

Legislation Text

File #: 19-261, **Version:** 1

Presenter/Contact

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SUBJECT:

Approval of a contract with GolfNow, LLC for management of a point of sale system, including marketing and support services for the Landa Park Golf Course.

BACKGROUND / RATIONALE:

The current Point of Sale system has been in used for over a decade. Approximately five years ago, GolfNow purchased the company that supports the current POS. The City issued a contract in May of 2018 with GolfNow, LLC with an enhanced version of the system that included their Plus Premiere Services platform which provides a devoted team to create our dynamic pricing strategies and a marketing person that does all social media platform post, website updates and email blasts on upcoming events. The contract also provides for phone call answering services 24/7/365 using a live person that ties directly into our live tee sheet. The new contract will retain all the same services from the 2018 contract but will upgrade our current point of sale system to the newest version.

The term of this contract is for two years with three one-year renewal options, for a total of up to five years. The standard cost for Golf Now's Premiere Plus Service is normally \$15,000 a year, however the company has offered a \$4,000 discount for the first two years, resulting in annual cost of \$11,000 for the first two years of the contract. In year three, the contract will revert to the original price of \$15,000 per year.

This system is a sole source as they are a unique marketing platform that the City has standardized to this point of sale and marketing platform.

ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:

YES	City Plan/Council Priority:	Strategic Priorities: Effective Management - Maintain an ongoing program to provide exemplary customer service.
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FISCAL IMPACT:

The online point of sale system, marketing and support services incorporated into this contract are all critical for reaching out of town golfers and developing golf related tourism. Therefore, the FY 2018-19 Hotel/Motel Tax Fund budget has included funding to support these types of initiatives and sufficient funds are available.

COMMITTEE RECOMMENDATION:

N/A

STAFF RECOMMENDATION:

Staff recommends approval of a contract with GolfNow, LLC for management of a point of sale system, including marketing and support services for the Landa Park Golf Course.