



INDIAN RIVER COUNTY, FLORIDA
MEMORANDUM
Assistant County Administrator /
Department of General Services

CONSENT AGENDA
BCC 11-19-2019

To: The Honorable Board of County Commissioners
Thru: Jason E. Brown, County Administrator
Michael C. Zito, Assistant County Administrator
From: Bela Nagy, PGA Director of Golf, Sandridge Golf Club
Date: October 10, 2019
Subject: Renewal of EZ Links Point of Sale & Tee Time System Agreement

BACKGROUND:

For many years, Sandridge Golf Club utilized a Tee Time System called Computee, and in the middle of January 2015, the company went out of business overnight leaving the golf course with no reservation system at all. Within a number of days, Staff chose EZ Links out of three companies and implemented their Tee Time System within a week. In September 2016, the Point of Sale System that the golf course was using called Smyth Systems was going to stop supporting that version of the POS resulting in having to sign and bring in a newer version of their hardware and software. Sandridge was already using the Tee Time System through EZ Links, which also had a Point of Sale System that integrated with the Tee Sheet to avoid using two different systems. The merger of the two systems made the reservation and check in process much more efficient leading to less mistakes in both the booking process as well as ringing customers in the register.

The current EZ Links agreement expires in December 2019. Staff has again received proposals from three different vendors and chose to stay with EZ Links. The new agreement will be for three years and includes Coursetrends, a marketing component that Sandridge has paid an additional \$3,600.00 for annually. Coursetrends provides marketing, web page and online store services and is included at no extra charge under the proposed agreement. EZ Links acquired the company over a year ago but Sandridge still has to pay the additional fee until a new agreement is signed.

The total cost associated with the new agreement with EZ Links including all of the hardware, software, marketing, web page, mobile app, 24 hour reservation call center, and an online store is \$0.00 out of pocket. In lieu of a cash outlay, Sandridge would trade EZ Links the option to sell 2 tee times per day to their secondary discount market.

ANALYSIS:

The proposed agreement continues the same arrangement that Sandridge has operated under for the past three years. Instead of a cash outlay of \$66,281 per year, EZ Links would receive two designated tee times per day that they could offer for sale. The utilization rate of those traded tee times has averaged 63% over the life of the current agreement. If the designated tee times are not sold in advance by EZ Links, they revert back to Sandridge for sale. If EZ Links sold all of their available tee times (2,912 annual rounds) at an average of \$20.00 per round, their potential revenue could be \$58,240.00, however; if the historical trends over the past several years continue, they will

sell and average 63% of the reserved tee times with a soft cost to Sandridge in the amount of \$36,691. If Sandridge were to pay cash for the services offered under the proposed EZ Links agreement, the price of the system would be \$16,055.00 for the equipment and installation up front and then an additional \$50,226.00 per year including all of the services mentioned.

FUNDING:

Table 1: Valuation:

VENDORS	Hardware Installation	Software Suite of Services	Marketing	Annual Cash Value
EZ LINK	\$16,055	\$46,626	\$3,600	\$66,281
GolfNow	0	\$49,000	0	\$49,000
Tee Snap	0	\$10,120	\$12,500	\$22,620

Table 2: Projected Actual and Maximum Cost of Pledged Revenue.

	Annual Cash Value	Projected annual cost (63%)	Maximum annual cost (100%)	Cash Outlay
EZ LINK	\$66,281	\$36,691	\$58,240	\$ - 0 -

*Based on historical utilization rate of 63% of the available tee times.

RECOMMENDATION:

EZ Links provides the most value for the trade agreement including the continuity of the existing integrated Point of Sale and Tee Time Reservation systems and their data preservation over the last four years. Staff recommends the Board approve the EZ Links contract and authorize the Chairman to sign.

ATTACHMENTS:

EZ Links Agreement

AGENDA ITEM FOR NOVEMBER 19, 2019