ISSUING DEPARTMENT INPUT DOCUMENT
CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION

☑ New ☐ OTR ☐ Sole Source ☐ Bid Waiver ☐ Emergency Previous Contract/Project No.

Contract

NA

☐ Re-Bid ☐ Other – Access of Other Entity Contract   LIVING WAGE APPLIES: ☐ YES ☐ NO

Requisition No./Project No.: RQET1900013   TERM OF CONTRACT 5 YEAR(S) WITH 2 YEAR(S) OTR

Requisition /Project Title: Golf Reservation and Point of Sale System

Description:

This System will be used for the management of the six public golf courses that are operated by the County. the system will allow the golf course visitors to book tee-time online and will serve as the Point-of-Sale system for the County's golf operations.

Issuing Department: ISD   Contact Person: Saba Musleh   Phone: 305-375-5375

Estimate Cost: $427,000

	GENERAL	FEDERAL	OTHER
Funding Source:			Comission

ANALYSIS

Commodity Codes: | 205-54 | | | | |

Contract/Project History of previous purchases three (3) years

Check here ☐ if this is a new contract/purchase with no previous history.

	EXISTING	2ND YEAR	3RD YEAR
Contractor:			
Small Business Enterprise:			
Contract Value:			

Comments:

Continued on another page (s): ☐ YES ☐ NO

RECOMMENDATIONS

	Set-Aside	Subcontractor Goal	Bid Preference	Selection Factor
SBE				

Basis of Recommendation:

Signed:	Date sent to SBD:
	Date returned to SPD:

Rev. 072518

THIS DOCUMENT IS BEING POSTED AS A FUTURE SOLICITATION DRAFT AND IS SUBJECT TO CHANGE

GOLF RESERVATION & POINT OF SALE SYSTEM

BACKGROUND

The Miami-Dade Parks, Recreation and Open Spaces Department, "PROS", is the third largest county park system in the United States, consisting of 270 parks and 13,573 acres of land. Currently, PROS utilizes a software, EZLINKS Version 7, to provide Point of Sales (POS) and online tee sheet integration for the County's current golf operations. In addition, PROS al has a multilingual calling center for golf reservations that operates 24 hours per day, seven days per week. The County has standardized credit card payment collection through Elavon, inc. and utilizes Elavon's Fusebox product and POS Devices.

Current Golf Operations

The County currently services 175,000 golf course visitors per year at the following six public golf courses, which are owned and operated by the County, in the following five locations:

Course Name	Holes	Par	Built	Address
Briar Bay Golf Course	9-holes Executive	31	1974	9373 SW 134 Street Miami, Florida 33176
Country Club of Miami (West Course)	36-holes Regulation	72	1962	6801 Miami Gardens Drive Hialeah, Florida 33015
Country Club of Miami (East Course)		70	1962	6801 Miami Gardens Drive Hialeah, Florida 33015
Greynolds Golf Course	9-Hole Regulation	36	1964	17530 West Dixie Highway Miami, Florida 33161
Crandon Golf Course	18-Hole Regulation	70	1960	6700 Crandon Boulevard Key Biscayne, FL 33149
Palmetto Golf Course	18-Hole Regulation	71	1970	9300 SW 152nd Street Miami, Florida 33157

<u>Objective</u>

The County is seeking a comprehensive Golf Reservation and POS System. The System is to include all the hardware, software, and services as detailed throughout this solicitation. The County would like to acquire a comprehensive, configurable System for tee time reservations, point-of-sale, marketing, customer database and merchandise inventory modules. The System is to provide mobile technology for multiple mobile platforms, a front-end System for administrative and support staff and a citizen portal that will streamline the reservation of all Golf activities. The public will use the System to reserve tee times, register purchase event tickets, pay in advance for reservations, sign up for a membership, and purchase merchandise at a golf course. The System should allow the public to provide required information and manage all aspects of their customer account. The System should allow the payments to be made by cash, credit card, electronic funds transfer online or gift cards. The System will become the core system of record for Golf Reservations for PROS

