Fee	\$440.00	Local	35000142
6	80407	Sierra Club, Robin Hill	Group Lodge (1 00005)	\$400.00	Occupancy	35000142
7	80412	Winchester, First Baptist	Group Lodge (1 00005)	\$200.00	Occupancy	35000142
8	812175	Anderson, Eric	Area B Campsite 839	\$100.00	Local	35000385
9	82714	Brook, Katharina	Fisherman Cabin 311	\$440.00	Local	35000385
10	131555	Garrison (4932), Debbie	Villa Cabin 340	\$230.00	Local	35000385
11	79938	Hickman (4932), Eddie	Fisherman Cabin 311	\$100.00	State	35000385
12	88237	Hispanic Church of God of Prosperity, Max Alvarez	Shelter 5	\$40.00	Local	35000385
13	79923	Kern, Austin	Fisherman Cabin 314	\$440.00	Local	35000385
14	80687	Kingston Life, Ed Selenak	Group Youth Camp #1 (0000099)	\$100.00	Local	35000385
15	80785	McMahon, Michael	Area B Campsite 899	\$100.00	Local	35000385
16	84508	Nashville Rescue Mission, Curry	Non-Refundable Fee	\$440.00	Local	35000385
17	84623	Richard Henry School, Jennifer O'Han	Group Lodge (1 00005)	\$200.00	Local	35000385
18	84664	Rushing (4932), Betty	Villa Cabin 332	\$465.00	Local	35000385
19	77854	Yates, Nick	Villa Cabin 335	\$420.00	Local	35000385
20	80412	Winchester, First Baptist	Group Lodge (1 00005)	\$200.00	Local	35000385
21	812175	Anderson, Eric	Area B Campsite 839	\$100.00	Local	35000385
22	82714	Brook, Katharina	Fisherman Cabin 315	\$440.00	State	35000385
23	131555	Garrison (4932), Debbie	Villa Cabin 340	\$230.00	State	35000385
24	79938	Hickman (4932), Eddie	Fisherman Cabin 311	\$100.00	State	35000385
25	88237	Hispanic Church of God of Prosperity, Max Alvarez	Shelter 5	\$40.00	State	35000385
26	79923	Kern, Austin	Fisherman Cabin 316	\$440.00	State	35000385
27	80687	Kingston Life, Ed Selenak	Group Youth Camp #1 (0000099)	\$100.00	State	35000385
28	80785	McMahon, Michael	Area B Campsite 899	\$100.00	State	35000385
29	84508	Nashville Rescue Mission, Curry	Non-Refundable Fee	\$440.00	State	35000385
30	84623	Richard Henry School, Jennifer O'Han	Group Lodge (1 00005)	\$200.00	State	35000385
31	84664	Rushing (4932), Betty	Villa Cabin 332	\$465.00	State	35000385
32	77854	Yates, Nick	Villa Cabin 335	\$420.00	State	35000385
33	80412	Winchester, First Baptist	Group Lodge (1 00005)	\$200.00	State	35000385
34						
35	Tax Exempt Report Totals by Type					
36	Total Exempt Sales:	\$4,005.00				
37	Total State Taxes:	\$280.35				
38	Total Local Taxes (1):	\$103.13				
39	Total Local Taxes (2):	\$0.00				
40	Total Occupancy Tax:	\$79.80				
41	Total Waived Taxes:	\$479.80				
42						

2.13.1.6 Transaction log reporting shall be available.

All system actions are logged and available to authorized user profiles. Transaction histories are provided and most all reporting is based on these histories.

2.13.1.7 Reports in dollars or counts.

Most applicable reports include a toggle for dollars or unit counts. As an example, many Operations/Marketing reports include tracking by "Days", "nights" or "dollars".

2.13.1.8 Reports shall be able to present data in graph or chart format (would like to have).

A number of existing marketing and sales reports include pie-chart graphs to better display comparison data.

The customization of reports, including integrated graphing where applicable, is included in the scope of this proposal.

2.13.1.9 Historical data should be incorporated into new system to allow for comparison reporting.

Historical data can be imported into Itinio without limitation. A simplified table format shall be provided depending on available data and desired reporting.

2.13.2 Revenue Reports by location made, use location, park, system, product type, date range, compare to previous years

2.13.2.1 Sales by sale type, user id

Sales reports by item, type or category, by User ID as well as sales source (e.g. web sales) are provided in Itinio.

2.13.2.2 Total item sales: YTD, MTD, WEEK, item description, item quantity, revenue code

The system provides a number of different item sales views that may be selected by day, month, and week or by selected date range. Items may be filtered by category

(e.g. camping, or retail sales) to simplify views.

Sales Date	Sales	Taxes	Fees
Jan, 2014	\$15,259.00	\$1,168.02	\$447.00
Feb, 2014	\$17,053.00	\$1,331.33	\$558.00
Mar, 2014	\$18,762.00	\$1,519.80	\$792.00
Apr, 2014	\$17,730.00	\$1,463.12	\$792.00
May, 2014	\$21,581.51	\$1,717.73	\$765.00
Jun, 2014	\$19		
Jul, 2014			
<b>Totals</b>	<b>\$11</b>		

