

September 21, 2018

Proposal Evaluation Summary

Golf Point of Sale System – RFP #PUR0518-188

Proposals opened: July 12, 2018

Evaluators: David Roe (Golf), Michele Tamerius (Finance), Mark Freeze (IT), with input from additional staff in each department

Proposals received in alphabetical order:

Firm Name	Location	Financial Proposal (Year 1)
Club Prophet Systems	Cheswick, PA	\$26,400.00 (hardware not included)
EZLinks Golf LLC	Chicago, IL	\$42,800.00 (hardware not included)
foreUP Golf, Inc.	Lindon, UT	\$34,982.76 (includes receipt printers)
TeeQuest Solutions	Kansas City, MO	\$30,000.00 (hardware not included)
Teesnap	Las Vegas, NV	\$24,208 (required hardware included)

Top three ranked firms:

1. Teesnap

Criteria	Points
System Features and Functionality (25%)	216.67
Qualifications and Experience (20%)	166.67
Financial Proposal (35%)	350.00
Responsiveness (20%)	166.67
Total Evaluation Points	900.00

Facts:

- Currently 22 golf courses in Iowa using this system
- The only fully mobile solution available
- Pricing includes 2 iPads per location which link to cash drawers using Bluetooth technology
- Teesnap hosts database with all data owned by the City
- Fully integrated e-marketing with ability to send periodic emails to help generate revenue
- Admin side of system is all cloud based for access anywhere
- Reporting is customizable using filters
- Training is included, as much or as little as needed
- Most competitive financial proposal
- Clear understanding of project with detailed timeline and proven success working with similar municipal golf courses

2. Club Prophet Systems

Criteria	Points
System Features and Functionality (25%)	200.00
Qualifications and Experience (20%)	153.33
Financial Proposal (35%)	320.94
Responsiveness (20%)	140.00
Total Evaluation Points	814.27

Facts:

- 1600 facilities are using the system
- Specialize in cities and counties with multiple golf courses
- System allows for tee times at all golf courses to show in one view or each course can be viewed individually
- Ability to see all inventory for all locations or view inventory at each course individually
- Customer records can be customized by preferences, groups, etc. for email marketing
- Over 400 reports are available in the system but filters are not available for customization
- System is fully cloud based
- All customer transactions can be done on a mobile device (not included)
- Financial proposal is within competitive range
- Clear understanding of project with detailed timeline and proven success working with similar municipal golf courses

3. EZLinks Golf LLC

Criteria	Points
System Features and Functionality (25%)	141.67
Qualifications and Experience (20%)	133.33
Financial Proposal (35%)	197.96
Responsiveness (20%)	126.67
Total Evaluation Points	599.63

Facts:

- Company was founded in 1995; partnered with PGA tour in 2015
- POS system works only on work station but can tie to a mobile device if on site
- Can be set to automatically block tee times before sunrise and after sunset
- Can be set up to require credit card to reserve tee times, which allows for the ability to charge the credit card for no shows
- The system interfaces with Elavon at point of sale
- Sales done on mobile device (i.e. beverage cart) are separate from POS system and pulled over each night
- Inventory items can be scanned in to the system
- Reporting is customizable using filters
- Financial proposal is at high end of competitive range
- Clear understanding of project with detailed timeline and proven success working with similar municipal golf courses

Recommendation for Award:

The evaluation team scored the top ranked proposals and Teesnap was rated as the top proposal. A contract will be executed with Teesnap.