Marketplace.city

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Golf Management Solution
Aurora, IL

Project Overview

BUSINESS CHALLENGE

The City of Aurora wants to assess qualified vendors who are interested in providing a web-based, tee time reservation system with remote access capabilities, customer support, and training for Phillips Park Golf Course to drive revenue growth and enhance golfer experience.

PROJECT BACKGROUND

The COVID-19 pandemic forced the golf industry to incorporate remote administrative processes, including payment processing during online tee time reservation. The acquisition of a comprehensive golf course management software solution will ensure that Phillips Park Golf Course is prepared to mitigate any potential future disruptions in golf services.

Project Background

The City of Aurora wants to assess qualified vendors who are interested in providing a web-based, tee time reservation system with remote access capabilities, customer support, and training for Phillips Park Golf Course to drive revenue growth and enhance golfer experience.

Process Overview:

- Created Market Landscape with 52+ companies

- Created Opportunity and Scope document crafting the desired solution for the Golf Course, Finance, and IT.

- Based on the market landscape and City Stakeholder review, publicly posted and distributed the Opportunity and Scope Document for vendors to complete in order to be included in the reporting and selection process.

  - It was posted and distributed on 2/22/22 and closed 3/9/22.

- There were 6 responses completed by the deadline – Raw Data File Here

- After reviewing their proposals, Aurora stakeholders met with a subset of these respondents to get a better sense of their solution capabilities.

- Stakeholders submitted final scoring resulting in the recommended vendor – Scoring File Here

Proposals Summary

	Solution			Functional Questions	Prior Experience	Pricing and Implementation		Other
	Solution Narrative	Solution Functionality	Website re-design & hosting services?	Mobile Ready?	Number of Comparable Engagements	Aurora Pricing	Average Implementation Timeline	Business Designations
Club Caddie Inc.	Solution Narrative	Tee Time Management, POS, Inventory Management	Yes	Mobile Application, Mobile Optimized Site	100+	Standard Pricing	30 days	
Club Prophet	Solution Narrative	Tee Time Management, POS, Inventory Management	Yes	Mobile Application, Mobile Optimized Site	100+	Standard Pricing	4-6 weeks	
foreUP Golf	Solution Narrative	Tee Time Management, POS, Inventory Management	Yes	Mobile Application, Mobile Optimized Site,	100+	Standard Pricing	4-6 weeks	
Lightspeed	Solution Narrative	Tee Time Management, POS, Inventory Management	Yes	Mobile Application, Mobile Optimized Site	25-100	Standard Pricing	4 weeks	
NBC Sports Next	Solution Narrative	Tee Time Management, POS, Inventory Management	Yes	Mobile Application, Mobile Optimized Site	100+	Product and Service dependent	Within 60 days	
Teesnap	Solution Narrative	Tee Time Management, POS, Inventory Management	Yes	Mobile Application, Mobile Optimized Site	100+	Standard Pricing	7-10 days	Minority-Owned Business

Scoring Overview

Scoring Criteria	Weight	Vendor Evaluation					
		Club Caddie	Club Prophet	foreUP Golf	Lightspeed	NBC Sports Next	Teesnap
Capabilities / Solution	*25%*	1	1	8.67	1	7	2
Experience and Qualifications	*20%*	1	1	9	1	9	2
Approach, Services, Implementation Methodology	*10%*	1	1	9	1	9	2
Pricing and Contract Model	*20%*	1	1	7.33	1	7	2
Additional Services / Innovation	*25%*	1	1	3	1	9	2
Weighted Scoring		1.00	1.00	7.08	1.00	8.10	2.00

*Scoring totals were averaged across the number of scores submitted – not every project leader could score every solution, in case they missed a demo

Full Scoring Document Found Here

Summary & Final Selection – NBC Sports Next

After using the Marketplace.city process, City of Aurora and Phillips Park Golf Course Project Leaders have selected the GolfNow One solution by NBC Sports Next as their recommended partner for a modern, web-based Golf Management system. Unlike conventional software purchases, GolfNow One will manage the booking and payment ecosystem for Phillips Park and receive compensation through percentages of various purchase types.

DECISION FACTORS

- **Robust Solution:** The Point of Sale system provides a wide variety of services compared to other considered solutions. GolfNow One includes the ability to track inventory in real-time, generate detailed reports, and provides integrated high-speed credit card processing. Additionally, the G1 solution distinguishes itself with a 24-Hour reservation center, which came at a steep cost with alternative solutions.

