



Legislation Text

File #: 2246-2016, **Version:** 1

To authorize and direct the Recreation and Parks Director to enter into separate modified/extended contracts for each of the city's six golf courses with EZLinks Golf, Inc. the provider of the Golf Division's online tee-time reservation system, point of sale system, call center, website, email marketing, mobile app, technical support, programming and support for all hardware and equipment associated with this package.

Background: Currently, the Recreation and Parks Department's Golf Division utilizes EZLinks Golf, Inc. for an online tee-time reservation system through a software application that has assisted with the automation of Golf's business and management operations. The system centralizes all data and provides around-the-clock access for citizens to register for tee times at all six of the city's golf courses via the internet and phone. Also included in this system are the services of a 24-hour call center, website, email marketing, point of sale system and a mobile app. All hardware and equipment, technical support and programming needs are provided and supported as part of the all-inclusive system. This system also provides marketing and informational tools that allows the Golf Division the opportunity to get information out to their golf customers and general public in a timely manner. It allows email blasts that keep the golfers informed of various golfing programs, activities, opportunities and events taking place at any one of the courses or at all six. This software/system also collects and provides email addresses to enable us to grow the game as well as business statistics for each course which is a great managing tool.

A goal for this extension is to get the accounting module implemented in the Golf Office as well as to fully utilize the total point of sale system as a means to have up-to-the minute business information available for immediate action to problems, down times at the courses and accounting business information always at hand. The current term which expires December 31, 2016 ending a three-year time period, started several months late into the first year and experienced a challenging implementation for both parties. Due to unforeseen circumstances, the Golf Division was unable to capitalize on all 12 months of the first year due to missed system performances and delay of other aspects of the system. The contracted implementation scheduled for January 2014 actually began in April 2014. While the three original years of the term of the contract are coming to an end, it is believed that we are just now getting in full swing of the system's features and it is in the best interest of the city to continue this without interruption. (After bidding, interviewing and Council's approval on December 18, 2013, the contract was awarded in January 2014, and training actually began April 2014).

Passage of this legislation will authorize the Director of the Recreation and Parks Department to enter into separate modified/extended contracts with EZLinks Golf, Inc. for each of the city's six golf courses. Each course's modified/extended contract will have a term of five years at no monetary cost to the city and will continue all aspects of the online tee-time reservation system and program, point of sale system, email marketing, mobile application, website, all associated hardware and equipment as well as all maintenance and support for a term of January 1, 2017 through December 31, 2021. With regard to the current agreement whereby EZLinks agrees to sell all EZLinks Trade Times at no more than 40% off facility regular rates, the modification proposes that EZLinks agrees to display inventory exchange times at no more than a 40% discount off of regular rates. Occasionally, EZLinks may offer promo codes taking the final price paid lower. Each course's modified/extended contract will also include language that for the extended term, upgrades in technology as they become available and/or is developed will be implemented in a timely manner and that on-site visits by EZLinks Golf, Inc. will occur, at a minimum, quarterly each year (four visits annually). All other terms and conditions remain the same for EZLinks Golf, Inc. at all six courses. Funding for all these services, software maintenance and technical support, and support of hardware and equipment is provided through a trade of tee times from each course to EZLinks Golf, Inc.

The City and EZLinks Golf, Inc. agree to modify each of the six existing contracts for the City's golf courses as follows:

1. The term shall be extended for an additional 60 months until December 31, 2021;
2. Upgrades in technology as they become available and/or are developed will be implemented at each course in a timely manner;
3. On-site visits by EZLinks Golf, Inc. will occur, at a minimum, quarterly each year (four visits annually);
4. EZLinks agrees to display inventory exchange times at no more than a 40% discount off regular rates. Occasionally, EZLinks may offer promo codes taking the final price paid lower. City of Columbus agrees that it will not allow other third party channels to display times at a larger discount than 40% off. As a condition of the extension, EZLinks agrees to waive future TEEOFF commissions beginning October 1, 2016 and going forward in the agreement. TEEOFF commissions will be adjusted from 10% to 0%. The City of Columbus agrees to remit a one-time payment to EZLinks for commission dollars owed to date.
5. EZLinks agrees to warranty all existing computer hardware and peripheral equipment provided to the City of Columbus Golf Courses by EZLinks Golf, Inc. during the initial implementation (2014) for the life of the extended agreement expiring December 31, 2021. This warranty will include replacing the hardware on an as needed basis at no additional cost to the City of Columbus.
6. All other terms and conditions remain the same for each of the separate six golf courses contracts with EZLinks Golf, Inc.

Principal Parties:

EZLinks Golf, Inc.
401 S. LaSalle Street, Suite 302
Chicago, Illinois 60605
Federal ID #364303432
Contract compliance expires 7-16-17

Financial Impact: There is no exchange of monetary funds for these contracts.

Previous Ordinance Number: Ord. # 2913-2013 passed December 16, 2013

To authorize the Director of Recreation and Parks to modify and extend contracts for the city's six golf courses with EZLinks Golf, Inc., the provider of the Golf Division's online tee-time reservation system and point of sale system.
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WHEREAS, EZLinks Golf, Inc. is the provider of the Golf Division's online tee-time reservation system, point of sale system, call center, website, email marketing, mobile app, technical support, programming and support for all hardware and equipment associated with this package; and

WHEREAS, it has become necessary in the usual daily operation of the Department of Recreation and Parks to authorize the Director to modify and extend the contracts for each of the city's six golf courses with EZLinks Golf, Inc.; **NOW, THEREFORE**

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:

SECTION 1. That the Director of Recreation and Parks be and he is hereby authorized and directed to modify and extend the contracts for each of the city's six golf courses with EZLinks Golf, Inc. the provider of the Golf Division's online tee-time reservation system, point of sale system, call center, website, email marketing, mobile app, technical support, programming and support for all hardware and equipment associated with this package.

SECTION 2. That this ordinance shall take effect and be in force from and after the earliest period allowed by law.

