



CITY OF
EL SEGUNDO

Rec Technologies

12/16/2025

Recreation Software History

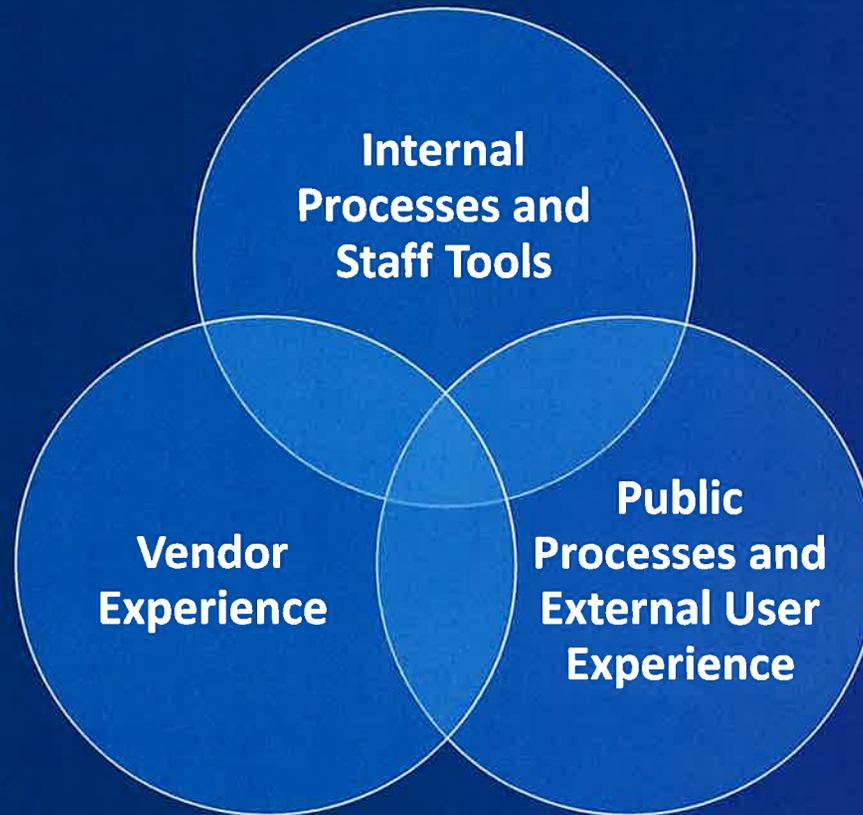
2003-2017

2017-Present

Class Software System

Civic Rec

Priorities



Demonstrations

- Tyler Technologies
- Xplor Recreation
- Kaizen Labs
- Recreation Technologies

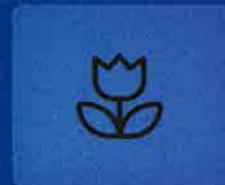
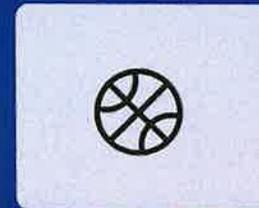
Process

- Demonstrations
- Grading Rubric
- Interdepartmental Meetings
- Reference Calls

El Segundo deserves great recreation technology

El Segundo Parks & Rec

More joy for residents,
less work for your team





Birju Kadakia

CoFounder & CEO



Rachel Williams

CoFounder & President

Our mission is to power the world's recreation.

Our team has built apps for billions of users

Google

Uber

amazon

12/16/2025

Our investors are the athletes who understand community recreation

The screenshot shows a Forbes article page. At the top, the Forbes logo is on the left, and a red subscription button says "Subscribe: Less than \$1.50/wk" and a "Sign In" link is on the right. The main headline is "Kevin Durant, Larry Fitzgerald And Other Athletes Participate In Rec's \$11 Million Series A Round". Below the headline, it says "By Tim Casey, Senior Contributor. © Tim Casey is a reporter who covers..." and "Published Sep 17, 2025, 12:05am EDT". There are social sharing icons for Share, Save, Comment, and Add Us On Google. Below the text is a large image of a football player in a red jersey (Kevin Durant) and another player in a white jersey (Larry Fitzgerald). To the right of the main image is a smaller video thumbnail with the text "FORBES FEATURED VIDEO".