- **GolfNow Ecosystem:** Acquiring this solution places Phillips Park within the GolfNow One ecosystem, an industry-leading solution currently installed at over 1,100 golf courses. When a user is looking for available tee times in the region through GolfNow, they will be presented with matching Phillips Park availability, even if they were not originally looking at that particular location. This helps golfers get a comprehensive availability picture in their area and will help bring new players to Phillips Park Golf Course.

- **CentralSquare Integration:** All lead solutions required some customization to feed data into Aurora's CentralSquare NaviLine system. Per the opinion of IT project leaders, GolfNow does not require excess customization beyond what was necessary for runner-up foreUP Golf.

CONTRACT DETAILS

CONTRACT TYPE	Barter Platform
CONTRACT DURATION	3 Years with optional Yearly Renewals
PRICING SUMMARY	• 3 Daily Bartered Tee Times • 10% of store Purchases made through Platform • 15% of rounds booked through TeeOff.com • Merchant Processing Fees (2.75% + $0.10 per transaction)
CONTRACT DOCUMENTS	Draft Sales Order 10/26/22

Appendix

Solution Overview

	Solution Narrative	Solution Functionality	POS payment solutions	Solution's greatest differentiating factor	Website re-design & hosting services?
Club Caddie Inc.	Solution Narrative	Tee Time Management POS, Inventory Management	Cash, Credit Card, Mobile Payments, Digital Wallet	Club Caddie is a truly all-in-one, cloud-based solution with a single database. Easy to use with custom profiles for your staff and innovative marketing tools to grow rounds and revenue.	Yes
Club Prophet	Solution Narrative	Tee Time Management, POS, Inventory Management	Cash, Credit Card, Mobile Payments, Digital Wallet	See Page 23 of RFP Submission	Yes
foreUP Golf	Solution Narrative	Tee Time Management, POS, Inventory Management	Cash, Credit Card, Mobile Payments, Digital Wallet	The entire foreUP system is web-based and doesn't require onsite servers or downloaded software. The system is accessible from any computer, laptop, tablet, or mobile phone.	Yes
Lightspeed	Solution Narrative	Tee Time Management, POS, Inventory Management	Cash, Credit Card, Mobile Payments, Digital Wallet	we are not solely a golf management software, we are a commerce company that offers top of the industry products that can give a golf course everything they need to be successful	Yes
NBC Sports Next	Solution Narrative	Tee Time Management, POS, Inventory Management	Cash, Credit Card, Mobile Payments, Digital Wallet	G1 is a complete Tee Sheet and POS software that is highlighted by mobility and ability to transact with golfers through the SmartPlay app, complete with digital wallet & remote payment capabilities.	Yes
Teesnap	Solution Narrative	Tee Time Management, POS, Inventory Management	Cash, Credit Card, Mobile Payments, Digital Wallet	Mobility, direct customized marketing, proprietary automation marketing, Fortune 500 Level Reporting, 24x7 customer service (all US based)	Yes

