

FY2021 MyCountyParks.com Highlights:

- 45 CCBs generate **40,992 reservations & \$4.11M** in revenue
- Currently in discussions with **24 more** for E-commerce activity
- Website generates **\$134,000+/year** for ICCS in FY2021
- Internal customer service provided to 88 participating CCBs
- Onboarding support for **7 New E-Commerce CCBs**
- Support for over **400+ Website Administrators** across system
- Website is financially self-supporting, and will generate **\$161K+** for ICCS operations in FY2022

100+% Revenue Growth in 5 Years!

Year-to-Year comparisons of Online E-Commerce CCBs:

Year	#CCBs	#Reservations	Revenue	YtoY %
FY15	11	11,640	\$1,133,151	-
FY16	15	14,082	\$1,371,248	+21%
FY17	21	17,066	\$1,715,310	+25%
FY18	24	20,628	\$2,078,008	+22%
FY19	32	24,130	\$2,410,752	+16%
FY20	37	25,594	\$2,733,347	+14%*
FY21	45	40,992	\$4,110,378	+51%

160,045+

Registered Users
on May 5, 2022

114+% increase since Sept. 2017

(22+% increase since 2/15/21)

(Established in 2013)

- **888 JOBS** posted
- **406 BEST PRACTICES** inquiries posted
- **1,247 CONTACTS** listed in "live" personnel directory
- **CCB SYSTEM INTERNAL EVENT REGISTRATION**

(Established in 2017)

- Administrative Website for ICCS
- Board Member Information & Orientation
- ICCS E-Mail System, Newsletters, Preferred Vendors
- Digital Calendar, Conferences, Division Pages, etc.



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