SAN FRANCISCO RECREATION & PARKS



apex

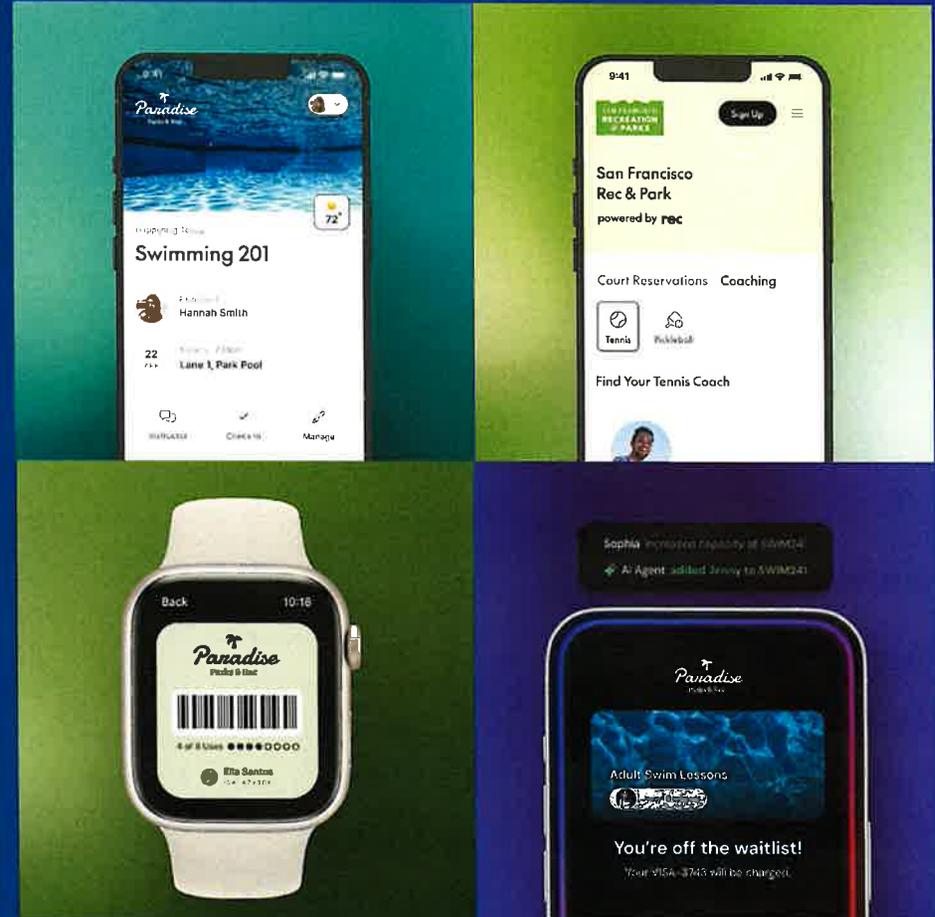
Now powering other parks

60+ Cities

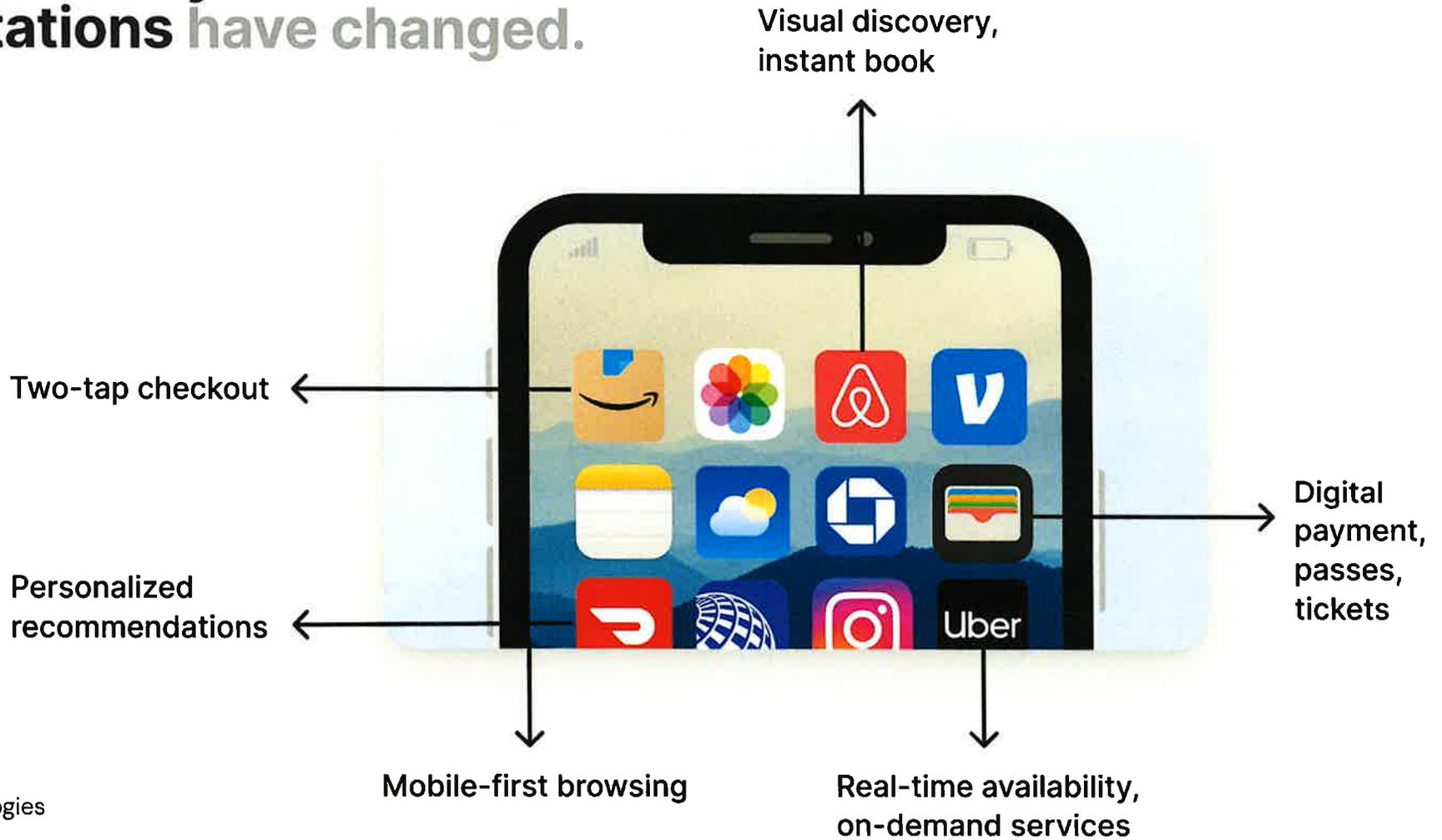
16+ States

A platform that keeps getting better

We've designed Rec to be your future-proof technology partner.



Because today's consumer expectations have changed.



The technology we expected
 was not in our favorite courts,
 camps and spaces...



12/16/2025

Bookings Transactions Profiles **Memberships & Passes** Activity

Search Status Member Type

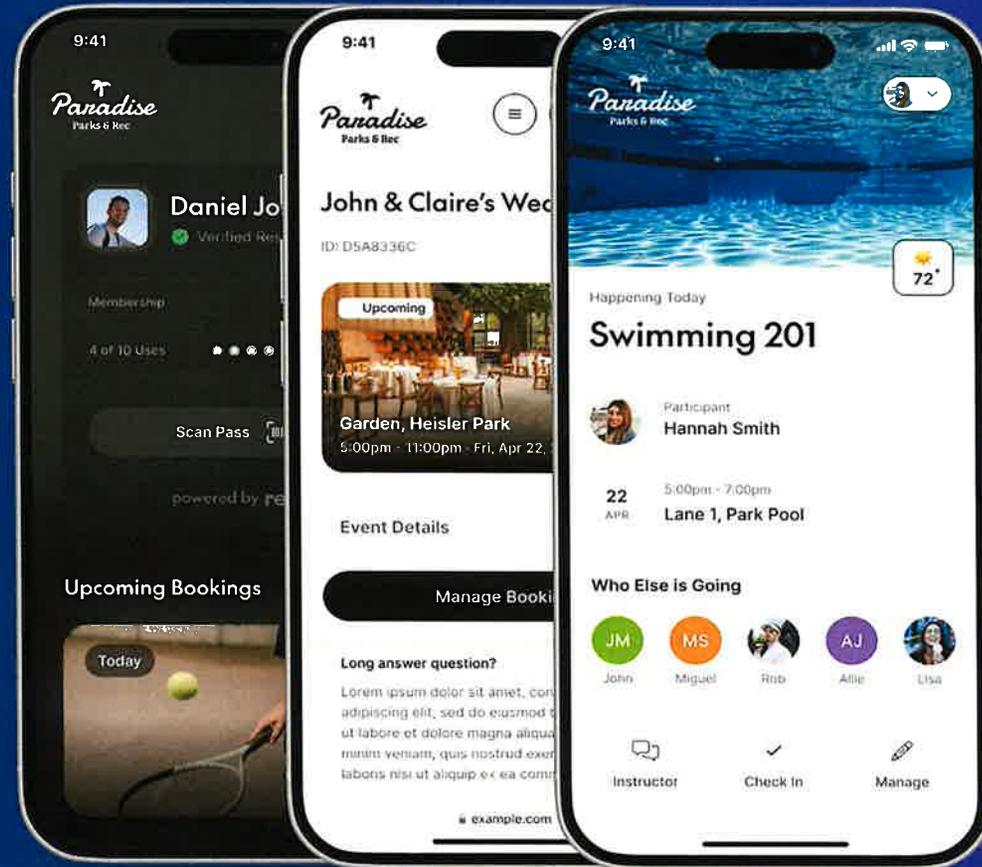
Name	Primary Member	Coverage	Type	Start Date	End Date	Payment
Active 3						
Electric Eels 3-Day Memb... 087654	Layla Smith Household Member	Individual	Membership	12/01/24	12/31/24	\$86.00 Paid in full
Aquatics 10-Visit Pass 014113	Emily Smith Account Owner	Household	Pass	12/10/24	---	\$48.00 Paid in full
Emeryville Cym Membersh... 563798	Emily Smith Account Owner	Individual	Membership	09/02/22	Auto-Renews	\$95.00/month Active
Pending 1						
Electric Eels 3-Day Memb... 720111	Layla Smith Household Member	Individual	Membership	01/01/25	01/31/25	\$86.00 Paid in full

City of El Segundo | 350 Main St. El Segundo, CA 90245

10



So we built it.
For your residents,
your community
and your staff.