Functionality

	Mobile Ready?	Golf Course specific solution?	Reporting capabilities	Product visuals, screen captures or overview of the user experience.	Pro Shop operation support	Additional Solutions
Club Caddie Inc.	Mobile Application, Mobile Optimized Site	Yes	Any time, anywhere. Reporting is real-time and can be accessed from any device. Sort through department, sub-department and item level to get information to make informed business decisions.	Product Visuals	Quick pay (fastest check-in in golf software), league & outing manager, text and email confirmations, automated email marketing, boucher manager (gift card, rainchecks), simulator booking and loyalty.	No additional solutions from what has been mentioned are available at this time.
Club Prophet	Mobile Application, Mobile Optimized Site	Yes	Club Prophet offers over 350+ delivered reports. These range from Daily Sales to inventory tracking. Reports can be set up to be sent automatically on a schedule of the customers choosing.		The Current proposal included Tee Sheet/ Online Reservation. This gives the ability to seamlessly go from booking, to checking in a play in minimal clicks.	Having all modules in one system makes management of the software extremely efficient. Running reports, adjusting inventory
foreUP Golf	Mobile Application, Mobile Optimized Site	Yes	foreUP offers easy to access, fully customizable reporting. The system provides reports regarding sales, rounds, inventory, etc. that can also be viewed in customized dashboards as well.	Product Visuals	foreUP supports Pro Shop operations by providing a simple, easy-to-use Tee Sheet and Point of Sale. foreUP was built and continues to be updated through advisement of golf course managers.	Should the golf course need it in the future, foreUP also offers a billing module where courses can created monthly memberships and golfers can keep a credit card or ACH info on file to autopay.
Lightspeed	Mobile Application, Mobile Optimized Site	Yes	We offer an exceptional suite of reporting that can help you gain a competitive edge. You'll be able to leverage data to make better decisions using our BI tool, along with our in-depth POS reporting	Product Visuals	The Lightspeed Golf platform supports Pro Shop operations by, simplifying and streamlining your tee time scheduling with a flexible, user-friendly tee sheet that will simplify the work for staff.	We offer additional solutions that are relevant to many of the municipal golf courses we work with including Lightspeed Accounting, Custom Websites + Apps, Pitch Marketing CRM and Loyal Action loyalty
NBC Sports Next	Mobile Application, Mobile Optimized Site	Yes	GolfNow One (G1) provides advanced reporting tools that allow you to extract information in a variety of formats, and can be scheduled for email delivery with regularity for ease and efficiency.	Product Visuals	An easy to use interface on desktop and/or iPad allows for quick and easy tee time creation, as well as check-in and payment. Integrated credit card processing,	Tee time distribution, marketing services, 24/7 tee time reservation call center
Teesnap	Mobile Application, Mobile Optimized Site	Yes	Tableau Reporting - Fortune 500 Level Reporting - access from any device 24 hours a day, customized reporting with subscribe feature, csv	Product Visuals	automated inventory with mobile inventory audit (save a ton of time); always-on connection - much faster checkout time; intuitive POS - fast checkout; flat rate on credit card processing	Full transparency to all aspects of Teesnap; enterprise-level reporting, customizable with subscribe feature for automation send; all golfer data owned by the golf course; 24 hour customer service

9

Technical Overview

	Integration with existing website	Adaptability to Wi-Fi and cellular connectivity
Club Caddie Inc.	Club Caddie has the ability to integrate or connect with any golf course website via our iFrames. We also have 3rd party integrations to connect our tee sheet to channels like GolfNow, TeeOff, Supreme	Club Caddie is fully cloud-based and accessible as long as you have an internet connection. The device being used to run Club Caddie would be responsible for the Wi-Fi or cellular connectivity.
Club Prophet	Our online Reservation site will be able to frame into the existing (or newly developed) site. Online Billing can be used with SSO if you set up a 'Members Only' area of the site as well.	The iOS technology CPS Air is able to go from WiFi connection to a Cellular.
foreUP Golf	foreUP's online booking engine, customer portal, and online store can be applied to any current website through a simple link. These items can also be i-framed into websites as well.	foreUP requires either an internet or cellular data connection in order to run. Should the course's internet go down, the software can be run on a tablet with data or a mobile hotspot can also be used
Lightspeed	If you're using a website built by another party, we would supply you with a plug-in that you could feature on your website, where customers can book their reservations + visit their dashboard	As we are completely cloud based, our platform is able to fully function when based on the facilities Wi-Fi, or cellular connectivity.
NBC Sports Next	Tee time booking engine, as well as Seasonal Pass/Resident Passholder/Membership module and purchases integrate seamlessly with website and G1 software.	Entire system can run off Wi-Fi, with iPads (provided) running off cellular SIM cards when out of Wi-Fi range.
Teesnap	We build custom-built, live (not static) keyword focus websites. If you wish to use your current website, then we can embed the booking engine onto the website as it is a simple integration.	Teesnap is an always-on SaaS solution. POS / tee sheet can run off of Wi-Fi or LTE. We can provide sim cards (for any cellular vendor - highest signal strength) for the POS / tee sheet.

