



## Spotz Helps City of Superior Increase Total Reservations & Eliminate Two-Month Reservation Timeline



### Background

When it came to space reservation, the city of Superior, Wisconsin, found itself stuck in the past – loads of paperwork, excruciatingly long reservation timelines, and manual processes that frustrated team members within the parks department and community members alike.

That's why Administrative Assistant Jodi Saylor and other colleagues within the department began researching solutions to bring Superior into the modern age of space reservation.

**Could Spotz be the missing link that simplified internal workloads and united Superior residents through intuitive space scheduling?**

### Challenges

Superior's existing reservation process was something you'd expect from the 1990s – paper form submission, in-person signature collection, and snail-mail. When community members were unable to rent their top spaces, the parks department relied on back-and-forth phone communications and updates to find alternate solutions.

This manual, tedious process resulted in a frustrating two-month reservation timeline for residents that required up to an hour of manual work from the scheduling team for every single reservation.

Ultimately, the department knew they needed a way to rent spaces for allotted time slots instead of full days, optimize the reservation of space by creating priority groups, and finally eliminate the manual processes that plagued the community.





# The Spotz Solution

The city of Superior turned to Spotz to empower community members and internal staff alike.

## Here’s how it worked:

Superior adopted Spotz as the modern, automated solution for parks and recreation reservation to solve five must-haves within the department:

### Increase Number of Spaces Available to Rent:

Rather than renting out an entire park for a single reservation, the parks department can use Spotz’s multi-space reservation to divide facilities into smaller spaces and specific fields, ultimately accommodating more rentals.

### Increase Quantity of Reservations:

In addition to increasing the total number of spaces available, the parks department increased the number of reservations available by offering 90- to 120-minute time slots instead of only full-day time slots.

### Prioritize Specific Groups:

Superior prioritized particular groups based on their usage of specific spaces, further increasing the number of reservations.

### Eliminate Lost Payments:

Now that renters can easily pay by credit card when reserving the space, Superior eliminated lost payments that result from manual funds collection.

### Customize Each Space:

The parks department was able to select which features of specific spaces they wanted to prioritize within their Spotz listings rather than being stuck to a fixed template.

## Quick Facts

|                          |           |
|--------------------------|-----------|
| State                    | Wisconsin |
| 10 min. walk of a park   | 84%       |
| City land used for parks | 21%       |
| Number of parks          | 54        |
| City population          | 26,223    |
| Median household income  | \$46,957  |

## Business Impact

Since launching Spotz, Superior has eliminated the need for paper forms and signatures – drastically improving its reservation process for the entire community. **Staff members are now able to approve reservations in a matter of minutes**, and they can commit more time to plan community income-generating events, including its annual *Ice Fest* and 4th of July festivities.

**Community-wide, residents can now reserve spaces quickly and confidently with minimal wait.**

This simple, automated process has created an increase in reservations throughout the community as members have become proactive in teaching their peers how to use Spotz to their benefit.

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**Jodi Saylor, Administrative Assistant, City of Superior**