Item Description	Quantity	Price	Tax	Fee	Comments
BCSP Hiking Medication	2	\$6.00	\$0.56	\$0.00	\$0.00
BCSP Pin	2	\$6.00	\$0.56	\$0.00	\$0.00
Campsite 01/18	1	\$400.00	\$27.76	\$3.00	(\$100.00)
Campsite 01/4	5	\$200.00	\$16.31	\$15.00	(\$43.71)
Campsite 01/43	6	\$376.33	\$26.61	\$15.00	(\$87.50)
Campsite 1	1	\$279.00	\$20.81	\$3.00	\$0.00
Campsite 10	6	\$615.00	\$56.91	\$18.00	\$0.00
Campsite 11	8	\$525.00	\$48.58	\$18.00	\$0.00
Campsite 12	4	\$375.00	\$34.69	\$6.00	\$0.00
Campsite 13	6	\$750.00	\$69.37	\$18.00	\$0.00
Campsite 14	7	\$425.00	\$39.34	\$21.00	\$0.00
Campsite 15	8	\$500.00	\$46.26	\$18.00	\$0.00
Campsite 16	4	\$425.00	\$37.01	\$12.00	(\$25.00)
Campsite 17	7	\$750.00	\$69.03	\$21.00	(\$68.76)
Campsite 19	4	\$225.00	\$17.34	\$6.00	(\$37.50)
Campsite 2	4	\$200.00	\$17.03	\$12.00	(\$6.25)
Campsite 23	4	\$240.00	\$22.21	\$9.00	\$0.00
Campsite 24	6	\$340.00	\$27.76	\$24.00	\$0.00
Campsite 25	6	\$320.00	\$22.56	\$24.00	(\$25.00)
Campsite 26	6	\$260.00	\$19.43	\$18.00	(\$10.00)
Campsite 27	5	\$180.00	\$12.65	\$15.00	\$0.00
Campsite 28	6	\$180.00	\$14.35	\$15.00	(\$25.00)
Discount Adjustment	1	(\$27.89)	\$0.00	\$0.00	\$0.00
Dump Fee	5	\$26.00	\$0.00	\$0.00	\$0.00
Laundry	2	\$387.00	\$0.00	\$0.00	\$0.00
Non-Refundable Fee	50	\$219.00	\$20.38	\$6.00	\$0.00
Shelter 1 (SH1)	1	\$50.00	(\$4.60)	\$0.00	(\$100.00)
Shelter 2 (SH2)	6	\$1,000.00	\$18.50	\$0.00	(\$700.00)
<b>Totals</b>	<b>339</b>	<b>\$21,581.51</b>	<b>\$1,717.73</b>	<b>\$765.00</b>	<b>(\$2,366.25)</b>

2.13.2.3 Total income by method of payment

A detailed Payments Report is provided that shows totaled payments by type, as well as daily detail. This report is formatted to simplify daily reconciliation of credit card payments.

The Payments Report can select records by date range and may be defaulted for daily or monthly views.

Payment totals may be filtered by User, Payment Type and sales source (e.g. web).

**Total Payments / Refunds for Period 1/1/14 - 1/10/14**

Type	Description	Payments	Refunds	Balance
Cash	Cash	\$5.00	\$0.00	\$5.00
Card	Amex	\$139.56	\$0.00	\$139.56
Card	Discover	\$119.26	\$0.00	\$119.26
Card	Mastercard	\$462.94	\$0.00	\$462.94
Card	Via	\$2,606.60	\$0.00	\$2,606.60
<b>Period Totals</b>		<b>\$3,329.36</b>	<b>\$0.00</b>	<b>\$3,329.36</b>

**Payments / Refunds for Period 1/1/14 - 1/10/14**

Date	Type	Description	Payments	Refunds	Balance
01/01/2014	Card	Mastercard	\$123.18	\$0.00	\$123.18
01/01/2014	Card	Via	\$304.91	\$0.00	\$304.91
<b>Details</b>			<b>\$123.18</b>	<b>\$0.00</b>	<b>\$123.18</b>
<b>01/01/2014 Totals</b>			<b>\$428.09</b>	<b>\$0.00</b>	<b>\$428.09</b>
01/02/2014	Card	Via	\$362.75	\$0.00	\$362.75
<b>Details</b>			<b>\$362.75</b>	<b>\$0.00</b>	<b>\$362.75</b>
<b>01/02/2014 Totals</b>			<b>\$362.75</b>	<b>\$0.00</b>	<b>\$362.75</b>
01/03/2014	Cash	Cash	\$5.00	\$0.00	\$5.00
01/03/2014	Card	Discover	\$57.63	\$0.00	\$57.63
01/03/2014	Card	Mastercard	\$74.01	\$0.00	\$74.01
01/03/2014	Card	Via	\$191.72	\$0.00	\$191.72
<b>Details</b>			<b>\$328.36</b>	<b>\$0.00</b>	<b>\$328.36</b>
<b>01/03/2014 Totals</b>			<b>\$328.36</b>	<b>\$0.00</b>	<b>\$328.36</b>
01/04/2014	Card	Mastercard	\$84.94	\$0.00	\$84.94
01/04/2014	Card	Via	\$320.88	\$0.00	\$320.88
<b>Details</b>			<b>\$320.88</b>	<b>\$0.00</b>	<b>\$320.88</b>
<b>01/04/2014 Totals</b>			<b>\$405.82</b>	<b>\$0.00</b>	<b>\$405.82</b>
01/05/2014	Card	Discover	\$57.63	\$0.00	\$57.63
01/05/2014	Card	Mastercard	\$65.55	\$0.00	\$65.55
01/05/2014	Card	Via	\$71.29	\$0.00	\$71.29
<b>Details</b>			<b>\$194.47</b>	<b>\$0.00</b>	<b>\$194.47</b>
<b>01/05/2014 Totals</b>			<b>\$194.47</b>	<b>\$0.00</b>	<b>\$194.47</b>
01/06/2014	Card	Via	\$52.16	\$0.00	\$52.16
<b>Details</b>			<b>\$52.16</b>	<b>\$0.00</b>	<b>\$52.16</b>
<b>01/06/2014 Totals</b>			<b>\$52.16</b>	<b>\$0.00</b>	<b>\$52.16</b>
01/07/2014	Card	Mastercard	\$57.63	\$0.00	\$57.63
01/07/2014	Card	Via	\$46.70	\$0.00	\$46.70
<b>Details</b>			<b>\$104.33</b>	<b>\$0.00</b>	<b>\$104.33</b>
<b>01/07/2014 Totals</b>			<b>\$104.33</b>	<b>\$0.00</b>	<b>\$104.33</b>
01/08/2014	Card	Via	\$293.33	\$0.00	\$293.33
<b>Details</b>			<b>\$293.33</b>	<b>\$0.00</b>	<b>\$293.33</b>
<b>01/08/2014 Totals</b>			<b>\$293.33</b>	<b>\$0.00</b>	<b>\$293.33</b>
01/09/2014	Card	Mastercard	\$57.63	\$0.00	\$57.63
01/09/2014	Card	Via	\$64.94	\$0.00	\$64.94
<b>Details</b>			<b>\$142.87</b>	<b>\$0.00</b>	<b>\$142.87</b>
<b>01/09/2014 Totals</b>			<b>\$142.87</b>	<b>\$0.00</b>	<b>\$142.87</b>
01/10/2014	Card	Amex	\$139.56	\$0.00	\$139.56
01/10/2014	Card	Via	\$558.25	\$0.00	\$558.25
<b>Details</b>			<b>\$697.81</b>	<b>\$0.00</b>	<b>\$697.81</b>
<b>01/10/2014 Totals</b>			<b>\$697.81</b>	<b>\$0.00</b>	<b>\$697.81</b>

2.13.2.4 Revenue received by revenue code, location accepted, date range

Revenue reports provide detail by chart of account or revenue code and may be further categorized by sales channel (location accepted) and date range.