System Functionality

The County is seeking a System that provides PROS with the following core functionalities:

1. Back-End Pros Administration Account Management

2. Program Management

3. Facilities Management

4. Point Of Sale and Inventory

5. Membership Management

7. Online Portal

8. Offline Mode

9. Form and Letter Templates

In addition to the core functionalities; The County is seeking a system that has the following functionalities/capabilities:

1. Administrative Capabilities

2. Customer Relationship Management and Integrated Sales and Marketing Functionality

3. Tee Sheet Management Functionality

4. Fully-Integrated Point of Sale with Secure Payment Processing and Inventory Management Functionality

5. Reporting Capabilities

Web Functionality and Presence

The County is seeking a public facing golf website, a mobile website, and mobile application that seamlessly integrates with the County's PROS webpage.. The website will be an interactive portal for customers to engage with PROS; maintain a personal profile; manage all reservations; manage membership and loyalty program registration; and execute sales transactions to purchase membership, gift cards, merchandise, sign up and pay

for tournaments, sign up and pay for golf lessons, classes, and junior programs, etc. The website will be fully optimized for mobile devices and updated periodically from a design, form, and function perspective.

Interfaces/Integration

The County is seeking a System that provides one-way and bi-directional interfaces to various third party and internal County systems as further defined below

System Administration

The System include tools that allow County system administrator to setup, configure, report, secure, and manage data information collected, accessed, and stored by the System. The County is seeking the following administrative capabilities: Audit/History, Data Storage, and System Security.

Continuous User Training Programs and Comprehensive User Training Aids

The County is seeking on-site training including but not limited to the following roles: approximately 50 internal users (County staff), report writers, and system administrators. In addition, the selected Proposer will be required to provide continuously accessible web training throughout the life of the contract for both internal and external users. The selected Proposer is to be responsible for providing all audio/visual and other necessary materials and equipment for scheduled on-site training sessions. The County will provide a facility, inclusive of computer workstations with internet connectivity, to serve as the training site.

Maintenance and Technical Support

The County is looking for a system that includes maintenance services for the throughout the term of the contract, including any optional renewal periods, of applicable. All software is to be the most recent release. The software maintenance plan is to include the installation of new releases by the selected Proposer, at no additional cost to the County. At a minimum, maintenance services shall include updates and upgrades to the System as well as corrections of any substantial defects, fixes of any minor bugs, and fixes due to any conflicts with mandatory operating system security patches as well as upgrades to new version releases. Updates to the System are to be provided in order to maintain PCI compliance requirements and legally required mandates. For County-hosted Systems, maintenance of other non-production County environments, such as test, development, and staging is to be included.

The County is looking for a proposal that provides on-call technical support services via phone or internet 24 hours per day, seven days per week to ensure optimal performance of the System, including all components. This should include remote diagnostic tools to detect and correct application errors in the software component. For County-hosted Systems, remote server access to any County server providing the application services either by Citrix SSL VPN, Encrypted Connection or dedicated IP address; access will require prior approval from the County

Data Conversion

The County is seeking data conversion services that include working with the current system provider (EZLINKS) to acquire the historical customer information data in a mutually agreed upon file format, with data from the various sources needing data conversion for loading into the proposed System's database.

Implementation Services

The County is seeking an on-site or remote installation and configuration services for the proposed System. Additionally, implementation should include migrating the data in existing County system to the proposed System.

PCI Compliance Requirements

The County is seeking a System that fully complies with Payment Card Industry ("PCI") Security Standards.

Compensation Methodology

The County does not have funds budgeted or available for the purchase of the System. Rather, the County is seeking to enter into an inventory trade model as compensation for the System. The County anticipates allowing the selected to Proposer to collect compensation for a proposed number of unsold daily tee times at each golf course (Tee Time Exchange Model). The allocation of tee times is to be coordinated with PROS. The County would also consider alternative models of compensation to the selected Proposer that do not require payments from the County.