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**City of Glendale**  
5850 W. Glendale Ave. / Glendale, Arizona 85301

**NEWS**  
GlendaleAZ.com



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## **CITY OF GLENDALE IMPLEMENTS NEW PARKS & RECREATION SOFTWARE, IMPROVED CUSTOMER SERVICE FOR RESIDENTS**

**GLENDALE, Ariz.** – A lot can change in 12 years, especially in the quickly-evolving digital world. Since 2006, the digital world has seen the arrival of mobile apps, SnapChat and Instagram, the invention of the iPhone, and new words like “unfriend” being added to the New Oxford American Dictionary.

In 2006, the city’s Parks & Recreation Division implemented its current registration and reservation software platform. However, to keep up with growing digital trends and customer needs, the city recently went out into the marketplace to discover what software would best meet the growing current of the department and customers.

The registration software is an integral part of the department’s daily operations, used daily by staff to register participants for programs, manage facility reservations (ramadas, ballfields, room rentals and more), interface with ballfield lighting, and provide comprehensive program and facility metrics. In Fiscal Year 16-17, the Parks & Recreation Division processed more than 4,500 activity registrations, 3,000 facility reservations, 195,000 pass member visits, and more than 48,000 aquatics admissions. It generated approximately \$2 million in revenue.

On March 30, the city will convert to a new system, CivicPlus, which is more innovative and has a solid reputation for customer and technical support. This new recreation management system will help improve e-commerce efforts, enabling more transactions to happen through the web, and providing mobile options for customers.

For more information on Glendale’s Parks & Recreation programs, facilities and events, and to check out the software first-hand, visit [www.glendaleaz.com/parksandrecreation](http://www.glendaleaz.com/parksandrecreation). You can also call the Parks & Recreation Office at 623-930-2820.

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