2.13.2.5 Revenue received by revenue code, location of intended use, date range

Revenue reports can also be categorized, typically at the product item level, so that custom detail can be provided. In the case of "intended use", a sub category or selectable option can be provided for select inventory types (e.g. boat rental) for this purpose.

It is common for parks clients to require a number of custom reports to support unique operational issues and compliance. The configuration of these reports is included in the scope of this proposal and shall be prioritized by the implementation team.

Wednesday, January 1, 2014 to Monday, June 30, 2014

Type Totals	Adults	Children	Total
Camping	23177	1780	24957
Day Use	135413	10552	145965
Pass	66548	5347	71895

Sub Type Totals	Adults	Children	Total
Already Paid/Day Use	7017	272	7289
Camping/Camping	23177	1780	24957
Commercial/Pass	12913	597	13510
Comp/Pass	81	18	99
Disabled/Pass	272	31	303
Dumping Fee/Day Use	351	6	357
Fee Waived/Day Use	7079	260	7339
Fr-Su Entrance - Ind./Day Use	33420	4497	37917
Fr-Su Military - Vehicle/Day Use	374	61	435
Mo-Th Entrance - Vehicle/Day Use	11220	1470	12690
Mo-Th Military - Vehicle/Day Use	171	23	194
Overnight Parking/Day Use	1626	185	1811
Premium/Pass	45335	4417	49752
Ramada Paid/Day Use	10	0	10
Special Event / Holiday/Day Use	74145	3758	77903
Standard/Pass	7947	284	8231
<b>Grand Total</b>	<b>225138</b>	<b>17679</b>	<b>242817</b>

2.13.3 Attendance Reports: by park, system, date range, compare to previous years

2.13.3.1 System attendance report with all day use, camping, and facility rental information.

Day-use attendance may be tracked and reported independently of camping or facilities sales.

This feature allows for accurate reporting of pass use and custom visitor types such as resident/non-resident, seniors, hippies or children as desired.

**Adults** Enter Manually

0 1 2 3 4

5 6 7 8 9

**Children** Enter Manually

0 1 2 3 4

5 6 7 8 9

**Attendance / Visitation**

Standard Annual Pass	Premium Annual Pass
Already Paid	Fee Waived
Ramada Paid	Special Event / Holiday
Commercial Annual Pass	Commercial Day Use
100% Disabled Veterans	Comp Pass

2.13.3.2 Day use

Day-Use reporting is integrated with day-use sales functions. This feature may be customized to current processes and is designed for very fast processing for drive up gate entry.

2.13.3.3 Camping by site type

Attendance and Occupancy reports may be combined to provide the necessary reporting required.

2.13.3.4 Camping by resident/non-resident

Camping attendance can be counted and reported. Guests may be further categorized in the same way as Day- with separate parameters.

Example from Lake Havasu State Park

independently of camping sales. Use Attendance, or may be configured

In the case of Resident / Non-Resident, it may be helpful to ask this question at the point of reservations so that this data is included in the database.

2.13.3.5 Camper home states, zip codes

All customer data included in the database is, or can be, included in a variety of standard reports.

2.13.3.6 Event attendance report

Event registration includes an event "manifest" or attendee list. Sales or tickets to an event generally equates to Attendance (but not always). Sales are also reported on a number of standard reports.

2.13.3.7 Any field in customer record

All fields in the customer, sales and product records may be queried and reported on. Most standard reports are included in Itinio.

2.13.3.8 Annual Pass usage and location of use

Though customized for Maricopa County Parks, an Annual Pass Usage Report shall be developed as part of this proposal.

2.13.3.9 Annual Pass usage by customer type and location of use.

Annual Pass Usage Reports shall include any selectable features necessary for effective reporting.

Description	Arrival(s) from 7/3/14 to 7/3/14						Invoice
	Day	Arrival	LOS	Depart	Name		
LHW-1	Thursday	7/3/14	3 N	7/6/14	Miss Windsor		109831
	Adults:	Child:	License:		License:		
LHW-2	Thursday	7/3/14	1 N	7/6/14	Lisa Luffus		114965
	Adults:	Child:	License:		License:		
LHW-3	Thursday	7/3/14	3 N	7/6/14	Jack Rippe		109750
	Adults:	Child:	License:		License:		
LHW-4	Thursday	7/3/14	3 N	7/6/14	Jenny Ellinger		109702
	Adults:	Child:	License:		License:		
LHW-5	Thursday	7/3/14	3 N	7/6/14	Johnathon Iigon		109743
	Adults:	Child:	License:		License:		
LHW-6	Thursday	7/3/14	3 N	7/6/14	Robert Abrey		109658
	Adults:	Child:	License:		License:		
LHW-7	Thursday	7/3/14	1 N	7/4/14	Rhonda McCool		113716
	Adults:	Child:	License:		License:		
LHW-8	Thursday	7/3/14	3 N	7/6/14	Patrick Lucas		100261
	Adults:	Child:	License:		License:		
LHW-10	Thursday	7/3/14	3 N	7/6/14	Patrick Lucas		100261
	Adults: 2	Child:	License: ch27002-az		License:		
LHW-11	Thursday	7/3/14	3 N	7/6/14	Wendy Sarmento		109653
	Adults:	Child:	License:		License:		

Custom Arrivals Report with check-in fields specified by this campground.

