

INDIAN RIVER COUNTY, FLORIDA  
MEMORANDUM

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**TO:** Board of County Commissioners

**THROUGH:** John A. Titkanich, Jr., County Administrator  
Kristin Daniels, Director, Office of Management and Budget

**FROM:** Jennifer Hyde, Purchasing Manager

**DATE:** October 20, 2023

**SUBJECT:** Waiver of Requirement for Bids for Tagmarshal

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**BACKGROUND AND DISCUSSION:**

Indian River County owns and operates Sandridge Golf Club, a 36-hole daily fee golf facility. Over the past 5 years, revenue and round counts at Sandridge Golf Club have steadily risen to record numbers with over 119,000 annual rounds in fiscal year 2021-22 and will finish with close to 125,000 rounds of golf for fiscal year 2022-23. In 2019, the Golf Club installed Tagmarshal in their golf carts to improve the pace and flow of play to optimize the capacity of rounds of golf played at the golf course. Tagmarshal offers operational oversight of every golf cart in the Golf Club fleet through GPS technology. Golf Cart GPS tracking systems deliver helpful and real-time location information, shown on a screen for golf course operators or managers to see. It has increased efficiency through automation for our rangers to help monitor play and improve our patron's experience while playing the golf courses.

On January 17, 2023 the Board approved the advance purchase of a replacement golf cart fleet for Sandridge Golf Club and authorized the Purchasing Division to issue a Request for Proposals for 160 gasoline golf cart, utility cart, range cart and beverage cart. On March 28, 2023, the Board approved the purchase of a new golf cart fleet and Yamaha was awarded the bid. The delivery of the new golf cart fleet will be January 1, 2024.

Under a newly proposed lease agreement, Tagmarshal will install 8" screens on all 160 golf carts adding a new level of service where customers will have an interactive map of each hole, the ability to order food on the tablet as well as the ability to receive real-time alerts or notifications. Tagmarshal also is the exclusive GPS company who has partnered with Golf Genius who currently provides the Golf Club's Tournament Management Software. Customers will be able to use the tablets to enter scores and look at live leaderboards while they play in the Golf Club's events, further enhancing their playing experience at Sandridge Golf Club. Once executed, the lease will be effective through March 30, 2028.

**FUNDING**

Tagmarshal services, in the amount of \$36,109.32 annually, are budgeted and available in the Sandridge Golf Course/Admin/Clubhouse Operations/Computer Software Account #41823672-035120.

<b>Account Number</b>	<b>Account Description</b>	<b>Fees per year</b>
41823672-035120	Sandridge Golf Course/Admin/Clubhouse Operations/Computer Software	\$36,109.32

**RECOMMENDATION**

Staff recommends the Board waive the requirement for bids, approve the Terms and Conditions, authorize the Chairman to execute the Terms and Conditions document, and authorize the Purchasing Manager to execute any necessary lease documents, after review and approval by the County Attorney as to form and legal sufficiency.

**ATTACHMENTS:**

Tagmarshal Terms and Conditions