rec

The operating system for modern parks & rec teams

Programs & Registration

Facility booking & Permits

Membership & Passes

Profiles & permissions

Secure payments & POS hardware

3rd party integrations

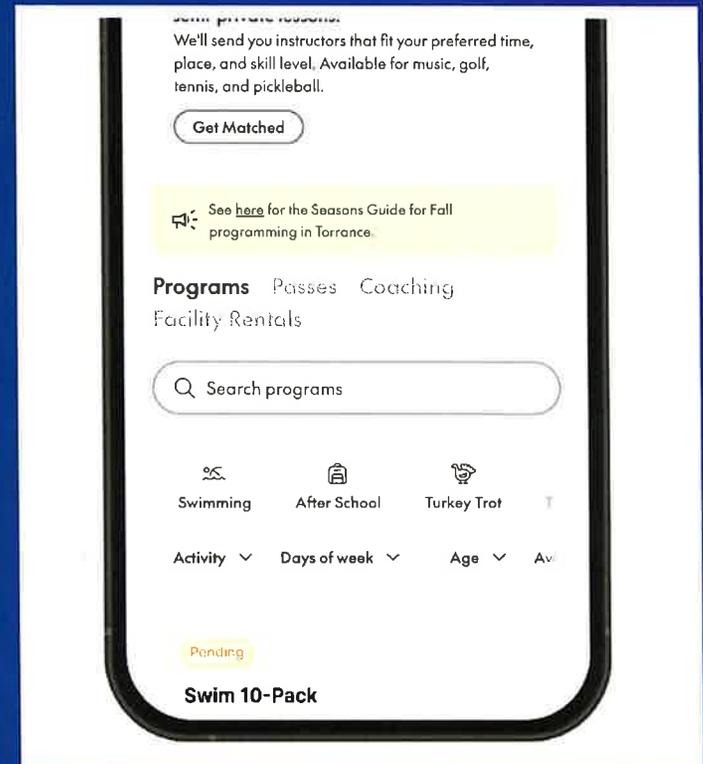
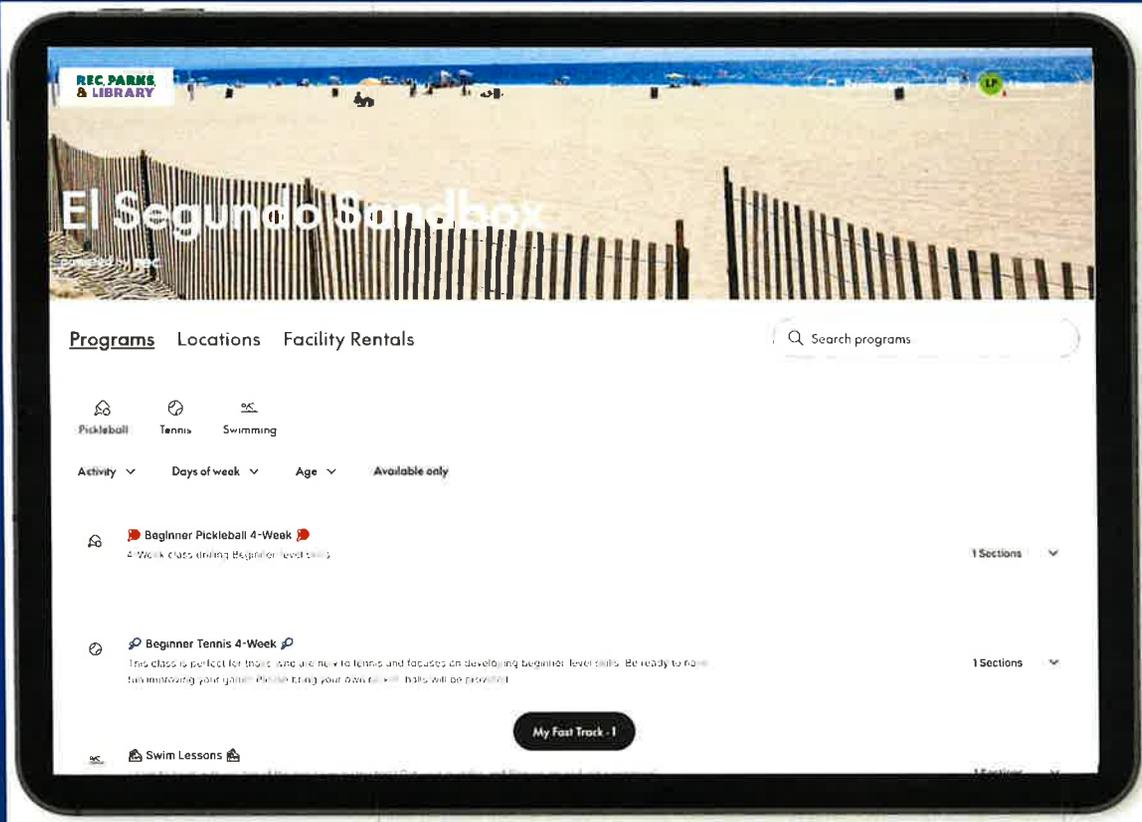
Signage & digital marketing