2.13.3.10 Multi-layer report to compile all information required

Most standard Itinio reports are provided in summary and detail - with drill-down layers to provide the data views necessary.

In addition to pre-formatted reports, Rev'd Up shall provide Maricopa County Parks with read-only direct database access to allow for ad hoc queries.

2.13.4 Occupancy reports by park, system, date range, comparison to previous year(s)

2.13.4.1 By site

Standard Occupancy Reports provide drill-down detail from park to individual site or facility.

Additional facility type categories can be added at any time to create custom sales and occupancy views.

Note that Itinio can provide multiple occupancy views to accommodate Operations and Marketing needs.

The example at right displays occupancy data as; Capacity, Available and Web to measure the difference between the total number of sites versus the number of sites actually made available.

This approach provides a more accurate view and improves measurement of Revenue per Available Site.

2.13.4.2 By site type

All content types, including products, may be categorized throughout the Itinio system.

Itinio utilizes a universal method for striping data. This simplifies reporting and allows marketing and operations to specify numerous, overlapping categories for nearly every data type in the system.

2.13.4.3 Occurrence of no-shows

No-show reporting is dependent on in-park/person check-in processes.

The standard Arrivals report may be filtered to show guests that have not checked in.

Other standard filters available are; unpaid balances, discounts applied, and web reservations.

	Capacity	Available	Sold	Web Sold	Cap %	Avail %	Web %
	1630	1608	345	178	22.5 %	22.9 %	51.6 %
	3180	3150	819	388	25.8 %	26.0 %	47.4 %
	2640	2430	0	0	0.0 %	0.0 %	0.0 %
	840	840	242	141	28.8 %	28.8 %	58.3 %
	4890	4860	1817	1031	37.2 %	37.4 %	56.7 %
	1410	1410	339	155	24.0 %	24.0 %	45.7 %
	1410	1380	241	113	17.1 %	17.5 %	46.9 %
	2550	2550	362	113	14.2 %	14.2 %	31.2 %
	1500	1500	0	0	0.0 %	0.0 %	0.0 %
	3180	3090	0	0	0.0 %	0.0 %	0.0 %
	4020	4018	1027	459	25.5 %	25.6 %	44.7 %
	1710	1620	762	507	44.6 %	47.0 %	66.5 %
	3510	3386	1306	597	37.2 %	38.6 %	45.7 %
	4380	4230	303	0	6.9 %	7.2 %	0.0 %

Metric	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Capacity	0	0	0	4890	0	0	0	0	0	0	0	0	4890
Available	0	0	0	4860	0	0	0	0	0	0	0	0	4860
Total Sold	0	0	0	1817	0	0	0	0	0	0	0	0	1817
Web Sold	0	0	0	1031	0	0	0	0	0	0	0	0	1031
Cap Occ %	0.0	0.0	0.0	37.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.2
Web Occ %*	0.0	0.0	0.0	21.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.2
Avail Occ %	0.0	0.0	0.0	37.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.4
	840	840	68	28	8.1 %	8.1 %	41.2 %						
	3390	3390	553	240	16.3 %	16.3 %	43.4 %						
	960	958	98	55	10.2 %	10.2 %	56.1 %						
	1470	1470	406	145	27.6 %	27.6 %	35.7 %						
	1500	1500	243	75	16.2 %	16.2 %	30.9 %						
	6270	5732	1070	552	17.1 %	18.7 %	51.6 %						
	1690	1635	306	147	16.2 %	16.7 %	48.0 %						
	2460	2430	326	199	13.3 %	13.5 %	33.2 %						
	3450	3390	1143	367	33.1 %	33.7 %	32.1 %						
	1350	1320	422	88	31.3 %	32.0 %	20.9 %						
Total	89550	85234	19064	8554	21.3 %	22.4 %	44.9 %						

2.13.5 Inventory reports by park, system, date range, comparison to previous year(s)

2.13.5.1 Product order form by vendor

Itinio will provide a Product Order by Vendor by Go Live

Itinio Point of Sale features are designed for data management from the point of "receiving" to the point of sale or adjustment.

2.13.5.2 Product transfers

Inventory transfers are recorded in Inventory Item history. A transfer list is included for shipping ease.

2.13.5.3 Inventory on-hand

Accurate current inventory counts are easy to view in Itinio.

Select inventory items may be set up with infinite quantity - relying on the sold quantities for reporting.

2.13.5.4 Profitability reports by item by vendor

Retail inventory item setup and maintenance may include a "cost" for the purposes of tracking cost-of-goods and gross profits on sales. Retail items may be categorized by vendor.

Itinio reporting standard uses first-in-first-out (FIFO) for cost averaging. Other cost averaging methods may be used for reporting.

2.13.6 Reservation reports by park, system, date range, comparison to previous year(s)

2.13.6.1 Reservations: made, payment pending and paid

Numerous reports provide reservations views, including:

- Paid or \$0.00 outstanding balance
- Deposit Paid with outstanding balance
- No Payment / 100% outstanding balance
- Reservations by Arrival Date
- Reservations by Departure Date
- A/R Reservations (past departure, balance due)



Example of a "report builder" screen used to show specific sales and inventory views.



In Itinio, this process is simple to configure and allows each park to collect information (e.g. license numbers, number of pets, etc.) as needed.

The standard Arrivals report may then be filtered to show guests that have not checked in at any given time.

**2.13.6.8 Reservations by site type**

All products (campsites, cabins, shelters, etc.) may be categorized as needed (electric, pull-through, rustic). Reports and active views may be filtered by selected categories.

**2.13.6.9 Reservations by customer**

Customer Accounts may have an unlimited number of reservations or invoices associated with each record. Search tools are provided to easily locate all invoices by any customer account attribute.

**2.13.6.10 Reservations by site**

A number of reports provide a view of reservations by individual site, as well as site groups (categories), campground loops or zones, or other attributes needed for Operations.

**2.13.6.11 No-show reservations**

Both the standard Arrivals and Reserved Sites reports may be filtered to show guests that have not checked in.

