



# CONSENT AGENDA

INDIAN RIVER COUNTY, FLORIDA  
AGENDA ITEM  
Deputy County Administrator /  
Department of Sandridge Golf Club

---

**Date:** October 17, 2023  
**To:** The Honorable Board of County Commissioners  
**Thru:** John Titkanich, County Administrator  
**From:** Michael C. Zito, Deputy County Administrator  
**Subject:** Request for Approval of Golf Now, LLC Services Agreement

---

**DESCRIPTIONS AND CONDITIONS:**

Since 2016, Sandridge Golf Club has currently operated on the Golf Now EZ Links Point of Sale and Tee Time System used in making all of the tee time reservations, keeping track of inventory and ringing in all cash and credit card transactions. Also included is a twenty-four-hour, reservation call center where a live person answers phone calls and is able to provide information and make tee times when Sandridge is closed or not able to answer a phone call. In lieu of cash payment, two tee times per day, per course are made available to EZ Links to sell to their secondary discount market. EZ Links has since been acquired by Golf Now, LLC, and Sandridge Golf Club desires to continue the same quality service under a new agreement. The current agreement with EZ Links (“GolfNow”) is due to expire in December of 2023.

**ANALYSIS:**

Currently, Sandridge Golf Club pays \$0.00 per month for the above services from Golf Now, LLC as the golf course provides up to two tee times per day, per course as compensation. If Sandridge were to pay out-of-pocket, the actual cost per year based on the 24 hour reservation center, Point of Sale System, Online Store and Tee Time reservation system is estimated at \$60,000.00, and this does not include their hardware investment of over \$10,000.00 for a new Point of Sale system in the Pro Shop and Snack Bar.

The total cost associated with the new agreement with Golf Now, LLC 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 Golf Now, LLC the option to sell 2 tee times per day, per course to their secondary discount market. In 2023, 61% of these trade tee times were utilized by Golf Now, LLC. At a 61% utilization rate, Sandridge would be trading approximately \$26,500 of revenue using an average of \$30.00 per round.

The current Golf Now EZ Links agreement will expire in December or upon execution of the new the agreement with Golf Now. The proposed agreement will be for three years and includes their own credit card processing. Currently, the golf course uses a third-party vendor, ETS, for credit card processing. Beginning in January 2024, ETS will no longer support Golf Now EZ Links. Golf Now, LLC will provide new credit card processing equipment at no charge along with new computer hardware for the point of sale systems in the Pro Shop and Snack Bar.

Under the proposed Agreement, Golf Now, LLC will include the credit card processing, Golf Now EZ Engage Marketing platform, and all software and hardware upgrades to the current Point of Sale System at no additional cost.

**FUNDING:**

Under the proposed Agreement, two tee times per course, per day will continue to be traded to Golf Now, LLC with no additional cost for the new Golf Now, LLC platform including Point of Sale system for both the Pro Shop and Snack Bar, 24-hour Reservation Center, Tee Time System, Online Store, Online Marketing and Credit Card Processing.

**RECOMMENDATION:**

Staff respectfully recommends approval of the GolfNow Agreement and requests that the Board authorize its Chairman to sign agreement.

**ATTACHMENT(s):**

GolfNow, LLC Contract  
GolfNow Terms & Conditions