AI-enabled workflows

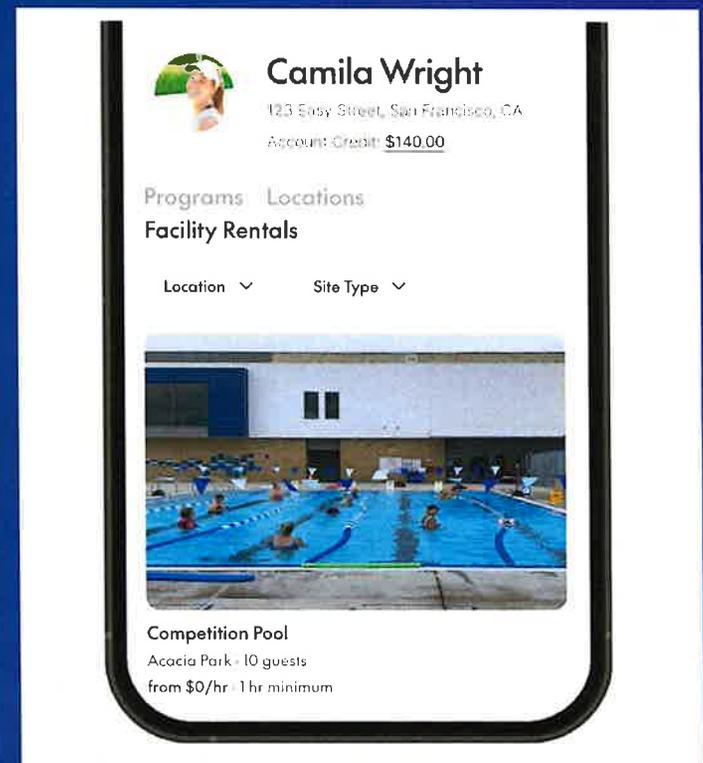
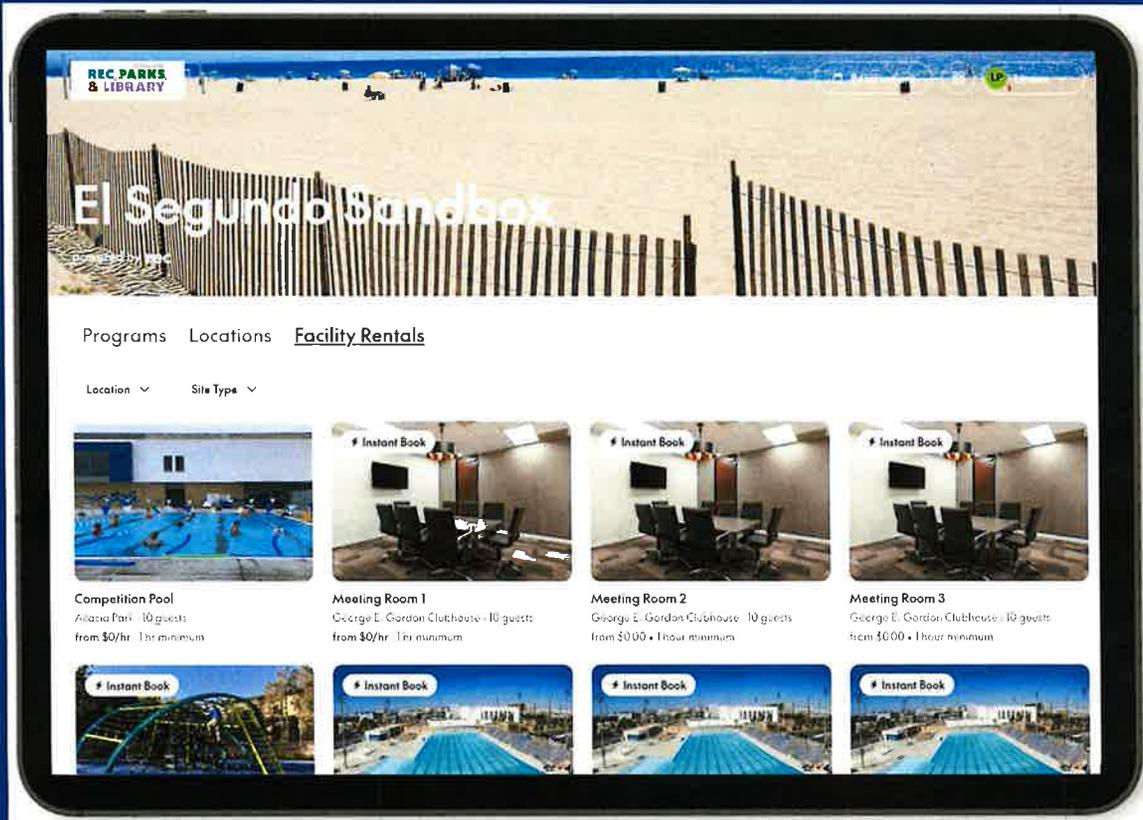
NEW