Reserved Sites view by date range. Indicates guests with applied discounts and no check-in. All names link to actual reservation invoice.

The screenshot shows a software interface with several filter options: 'All' (selected), 'Campsites', 'Big Room', and 'Rotunda'. An 'Invoice Source' dropdown menu is open, showing options: 'All Invoices', 'Non 0 Balance', 'Central', 'Park', and 'Web'. Below the filters is a table with the following data:

	Event	Changed		
Rotunda / Throne	7/11/14	5:26 PM	\$101.00	\$0.00
- Rotunda / Thron	7/5/14	5:03 PM	\$82.00	\$0.00
Rotunda / Throne	7/7/14	4:58 PM	\$46.00	\$0.00
Rotunda / Throne	7/5/14	4:56 PM	\$46.00	\$0.00
- Rotunda / Thron	7/3/14	4:52 PM	\$92.00	\$0.00

Example from Kartchner Caverns showing common reservation filters.

2.13.6.12 Park availability by date range, park, site type

Availability is displayed in Itinio in a number of ways. Below are examples of common list and map views. All views include filters.

2.13.7 Check-In/Out and Site Cleaning Reports

2.13.7.1 Anticipate check-ins by day or date range

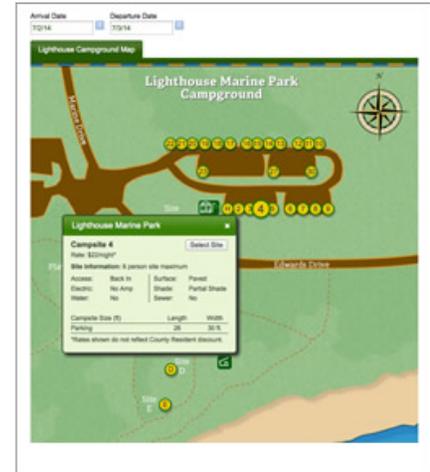
The system provides both Arrivals and Reserved or In-Use Sites views that show all check-ins by day and date range.

Campsites	Wed 7/23	Thu 7/24	Fri 7/25	Sat 7/26	Sun 7/27	Mon 7/28	Tue 7/29
Overflow	Avail						
KTC-1	Avail						
KTC-2	Avail						
KTC-3	Avail						
KTC-4	Avail						
KTC-5	Avail						
KTC-6	Avail						
KTC-7	Avail						
KTC-8 HOBT	SOLD						
KTC-9 ADA	Avail						
KTC-10 HOBT	SOLD						
KTC-11 VOLUNTEER	SOLD						
KTC-12 VOLUNTEER	SOLD						
KTC-13	Avail						
KTC-14	Avail						
KTC-15	Avail						
KTC-16	Avail						
KTC-17	Avail						
KTC-18	Avail						
KTC-19	Avail						
KTC-20	Avail						
KTC-21	Avail						
KTC-22	Avail						
KTC-23	Avail						
KTC-24	Avail						
KTC-25	Avail						
KTC-26	Avail						
KTC-27	Avail						
KTC-28	Avail						
KTC-29	Avail						
KTC-30	Avail						

2.13.7.2 Anticipated check-outs by day or date range

A Departures report is included in Itinio by applicable product type (e.g. campsites, cabins, shelters or group areas). This report is especially useful for facilities maintenance and labor management.

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



Departure(s) from 7/3/14 to 7/3/14						
Description	Day	Departure	LOS	Arrival	Name	Invoice
009 RV/TENT	Thursday	7/3/14	12 N	6/21/14	SEASONAL SEASONAL	000610
042 RV/TENT	Thursday	7/3/14	4 N	6/29/14	RICK WERKEMA	006787
043 RV/TENT	Thursday	7/3/14	6 N	6/27/14	lonnie lillibridge	008524
073 RV/TENT	Thursday	7/3/14	21 N	6/12/14	WENDY WIEBENGA	008503
162 RV/TENT	Thursday	7/3/14	6 N	6/27/14	Robert Schwartz	006972
SLIP 28	Thursday	7/3/14	2 N	7/1/14	beverly gilson	008001
SLIP 32	Thursday	7/3/14	5 N	6/28/14	ANDREA KLOTZ	006796

Example from Newaygo County Parks Departures Report

2.13.7.3 Cleaning priority report: lists which sites shall vacated that day, cross referenced by expected arrivals, producing a report that sorts based on the arrival of new campers, then placement in campground loop, sorting first by which sites shall have campers checking in that day, then sorted by loop order

A number of related reports and inventory management tools provide both maintenance reports (departures, arrivals, reserved sites, housekeeping) along with a unique inventory management tool designed for Park Managers to better control turnover rates by managing back-to-back availability on a daily, real-time basis.

This unique combination of features is particularly helpful for maximizing occupancy while dealing with limited housekeeping/maintenance staff.

Ongoing management and staff training is provided in order to get the most out of these tools.

Campground Arrivals from 6/28/14 to June 29, 2014						
Description	Day	Arrival	LOS	Depart	Name	Invoice
Campsite 56	Saturday	6/28/14	5 N	7/3/14	David Harris	082526
Campers at Site:		Lic. Plate #1:		State:	Lic. Plate #2:	
Reservation Notes:						
Campsite 50	Saturday	6/28/14	5 N	7/3/14	J.T. Harris	082911
Campers at Site:		Lic. Plate #1:		State:	Lic. Plate #2:	
Reservation Notes:						
Campsite 30	Saturday	6/28/14	2 N	6/30/14	Chris Lee	102739
Campers at Site:		Lic. Plate #1:		State:	Lic. Plate #2:	
Reservation Notes:						
Campsite 5	Saturday	6/28/14	5 N	7/3/14	Larry Monroe	073848
Campers at Site:		Lic. Plate #1:		State:	Lic. Plate #2:	
Reservation Notes:						
Campsite 44	Saturday	6/28/14	7 N	7/5/14	matt perdue	074437
Campers at Site:		Lic. Plate #1:		State:	Lic. Plate #2:	
Reservation Notes:						
Campsite 45	Saturday	6/28/14	7 N	7/5/14	matt perdue	074437
Campers at Site:		Lic. Plate #1:		State:	Lic. Plate #2:	
Reservation Notes:						
Campsite 33	Saturday	6/28/14	1 N	6/29/14	Sarah pharris	108147
Campers at Site:		Lic. Plate #1:		State:	Lic. Plate #2:	
Reservation Notes:						
Campsite 29	Saturday	6/28/14	1 N	6/29/14	Masato Yuasa	107300
Campers at Site:		Lic. Plate #1:		State:	Lic. Plate #2:	
Reservation Notes:						

2.13.8 Accounting Reports: by date range, Fiscal YTD, Calendar YTD, Month TD

2.13.8.1 Customer statement

The standard Itinio invoice provides a complete customer statement and may include multiple reservations, registrations, retail purchases and fees.

