



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, PURSUANT TO SECTION 2-321 OF THE CITY'S CODE OF ORDINANCES, WAIVING THE COMPETITIVE BID PROCESS, AND AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT WITH AMILIA TECHNOLOGIES USA INC. FOR THE PARKS AND RECREATION DEPARTMENT REGISTRATION SOFTWARE SYSTEM FOR A PERIOD OF THREE (3) YEARS WITH TWO (2) ONE (1) YEAR RENEWALS FOR A TOTAL OF FIVE (5) YEARS IN AN AMOUNT NOT TO EXCEED BUDGETED FUNDS ANNUALLY; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING FOR AN EFFECTIVE DATE

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

The Parks & Recreation Department currently utilizes two applications to manage registrations, memberships, rentals and reservations. This has created inconsistencies in the department's business operations. RecTrac, the current system, no longer meets our current and future needs. The second system, Mind Body, was implemented for the opening of Doral Central Park Fitness & Community Center to manage memberships and implement backend features commonly included in fitness centers to increase revenue and schedule classes.

The department has conducted extensive research and evaluated eight (8) different alternatives to identify a solution that best meets the needs of our department and community. The basic functions that have been evaluated are listed below and require software that allows for the discontinuation of the Mind Body platform to manage all operations under one platform. During our evaluation, it was evident that not all software can operate a parks system and provide the tools needed to operate a membership-based fitness and aquatic center.

1. Activities and programs registrations.
2. Reservation system for athletic courts, fields, and other amenities.
3. Reservation system for pavilions and event spaces.
4. Fitness gym and membership management.
5. User-friendly presentation to the customer.
6. Text or e-mail contact capability.
7. Point of sale (POS) system for water park entries and other miscellaneous transactions.
8. Document management module for waivers, contracts, and other forms.

9. Report generation.
10. Customer support via e-mail, chat, and phone.
11. Interactive dashboards, preferred.
12. Mobile application, preferred.

The recommended vendor, Amilia Technologies USA, Inc., is currently utilized by two NRPA Gold Medal Award–winning agencies, demonstrating its proven effectiveness in supporting high-performing parks and recreation operations.

The proposed software will significantly improve both internal and external customer service by providing a modern, user-friendly interface and a highly customizable mobile app. It will allow patrons to easily register for programs online, submit and complete facility reservation requests, and receive automated emails and messages—reducing the need for in-person visits and improving communication throughout the process.

The Parks & Recreation Department is respectfully requesting approval from the City Council to waive the competitive bidding process and authorize the City Manager to enter into an agreement with Amilia for the Parks and Recreation software system for a period of three (3) years with two (2) one (1) year renewals, for a total amount not to exceed budgeted funds annually.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.	\$36,000.00 Year 1	001.90005.500340	Contractual Services
2.	\$0		
Total:	\$180,000.00 (5 Years)		

Fiscal Impact Statement: The proposed item has a fiscal impact on expenditures that will not exceed the budgeted amount. T

Annual Costs:

- Year 1: \$36,000.00 (projected)
- Year 2: \$30,000.00 (projected)
- Year 3: \$34,000.00 (projected)
- Year 4: \$38,000.00 (projected)
- Year 5: \$42,000.00 (projected)

Total 5-Year Cost: \$180,000.00 (projected)

Additional costs may apply for optional add-on services such as extra training hours, mobile app enhancements, credit card transaction fees, or other advanced features.

STRATEGIC PLAN ALIGNMENT:

The proposed recreation management software directly supports the City's mission to enhance quality of life through exceptional service, community engagement, and accountability. By providing residents with an easy-to-use online platform for program registration, facility reservations, and communication, the system improves access to services and strengthens engagement with the community. This aligns with the Parks & Recreation strategic initiatives to provide exceptional service, communication, increasing cost recovery, accountability, and integrity.

ATTACHMENT(S):

- A. Fees
- B. Draft Resolution.