Modernized Website

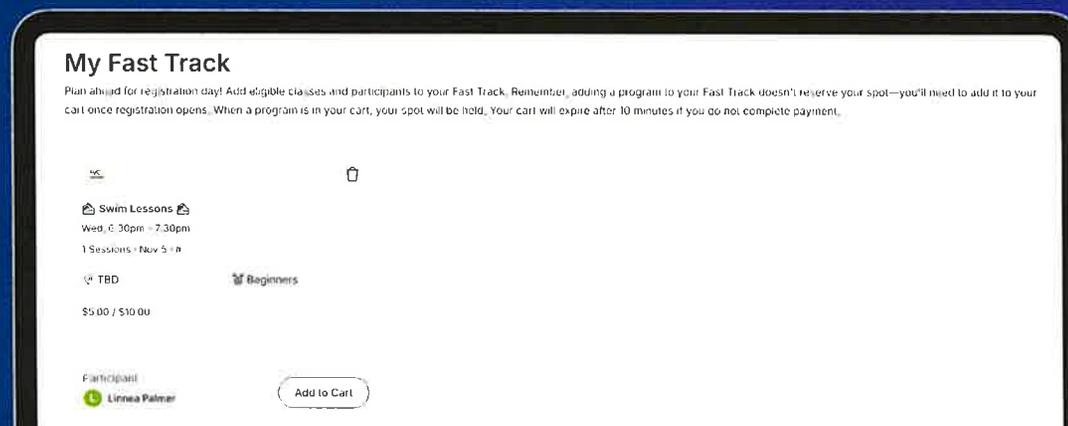
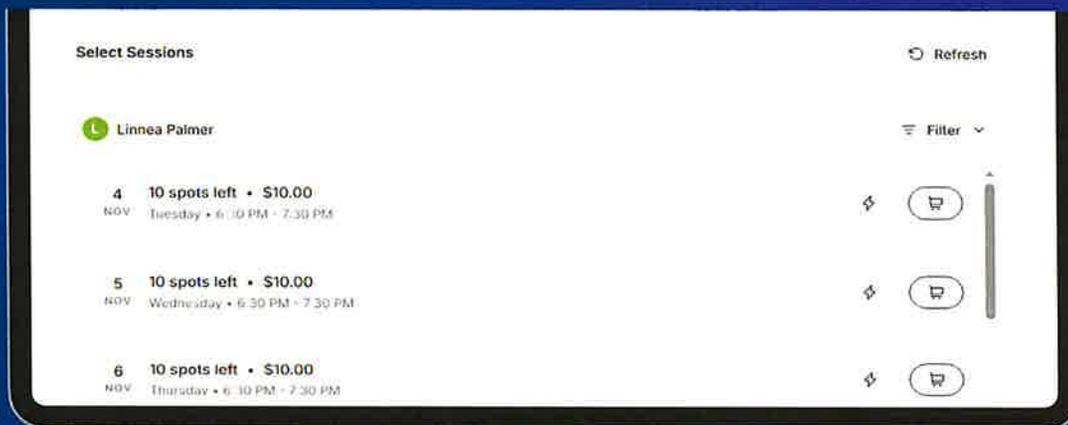


Modernized Website Cont.



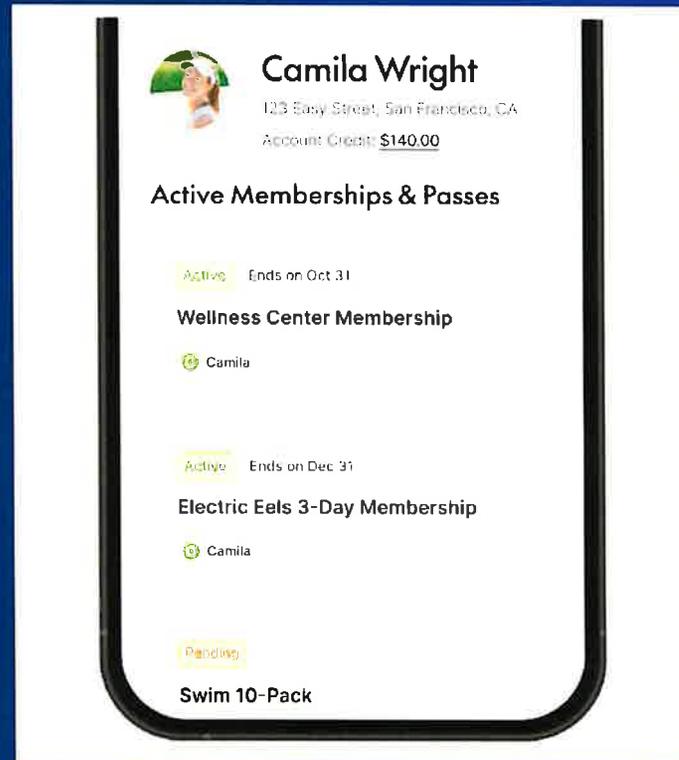
Program Registration

- Simplified Registration
 - Quicker Registration Experience
 - Multiple Course Registration and User Simplicity
 - Automated Waitlist Features
 - FastTrack Feature
 - Electronic Waivers and Forms



