

## MEMORANDUM

**DATE:** December 12, 2023  
**TO:** Mayor Lankford & City Council  
**VIA:** Mercy Rushing, City Manager  
**FROM:** Cindy Karch, City Secretary *CK*  
**SUBJECT:** Discuss and consider action on CampLife, a web-based reservation program for camping and RV sites at the Preserve, and other city facilities.

**Council Meeting  
Agenda Item for:** December 18<sup>th</sup>, 2023

### Background Information:

On December 7<sup>th</sup>, Judy and I watched a demo with CampLife. This is the same camping reservation system that the Civic Center uses. This software will give citizens the ability to go online to reserve and pay for camping sites. They will be able to view what days a site is available, reserve the site and pay in one step. Staff will be able to manage guests and calendars and will be able to make reservations as well. We can link to this website from our website, or citizens can go directly to the CampLife website to make reservations. We can even add non-camping activities such as daily trail riding fees and the annual trail passes.

There is a cost associated with the plans. However, as it is now, we rely on the “honor system”, asking campers to put their money in the box at the Derby, or ask that they mail a check to City Hall. This method is cumbersome and prone to errors causing loss of revenue.

Price for plans are as follows:

### Monthly Plans:

Standard Plan: \$50 monthly / Setup fee: \$250 **(Recommend Plans)**

Premium Plan: \$175 monthly / Setup fee: \$250 **(Recommend Plans)**

Unlimited Plan: \$195 monthly / Setup fee: \$250

All features Plan: \$3.00 per reservation and recurring invoice. Minimum charge of \$99 per month. The setup fee is \$250. **(Recommend Plans)**

**Recommendation:**

City staff recommends the council consider the plan. We feel this will greatly improve our ability to serve our customers in a modern, convenient way. Campers are used to being able to reserve sites online and expect that service when reserving with us. We also feel this will increase revenue collection because of the ease of use, and campers can pay prior to arrival. See attached email with demonstrations for more information.

**Final Disposition:**

## Cindy Karch

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**From:** Roguer Rosa <roguer@camplife.com>  
**Sent:** Thursday, December 7, 2023 2:35 PM  
**To:** Cindy Karch  
**Subject:** CampLife

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Good afternoon,

Thank you for attending our demo today. We would love your business and look forward to assisting you in the future. Let me know if you have any questions about our software and how it can help your park.

### Videos:

**Features:** <https://www.youtube.com/watch?v=juGz3FxE6bU>

**Software Review:** <https://www.youtube.com/watch?v=75iiRWC5Ts>

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-Standard: Access to Online Reservations, Hub (management), Point of Sale, Advanced Rating options, Interactive Campground Map, Individual Site Images, Online Group Reservations, Reporting, Unlimited Users, and Support. \$3.50 per online reservation. Reservations made directly by your staff are not subject to the \$3.50.

-Premium: Access to Online Reservations, Hub (management), Point of Sale, Advanced Rating options, Interactive Campground Map, Multiple Individual Site Images and Video, Online Group Reservations, Unlimited Users and Support, Quickbooks export, Yield Management, Custom Branding / Reports, Featured Online Listing, Advanced Accounting, Inventory Tracking, 5 hours of Reports / Rules customization, Data Import. \$3.50 per online reservation. Reservations made directly by your staff are not subject to the \$3.50.

-Unlimited: \$0.00 per Online Reservation. Access to online reservations, Hub (management), Point of Sale, Advanced rating options, Interactive Campground Map, Multiple Individual sites images and Video, Online group reservations, Unlimited users and support, Quickbooks export, Yield Management, Custom Branding / Reports, Feature online listing, Advanced Accounting, Inventory Tracking, 10 hours of reports/ Rules customization, Data import. Multi-park management. Reservations made directly by your staff are \$0.00.

-All Features: Access to online reservations, Hub (management), Point of Sale, Advanced rating options, Interactive Campground Map, Multiple Individual sites images and Video, Online group reservations, Unlimited users and support, Quickbooks export, Yield Management, Custom Branding / Reports, Feature online listing, Advanced Accounting, Inventory Tracking, 5 hours of Reports / Rules customization, Data import, SMS, Sign, and Store. Multi-park management. Gate integration. \$3.00 per reservation and recurring invoice. Minimum charge of \$99 per month.

**Credit card processors:**

Listed below are the credit processors we work with.

CampLife Pay - <https://camplifebase.atlassian.net/servicedesk/customer/portal/2/article/2218197003?src=-105720759>

NCR Payments  
Payment Solutions

[ecommercesales.payments@ncr.com](mailto:ecommercesales.payments@ncr.com) | [ncr.com](http://ncr.com)

**Hazelyn Chavez**

Partnership Manager

**Cellphone:** 720-432-1333

**Merchant Support:** +800-846-4472

**E:** [hazelyn.chavez@fisglobal.com](mailto:hazelyn.chavez@fisglobal.com)

**Matias Lanza**

Channel Sales Manager

Shift4

Direct 888-276-2108 x 2268

<https://www.shift4.com/about-us/>

**Optional:**

**SMS Text Messaging:** Communicate in an instant so guests can stay informed and involved. Texts are read more often and sooner than email! \$0.05 per text message with a minimum charge of \$5 per month per park / Setup fee of \$99. Included in the All feature plan (up to 1000 outbound segments per day / Setup fee does not apply).

**Sign+Store:** Collects all your electronically signed legal documents and conveniently stores them within each reservation record, \$5 per month / \$29 setup fee. Included in the all-features plan (Setup fee does not apply).

**Events and Activities:** 3% Sales percentage fee will accrue at the time item(s) are sold for any events or activities organized by you through the Service. The 3% does not apply to Events and Activities with no revenue. Setup Fee \$99

**Recurring Guest Billing:** Encourage prompt payment and enjoy the convenience of automatic recurring billing. Perfect for parks with many seasonal guests. Recurring Billing: Standard & Premium \$1.00 per recurring invoice / Unlimited included / All Features \$3:00 per recurring invoice (Cost can be passed on to guests).

- Set custom billing cycles: days, weeks, months, years
- Enable automatic payments via card or ACH
- Or include a payment link with an invoice, so guests can pay online
- Easily add other charges to recurring invoices before it's emailed to guests.

**24/7 Check-In Kiosk:** Our CampLife Kiosk streamlines check-in, and can be used by campground staff or independently by guests. Process existing reservations or create new sales on the Kiosk! \$3.50 per Kiosk reservation (Standard & Premium plans /Hardware not included / We provide you with a list of the necessary components). There is no extra charge with the Unlimited plan. All feature plan \$3.00 per Kiosk reservation.

- Anytime express check-in, fully integrated with the CampLife system
- Reduces strain on staff; no need to be on call for check-ins
- The kiosk can process payments
- Can be freestanding, or mounted on a wall or countertop
- Overview video: <https://vimeopro.com/camplife/training-videos/video/234928886>

Thanks

## Roguer Rosa

Account Executive  
CampLife  
877.783.2367 Ext 2230  
305.335.7499 (Cell)



[Software.CampLife.com](https://www.software.camplife.com) [CampLife.com](https://www.camplife.com)

*Campground operators are frustrated using software that holds them back. We create reservation and park management software that helps operators easily maximize their properties and provide an experience that guests can't wait to repeat.*