Accounts Receivable detail reports may also group multiple invoices for a single customer in order to provide a consolidated statement.

**PAM HARMON**  
12919 scout northeast  
CEDAR SPRINGS MI 40319



Confirmation No. 136140625-008988  
Reserved: 6/25/14 | Representative: Evan B  
Full Payment Received - Thank You!

Sandy Beach County Park Address:  
6926 E. 30th Street, White Cloud, MI 49349  
Phone: (231) 689-1229

Sandy Beach County Park				
Description	Qty	Rate	Per	Total
Reserved: SB Aspen Cabin				
Arrival Date: Friday, August 8, 2014				
Length of Stay: 2 Nights				
Departure Date: Sunday, August 10, 2014				
Aspen	1	\$60.00	Night	\$120.00
Camping Reservations Fee	1	\$5.00	Reservation	\$5.00
Reserved: SB Oak Cabin				
Arrival Date: Friday, August 8, 2014				
Length of Stay: 2 Nights				
Departure Date: Sunday, August 10, 2014				
Oak	1	\$60.00	Night	\$120.00
Camping Reservations Fee	1	\$5.00	Reservation	\$5.00
<b>Reservation Total:</b>				<b>\$250.00</b>
SB MasterCard 6543 Payment:				<b>(\$250.00)</b>
<b>Balance Due:</b>				<b>\$0.00</b>

2.13.8.2 Refunds requested, processed and issued

This is an example of a custom accounting report that shall be developed to meet this specific task. Itinio provides a number of refund and payment reports that can easily be modified to provide the County with the format and output specifics required.

Custom accounting reports are included in the scope of this proposal.

2.13.8.3 Report of cancellations by reason

The system can report on cancellations or other reservation types by reason, provided of course that "reason" categories are set up in the system and become a reliable part of the cancellation process. There are a number of ways to approach this type of marketing data.

The Itinio project team shall include these scenarios, as well as many others, as part of the implementation process.

2.13.8.4 List of Insufficient Funds checks received

A report of bounced checks could be implemented if a process for changing a check payment on an invoice to an "insufficient funds" status is adopted. In accordance with GAAP guidelines, Itinio provides a standardized "Inventory Item Adjustment" tool that allows adjustment on a closed invoice.

2.13.8.5 Tax payments due (would like to have)

Taxes due are reported in a number of accounting reports; primarily the Trial Balance that consolidates all daily sales activity by standardized chart of account.

Itinio supports multiple tax structures including; state tax, local or city tax, occupancy tax, food tax, etc. Taxes are associated at the product level to allow for parks that span counties or city limits the ability to apply taxes per unit.

Exempt Transactions from May 1, 2014 to May 14, 2014									
Park	Price	State	Local 1	Local 2	Occupancy	Total Tax			
	\$50.00	\$3.50	\$1.13	\$0.00	\$0.00	\$4.63			
	\$420.00	\$29.40	\$9.00	\$0.00	\$0.00	\$38.40			
	\$110.00	\$7.70	\$3.03	\$0.00	\$0.00	\$10.73			
	\$0.00	\$0.00	\$0.00	\$8.91	\$2.20	\$11.11			
	\$180.00	\$12.60	\$4.95	\$0.00	\$0.00	\$17.55			
	\$692.00	\$48.44	\$19.03	\$0.00	\$0.00	\$67.47			
	\$900.00	\$63.00	\$24.75	\$0.00	\$0.00	\$87.75			
	\$4,000.00	\$280.00	\$90.00	\$0.00	\$0.00	\$391.55			
	\$1,405.00	\$118.16	\$37.98	\$0.00	\$0.00	\$156.14			
	\$3,223.00	\$225.61	\$88.83	\$0.00	\$0.00	\$370.79			
					\$0.00	\$0.00	\$43.49		
					\$0.30	\$0.00	\$119.93		
					\$0.00	\$79.80	\$470.29		
					\$1.00	\$0.00	\$71.76		
					7.00	\$0.00	\$20.81		
					\$0.00	\$0.00	\$370.50		
					\$0.00	\$0.00	\$0.00		
					\$0.00	\$0.00	\$14.33		
					\$0.00	\$0.00	\$39.31		
					\$0.00	\$0.00	\$0.00		
					\$0.00	\$3.20	\$310.61		
					\$0.00	\$0.00	\$175.10		
					\$0.00	\$0.50	\$1.48		
					\$0.00	\$0.00	\$20.81		
					\$0.00	\$4.00	\$4.00		
					\$0.00	\$0.00	\$20.35		
<b>Totals</b>					<b>\$8.91</b>	<b>\$163.75</b>	<b>\$2,838.89</b>		

2.13.8.6 Refund checks due

The system provides a series of reports by payment and refund type. While most refunds are processed on a customers' credit card through Itinio, instances where a manual check must be requested for processing simply require a special refund type to be set up. This is commonly referred to as an A/P Refund Check. This refund type is flagged in daily sales reporting, simplifying the process of issuing manual checks.