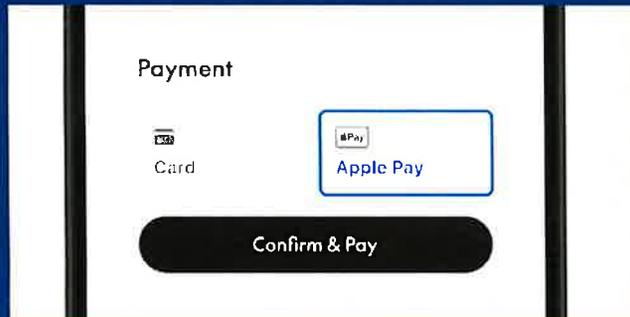
Membership Management

- All memberships redeemable online
- Automated renewal eligibility
- Digital Phone Passes for Instant Access
- Custom class and rental rates based on membership tier
- Punch pass, memberships based on time, and resident memberships



Payment Processing

- Stripe Terminals at facilities
- Stripe Terminals at events
- Mobile payment options including Apple and Google Pay



Partners every step of the way

Rec's team will assign a dedicated lead for El Segundo Parks & Recreation, and El Segundo will have access to our broader team of specialists along the way

Month 1

Month 2

Month 3

Month 4

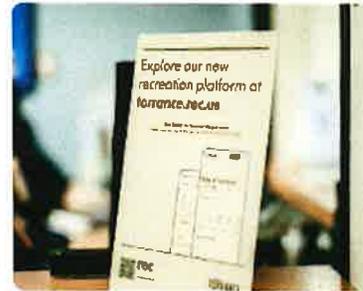
Month 5

Discovery & planning

In-person workshops and training development

Configuration & building

Data transfer & customizations to fit your needs



Community engagement & launch

Beautiful co-marketing kits

Staff training

On-site sessions & 24/7/365 support

Ongoing support & iteration

We'll continue to make Rec work for your city

Discovery & Planning

Rec's Approach to Implementation & Support



Empathetic

- We're dedicated partners who take the time to understand your unique needs.



Human

- You get a real point of contact who will respond in minutes, not days. No black boxes.



Tailored

- We don't believe in one-size-fits-all! We offer personalized, role-based learning.



Reliable

- We take the lead in project management to keep us on track for your launch.

Configuration & Building

A tested launch playbook to guide El Segundo through implementation

 				
Launch Tracker	Last Updated 03/28/2025 Launch Date 02/01/2026 Days to Launch -308 Status On Track			
Section & Tasks	Team	Owner	Due Date	Status
Discovery and Planning			1/12/2026	Not Started
Schedule weekly check-in meeting	Rec	Michael Kehoe	11/13/2025	Not Started
Schedule discovery meetings	Rec	Michael Kehoe	11/13/2025	Not Started
Send certificate of insurance	Rec	Michael Kehoe	01/02/2026	Not Started
Send first payment invoice	Rec	Michael Kehoe	1/21/2025	Not Started
First payment due	Apex	Apex	01/22/2026	Not Started
Confirm public launch date	Apex	Apex	11/13/2025	Not Started
Set team training dates	Apex	Apex	12/03/2025	Not Started
Schedule finance and IT check-ins	Rec	Michael Kehoe	11/8/2025	Not Started
Config and Building			1/12/2026	Not Started
Share high-quality logos	Apex	Apex	12/03/2025	Not Started
Confirm tabs and activity icons	Apex	Apex	1/2/2026	Not Started
Provide suggested website updates	Rec	Michael Kehoe	01/02/2026	Not Started
Website updates live on Emeryville site	Apex	Michael Kehoe	01/18/2026	Not Started



Community Engagement & Launch

Custom marketing toolkits for your community





Welcome to Torrance Parks & Rec, Sarika!

Switching on Rec is easy. We've ported over all your household information. It'll only take a few minutes to get set-up!

- Lightning Fast Booking
- Find More Ways to Play
- Stay in the Loop

[Get started](#)

eNews from SF Recreation and Parks - April 10, 2024

Summarize this email

rdinfo@sfgov.org | Unsubscribe

Apr 10, 2024 9:31 AM



San Francisco Rec & Park
powered by rec

Highlights, News & Announcements

A New Reservation System for Tennis & Pickleball Courts in our Parks
We're excited to share that on Monday, April 15, the San Francisco Recreation and Parks will be transitioning to a new, more user-friendly reservation system for pickleball and tennis courts at rec.us/sfrecpark.

The new reservation system will be rolled out in two phases and will overlap with the old system as follows:

Phase 1: Alice Marble, Mossone, Presidio Wall, and Rossi
On Monday, April 15, reservations at Alice Marble, Mossone, Presidio Wall and Rossi will be



Emeryville, check out your new recreation hub.

We're making it easier to book classes, rent facilities and use passes - all now on **rec**



Registration starts: **April 2nd at 9am**

Get ready for registration day!

1. Make an account: Go to [rec.us/emeryville](#) - Click **Sign Up**
2. Create your household: Go to **Profile** -> **All Members** -> **Add Member**
3. Add programs to your **Fast Track** for easy checkout on registration day!

