

PROSE point-of-sale and reservation management system

November 4, 2025





What is this?

In short: an online system platform for memberships, point-of-sale, registration, and reservations such as

- Membership management for the Aquaplex and weight room memberships at Joe C. Montoya and Hal Jensen Centers including day passes
- Recreation program registration (e.g. swim lessons, day camps)
- Sport league registrations (e.g. adult hockey, softball, basketball, and volleyball; youth basketball)
- Special event permitting, reservations, invoicing
- Youth sports field reservations, invoicing
- Point-of-sale for retail items at recreation centers



Who else uses this system?

In Arizona:

- [Pima County](#) (live)
 - Programs, memberships, facility reservations, and campsites
 - Revenue has increased by 15% and nearly 40% of total activity is on a mobile device
- [City of Cottonwood](#) (live and will be unveiled to residents soon)
- Maricopa County (under contract)
 - Estimated \$15M of transactions will be on the Kaizen platform
- Sahuarita (under contract)
 - Facility rentals and programs



Who else?

Other noteworthy locations

- [Vail, CO](#) - \$7M in transactions across programs, memberships, passes, sport court reservations, etc.
- [Maryland Department of Natural Resources](#) – State Parks
- [St. George, UT](#) - \$10M in transactions for programs, facilities, sport court reservations
- [Manhattan Beach, CA](#) – memberships and facilities
- [Forsyth County, GA](#) – campsite management



When?



Start building the platform after contract approval

- Project kickoff target: November 2025
- Department Discovery: December 2025
- Core Module Configuration: December 2025
- Reporting and Financial Setup: December 2025
- Data Migration and Quality Assurance: December 2025
- Staff Training begins: January 2026
- Internal User Acceptance Testing and Feedback: January 2026
- Soft Launch, Go Live, and Post-launch optimization: ~February 2026



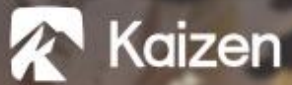
Why?



Customer service, reliability, cybersecurity, modern

- Improved customer interface for the community
- Modern functionality
 - Mobile device friendly and digital wallet-based payment availability
- Inviting and clean website innovation
- Security and compliance
 - City of Flagstaff Information Technology team is in full support of this transition and has noted Kaizen's top of the line compliance and security practices
- Enhanced communication including notifications and language translation
- 24-hour customer support
- Numerous testimonials from other municipalities

Kaizen Laboratories Inc - demo



“ Working with Kaizen has been a refreshing experience. The team is incredibly approachable—always open to our questions and receptive to new ideas.

Having a dedicated point of contact made our transition seamless, and support has been consistently quick and reliable.

Best of all, our community is loving the modern, mobile-friendly experience Kaizen delivers.



Jenna Kinder
Assistant Director
Pulaski County Parks & Recreation

Crown Mountain Park & Recreation District, CO

Staff report spending 30% less time managing the software system and a 50% reduction in troubleshooting calls from customers.



“

We are lucky to have a company like this in our line of work and users deserve a better experience. It is completely worth the cost in many ways.

You are going to decrease your back end administration significantly. Those are typically hours that you never calculate in addition to the poor performing software we are used to. This is head space, less work load, increased customer experience, top level quality, and supporting a business that is raising the bar on the entire industry. Go with Kaizen.

- Nate Grinzinger, Park Director



Castle Pines, CO - Parks & Recreation



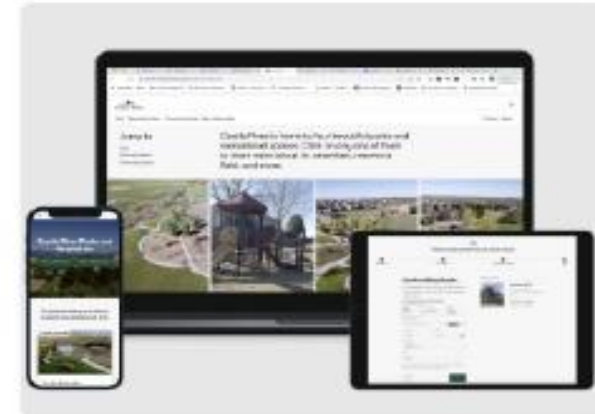
180% of budgeted parks & recreation revenue achieved in one year

Problem: 2 years of CivicRec – workflows were outdated and not user-friendly, poor customer service, and residents were unhappy with platform bugs

Time to deploy: 2 months

Link: parks.castlepinesco.gov

Result: Manual bookings / phone calls from residents have dropped by over 80%



“

Working with Kaizen has been an incredibly painless and enjoyable experience. They have delivered on every promise, taken our ideas, and made them even better. The Kaizen team is clearly passionate about their work and their goals to produce the best product for their customers. - Makenna Shaw, Assistant City Manager