From Date: 1/1/14 To Date: 1/10/14 Display: By Day Users: All Users Web Pay Only:

Total Payments / Refunds for Period 1/1/14 - 1/10/14				
Type	Description	Payments	Refunds	Balance
Cash	Cash	\$743.15	\$0.00	\$743.15
Cheque	Check	\$542.20	\$0.00	\$542.20
Card	Amex	\$502.43	(\$682.92)	(\$180.49)
Card	Discover	\$1,013.35	(\$90.43)	\$922.92
Card	Mastercard	\$2,451.80	(\$450.53)	\$2,001.07
Card	Visa	\$5,571.02	(\$629.97)	\$4,941.05
Voucher	AP Refund Check	\$0.00	\$0.00	\$0.00
Voucher	HMS Voucher	\$2,114.55	(\$2,790.48)	(\$675.93)
<b>Period Totals</b>		<b>\$12,938.30</b>	<b>(\$4,644.33)</b>	<b>\$8,293.97</b>

2.13.8.7 Credit card sales reports

A detailed payments and refunds report is provided. View may be sorted by User ID and sales source. A monthly, period and annual view is also provided with day-by-day detail.

2.13.8.8 Variance/discrepancies report

The retail item inventory report displays current levels of inventory by item, type, vendor and location. Inventory maintenance tools, accessible by authorized User Profile, account for discrepancies and update inventory levels. Updates to inventory levels are monitored for audit purposes.

2.13.8.9 Log operator usage and provide report of changes, edits, overrides, operator activity

A detailed log of all price changes, manually applied discounts, and waived fees and taxes is provided. The Price Override Report may be selected by date range by day or month.

Output may be exported to Excel format (similar to most other accounting reports in Itinio).

From Date: 06/01/2014 To Date: 07/31/2014 Display: By Day

Price Override Report for						
Change Date	Invoice Count	Line Item Count	Entered Total	Original Total	Variance	
6/8/14	3	3	\$53.00	\$9.00	(\$44.00)	
6/14/14	1	1	\$13.00	\$3.00	(\$10.00)	
6/16/14	1	1	\$13.00	\$3.00	(\$10.00)	
6/20/14	1	1	\$30.00	\$3.00	(\$27.00)	
6/26/14	1	1	\$13.00	\$3.00	(\$10.00)	
6/27/14	3	3	(\$31.00)	\$76.00	\$107.00	
6/29/14						
6/30/14						
7/1/14						
7/2/14						
<b>Totals</b>						

Price Override on Monday, June 30, 2014 for								
Invoice	User Name	Change	Description	Qty	LOS	Entered	Original	Variance
130730-045099	Teresa Macks	6/30/14	Non-Refundable Fee	1	0	\$155.00	\$3.00	(\$152.00)
130730-045099	Teresa Macks	6/30/14	Non-Refundable Fee	1	0	\$155.00	\$3.00	(\$152.00)
140630-114819	Connie Crenshaw	6/30/14	Campsite 90	1	1	(\$20.00)	\$20.00	\$40.00
140530-103032	Marlo Davenport	6/30/14	Non-Refundable Fee	1	0	\$48.90	\$3.00	(\$45.90)
140519-099285	Marlo Davenport	6/30/14	Non-Refundable Fee	1	0	\$48.90	\$3.00	(\$45.90)
<b>Totals</b>						<b>\$387.80</b>	<b>\$32.00</b>	<b>(\$355.80)</b>
<b>Grand Totals</b>						<b>\$387.80</b>	<b>\$32.00</b>	<b>(\$355.80)</b>

## 2.14 System Support & Training

2.14.1 System shall include a self-guided user training module and a searchable electronic users' manual

Training materials are customized for each specific implementation. System user profiles provide access to all materials (documents and video), and new tutorials and policies may be added at any time by system administrators.

The following is a small example of park staff training documents provided for State Parks staff during training and made available via Itinio login:

- **System Access / Usernames & Passwords** - instructions for getting into the system and State Parks policies on password formats and changes. This document includes access restrictions and rules such as log-in/out requirements by shift.
- **Invoice Tutorial** - a detailed look at the screens that make up a Customer Invoice in Itinio. This is the primary training document used in staff training and is customized for each implementation.
- **Quick Sale Tutorial** - instructions for using the Quick Sale retail item feature and how this feature creates invoices that are integrated with the reservations invoice programs.

A complete list of relevant training materials shall be developed for Maricopa County Parks, based on the applications and policies in place.

2.14.2 User support shall be provided during park operating hours with call backs no more than 24 hours after call placed.

On-demand user support for Itinio reservations systems is available daily from 6am to 11pm MST. Support is provided by experienced Itinio staff - in many cases by your dedicated project team. More than 90% of Rev'd Up's calls for support are answered directly. Return calls are always within 2 hours.

Emergency support is available 24x7 - with direct access phone numbers provided to system administrators.

Non-emergency requests may be made via email with expected response typically within the hour, and always within 24 hours.

Contact information for support shall not be displayed or provided in the system for general park staff.

## 2.15 Miscellaneous Functionality

2.15.1 System shall provide functionality for program or class registration such as nature programs, art classes, etc. (desired)

Event registration is fully supported in Itinio, with robust features unique to registration. Unlimited event registration, configuration and integration is included in this proposal.

Unique to Itinio, customer invoices may include space-available reservations (campsite, rooms, cabin, picnic shelter, etc.) and one or more event registrations on the same invoice. Retail items may also be included.

Multiple payments may be tendered, using different payment types, on the same invoice.

This feature allows park staff to build complete guest itineraries (...Itinio, get it?) and check out with a single invoice and payment - with all payments, fees and charges tracked to the appropriate fiscal accounts.

2.15.2 System shall include the ability to discreetly flag customers in database for insufficient funds or past incident so that is easily recognizable by park staff.

The dreaded "black list" is supported in Itinio. Customer records may be categorized as needed. Back-end only notes may be added that do not print on invoices or select reports.

2.15.3 System shall provide the ability to prohibit reservations temporarily for park and range of sites by date range for construction projects, events or seasonal closures.

Campground loop or zone closure tools are provided to simplify blocking out sites from online or call center reservations - while allowing for back-end reservations if desired. Closure settings are designated by group of sites or cabins and selected date range. This feature is commonly accessible to Park Managers and designated user profiles.

Seasonal or system-wide closures are typically managed using inventory control tools available to system administrators.

2.15.4 System shall provide for application of loyalty program.

Loyalty programs, based on Customer Accounts and related Invoices, are supported in Itinio. Development and implementation of this type of program is included in this proposal.