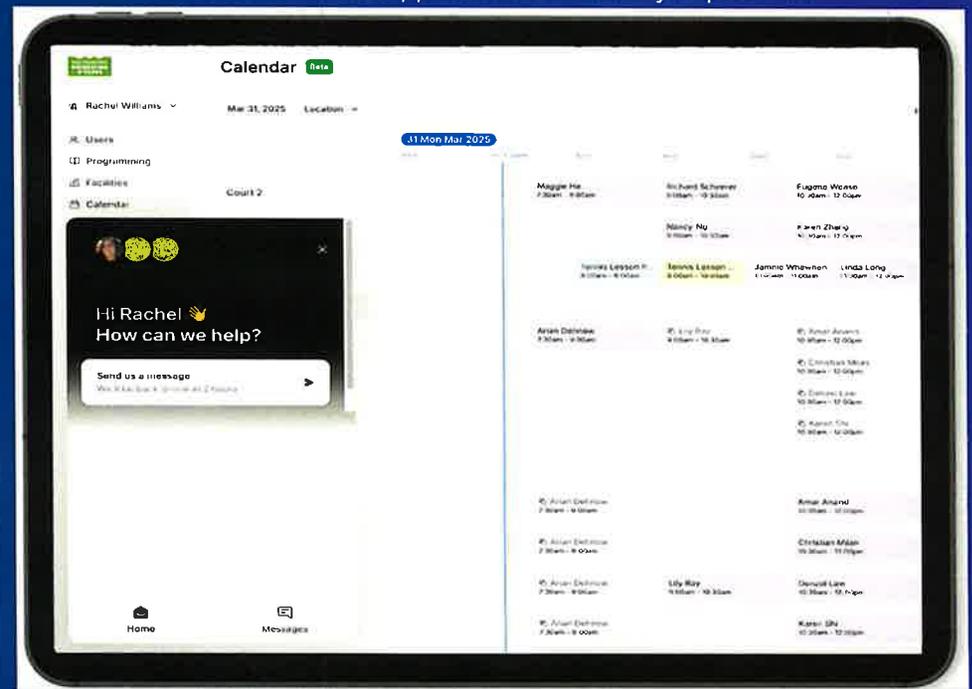
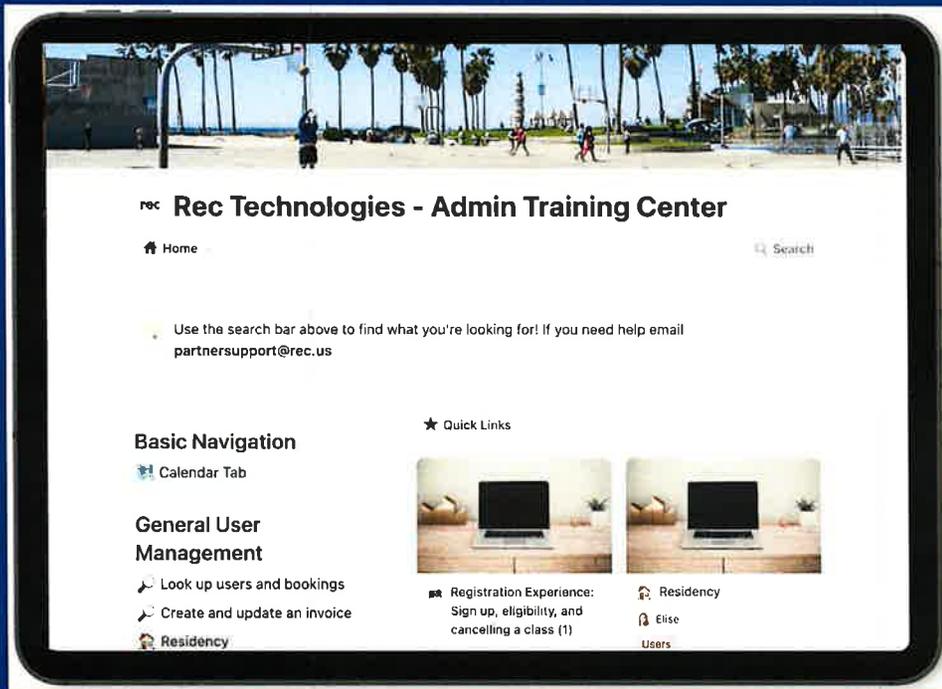


Staff Training & Ongoing Support

Training & Support in real-time

Detailed support articles outlining step-by-step how to use each feature

Dedicated admin support team available for questions



Rec Support teams respond within hours via chat.
 Cities can also call the Partner Success team directly to escalate critical issues.



Cost & Term of Service

- **One-time Implementation \$10,000**
 - Unlimited # of training days on site and/or remote, complete data configuration and transfer by Rec team, and design and brand collaboration
- **Requested Add-On estimated \$6,310**
 - Point of Sale Hardware Readers: \$350 each (9)
 - 18x18" - Court, Field, Rinks, etc: \$60/sign (30)
 - 9x9" - Rec Facility and Picnic Rentals: \$40/sign (34)
- **Annual rate: \$54,000**

Proposed Contract Term of 4 Years



Questions?