Vendor Experience

	Number of Comparable Engagements	Experience with Municipal Golf Courses?	3-5 similar engagements based on size and scope or Illinois engagements	References
Club Caddie Inc.	100+	Yes	Town of Palm Beach Par 3 (FL), Ozaukee County Parks and Rec (WI), City of Boca Raton (FL), Flossmoor Golf Club (IL)	References
Club Prophet	100+	Yes	See Tab 8 of RFP Submission	References
foreUP Golf	100+	Yes	foreUP works with many municipalities and Park District courses in Illinois including: Naperville Park District, Peoria Park District, Park District of Highland Park, Channahon Park District, and more	References
Lightspeed	25-100	Yes	City of Bloomington, MN, Montgomery County Golf, MD, Salt Lake City Golf, UT, Miami Beach Golf, FL, Metro Parks / Tacoma, WA	References
NBC Sports Next	100+	Yes	DeKalb Park District, Oswegoland Park District, Zion Park District, City of Countryside, Turnberry Golf Club	References
Teesnap	100+	Yes	City of Indianapolis (2 golf courses), City of Richmond (1 golf course), City of Noblesville (1 golf course)	References

Pricing Overview

	Pricing Model	Pricing Model and Drivers	Aurora Pricing	Standard Pricing Documents	Average Implementation Timeline
Club Caddie Inc.	Solution as a Service	1-time install and training fees - $1,500 to handle data migration, setup of the software, training etc. Unlimited licenses/users. Additional fees would be option products such as mobile app, marketing/websites, managed marketing.	POS/Tee sheet/Simulators/Customers/Inventory - $450-$550/mnth; Branded Mobile App (opt) $150/mnth; Select 1 of following: Web and marketing - $150; Managed Marketing (include web) - $875/mnth	Standard Pricing	Club Caddie is able to perform the install remotely in typically 30 days. After our initial kick-off, the next step is obtaining data and info.
Club Prophet	Solution as a Service	See Tab 7 Pricing sheet. We bill per module/ per license. Everything is included in the price sheet.	See Tab 7 Pricing sheet. We bill per module/ per license. Everything is included in the price sheet.	Standard Pricing	See Tab 4: Technical Information - Timing can change on a couple factors. Most projects from signed contract to trainer onsite are 4-6 weeks.
foreUP Golf	Solution as a Service	foreUP's pricing is completely a la carte based on what modules you use. Pricing is either a monthly cash fee or trade. In addition to this there is also a one time fee that covers implementation. foreUP doesn't limit the amount of users or terminals	The cash pricing would be $590/month ($7,080 annually) plus a one time setup fee of $450. The trade option would be 1 Tee Time Trade per day plus the $450 one time setup fee.	Standard Pricing	Implementation will take on average 4-6 weeks from contract date.
Lightspeed	Solution as a Service	The Account Executive will curate a solution that fits your needs. All parts of the platform, along with any Lightspeed addon offerings or third party integrations will each have their own unique monthly cost that will total the monthly recurring fee	All monthly fees - Tee sheet - $200/month, Pro Shop Register X1 - $50/Month, Restaurant Register X2 - $100/Month = $350/Month	Standard Pricing	The speed of the implementation is dependent upon your availability and sense of urgency to complete training, but in most cases will take 4 weeks
NBC Sports Next	Other	Pricing is dependent on other goods and services chosen to complement software products (GolfNow distribution platform, Call Center, Marketing Services) . Overall pricing can be bartered, or purchased annually via cash, or a hybrid payment model.	1 to 3 barter times per day, $1000 to $6000 per month cash pricing, depending on products and services selected.		Within 60 days of signed agreement.
Teesnap	Solution as a Service	Pricing can be done via monthly or annual payment options. We also offer trade of tee times for payment. Outside of proposed pricing below, the only additional out of pocket expense are receipt printers. However, can be 100% paperless w Teesnap.	attached below	Standard Pricing	Teesnap is an easy to use system that is quite turnkey. From signature to install with us is typically 7-10 days.

Other

	Business Designations	Marketplace.city Profile Page	Additional Information
Club Caddie Inc.			Additional Information
Club Prophet			
foreUP Golf			foreUP is very familiar with courses like Phillips Park and would love the opportunity to work together.
Lightspeed		https://marketplace.city/c/lightspeed/	You'll find a link to our Blog, that offers a lot of great information and articles that pertains to our software, operational efficiencies and best practices. https://www.lightspeedhq.com/blog/ as well as our Golf resource page that offers a ton of great tools and resources. https://www.lightspeedhq.com/resources/golf/
NBC Sports Next			
Teesnap	Minority Owned Business	https://marketplace.city/c/teesnap-llc/	Teesnap is a very transparent company and helps golf courses thrive via data. Data = revenue! With us, you will see a big uptick in your customer database and this drives automation marketing. The average club on Teesnap year 1 is a 10.4% increase in gross sales.