2.15.5 System shall be able to generate and print bar codes.

Bar Code fonts (EAN/UPC, GS1 DataBar and GS1 QR Code) are supported in Itinio. Output is customized to the specific need, printer and input device. Common applications include:

- Retail / Gift Shop Merchandise
- Reservation or Registration Number printed on Invoice
- Campsite or Picnic Shelter Tags

Implementation of bar or QR codes for scanning is included in this proposal.

2.15.6 System shall have capability for automated satisfaction surveys and analysis (desired).

In use in other Itinio reservations systems, post-reservations emails (most commonly sent 3 to 5 days after departure) may include links to online surveys or downloadable documents.

Currently, all of Rev'd Up's State Parks clients utilize this feature.

2.15.7 System shall include a program to generate interactive campground map html pages using reservations database, using pre-determined naming conventions and design template.

Interactive campground maps are included - with custom maps designed specifically for each park and sub-section necessary to describe the facilities to both customers and park staff.

Online reservations utilize the same mapping convention as the Itinio back-end reservation tools so that park staff see the same views as online customers.

Maps are rendered in standard HTML, using javascript and jQuery - with no required plug-ins (e.g. Flash, Silverlight, etc.). Maps are cross browser compatible (Windows IE 8+, Firefox, Chrome, Safari) and render well on all screen sizes.

2.15.8 System shall be expandable to add additional POS locations or devices.

Additional retail point of sale (POS) locations may be added as needed and are included in the scope of this proposal.

POS hardware acquisition and maintenance is the responsibility of Maricopa County Parks and Recreation unless otherwise negotiated.

2.15.9 System shall have ability to complete monthly credit card charge for certain customers to accept recurring monetary donations from customers (desired).

Itinio support recurring payments with credit cards on file.

Note that Itinio does not inherently retain credit card data for most transactions, however for contract and recurring payments, special handling and security of this information is provided.

## **2.16 Vendor Support / Training**

2.16.1 All proposals shall provide a copy of the standard service level agreement covering standard support offerings for MCPRD staff including: help desk, technical support, and customization/programming. Maricopa County reserves the right to negotiate service level requirements in connection with any Contract.

The common Service Level Agreement (SLA) and related contract requirements provided by Itinio to Rev'd Up's reservations clients includes:

- System Uptime
- User Support
- Emergency Support
- Data Backup Plan
- Recovery Point Objective
- Application Archive
- Insurance
- Financial Audit

SLA terms may be negotiated per this contract. The majority of requested service level standards are addressed in the scope of this proposal.

2.16.2 Technical support for system functionality issues shall be provided 24/7 with initial response to any issue within 24 hours and a schedule provided for resolution. In most cases, resolution shall be expected within 48 to 72 hours.

Rev'd Up provides on-demand technical support to all users. Emergency contacts are provided and a live system engineer is available 24x7. System support and training is available by phone, text or email from 6am to 11pm MST, including (and sometimes especially) on weekends.

2.16.3 Contractor shall provide MCPRD with any and all operational, functional and supervisory reference guides, manuals and all other information which is developed, prepared, used or otherwise available from Contractor for this system. Documentation shall be sufficient to enable MCPRD to understand, operate, and use the system. Documentation shall also include all standards applicable to the system.

Rev'd Up provides customized training and support materials based on the applications utilized and business rules and policies of Maricopa County Parks.

Training documents are provided online via the Itinio portal and may be updated by system administrators at any time.

The development of all training materials relevant to Maricopa County Parks shall be provided as part of system integration. Development and continued maintenance of these materials is included in the scope of this proposal.

## **2.17 Hardware / Software / Secondary Providers**

2.17.1 Under any categories of IT service, the Contract may include the acquisition of hardware and/or commercial off-the-shelf software to support the project. All hardware/software purchases must be compatible with Maricopa County policies and standards and be approved Maricopa County Office of Enterprise Technology prior to installation or use. While a vendor may propose to provide hardware and software as part of its proposal, Maricopa County reserves the right to procure hardware and software from other sources when it is in the best interest of Maricopa County.

Acknowledged. Rev'd Up may provide specialized hardware upon request, or may provide recommendations and specifications to the County for purchasing through existing or more advantageous sources.

Secondary providers not directly required for the Itinio reservation/POS system (e.g. Merchant Services, payment gateways) may be dictated by the County.

2.17.2 The selected vendor shall be required to disclose any secondary providers used to ensure delivery services under the contract.

**Authorize.Net** of

Itinio utilizes the services of three primary partners:

- **Amazon Web Services** - system hosting and data retention
- **Trustwave** - security testing and network maintenance
- **Authorize.net** - preferred payment gateway



These vendors are considered the best-of-breed in their respective industries and are integral to Itinio applications.

All application programming, design, content development and network engineering for Itinio services is managed in-house by Rev'd Up staff.



2.17.3 The selected vendor shall be required to guarantee the service level terms of any hosting provider and shall agree to apply service level credits for the failure to meet service level terms. Respondents are asked to provide a sample credit/billing structure for service (or lack thereof) that does not meet the service level requirements proposed.

Acknowledged. Credit shall be provided for failure to provide service per negotiated service level agreements.

## 2.18 Usage Report

The Contractor shall furnish the County an annual usage report delineating the acquisition activity governed by the Contract. The format of the report shall be approved by the County and shall disclose the quantity and dollar value of each contract item by individual unit.

Rev'd Up shall provide an annual usage report as designated by the County. Breakdown of usage and cost may be requested in any format.

## 2.19 Invoices & Payments

The Respondent shall submit one (1) legible copy of their detailed invoice before payment(s) can be made. Payments and invoices may be subject to negotiated project milestones prior to contract award.

Invoices and required detail shall be provided per the negotiated schedule.

**REV'D UP, INC., 727 E. MARYLAND AVE., PHOENIX, AZ 85014**

PRICING SHEET: 92003

Terms:	NET 30
Vendor Number:	2011005951 0
Certificates of Insurance	Required
Contract Period:	To cover the period ending <b>April 30, 2020.</b>