January 25, 1996

SUBJECT: AUTOMATED GOLF TEE-TIME RESERVATION SYSTEM

RECOMMENDATION

1.   THAT the Board approve the purchase of an automated golf tee-time reservation system and annual software support from Fairway Systems Inc.

2.   THAT no legal rights shall be created by the passage of these resolutions and none shall arise hereafter except by the signing of the proposed documents.

BOARD POLICY

Current Board policy is that all golf course reservations are taken by phone and that weekday bookings be at noon two days in advance and weekend bookings be on Thursdays at noon.

BACKGROUND

For the past five years staff have researched and monitored the automated reservation systems that have been available for public golf courses. On two different occasions proposals were sought but no recommendation was made to the Board for the following reasons:

1.   High cost of hardware and software to operate the system.

2.   The incompatibility of rotary phones with an automated reservation system.

3.   The need to retain additional staff to administer the system.

4.   The perception by a segment of our golfers that these systems were unfriendly and difficult to use.

On October 23, 1995, the Board approved, as part of its 1996 Fees & Charges Policy, an increase in golf fees from $30 to $31. This increase was slightly above inflation in order to take into account the acquisition of a computerized reservation system.

DISCUSSION

Advantages in technology over the past few years have resulted in tee-time reservation systems that are user-friendly and able to provide benefits for both our customers and the Board.

Main features of a tee-time reservation system are as follows:

1.   Increased level of service to the public

-    faster access to reserve a tee-time;

- if the course of your choice is full, the ability to select another course on which to play golf;
- provide information to the public on golf course conditions/fees/special events etc.;
- up to eight foreign language options.

2. Fair distribution practices

- equal opportunity for all golfers to reserve a time;
- "no shows" can be made accountable for unused reservations;
- reservations can be modified, cancelled and confirmed through the computerized system.

3. Improved record keeping

- daily tee-time rosters;
- monthly and annual statistical reports;
- cancellation (no-show) reports.

4. Potential economic benefits

- charge included in green fee will pay the cost of the system and maintenance costs;
- reduction in no-shows should improve revenue on the courses.

Award of Contract

Requests for proposals were sent to five companies who had previously expressed interest in supplying the Board with an automated reservation system. Three proposals were received, one of which did not meet the minimum basic system requirements.

The two remaining proposals were received from Fairway Systems from Denver and XRS from Tulsa. These two companies presently manage the vast majority of all reservation systems in North America.

After reviewing the two proposals, the Manager for Systems and Research is recommending that the Board purchase only the software components of the reservation system from the successful bidder and purchase the hardware from local suppliers.

In the proposal call it was stated that the Board reserve the right to purchase the hardware separately. The City is under contract with Microserve for all hardware that is not of a specialized nature and has obtained very competitive pricing. In addition, the City's maintenance contract, currently with Xerox, would be included for the new hardware. The total cost of the hardware for the automated system has been estimated at $29,685.

The following is a financial comparison of the two proposals for the purchase of software, training and support over five years:

SOFTWARE   XRS   FAIRWAY

Reservation Software	19,663	29,737
Installation	405	455
Training	810	1,560
Expenses	2,500	1,982
Acquisition Costs	23,378	33,734
5 Year Software Support Services	32,700	23,165
Total Costs	56,078	56,899

Support Hours:

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Fairway:  April 1 - September 30
          6 am to 6 pm MST Monday-Friday
          6 am to 3 pm weekends
          Rest of Year:  8 am to 5 pm MST

XRS:      Standard 8 am to 5 pm  Monday-Friday CST
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All prices in Canadian dollars. Prices exclude PST and GST.

The Board has received demonstrations from both companies. As of December, 1995, XRS and Fairway both have systems in over 185 golf courses. References from both companies were positive.

Recommended System

After a full review of both proposals, it is believed that both Fairway Systems and XRS have systems that would meet the Board's specification outlined in the terms of reference. The financial comparisons are also similar when combining the initial software purchase and support over five years.

When comparing the operation of the system it is felt that the Windows based Fairway System is more flexible and user-friendly than the DOS based XRS System.

In addition, Fairway is more experienced in multi-course municipal course systems.

Personal Identity Cards

One advantage of a reservation system is the ability to allocate Personal Identity Numbers (PINS) to golfers who register at the courses. The PINS are used when making reservations and form a database that can be used for obtaining golfer profiles and statistical information.

We believe the PIN number cards will be popular with regular golfers.
They will be issued free of charge and entered into the database by our
golf professionals.

Reservation System Start-Up Period

It is projected to commence the new reservation system by April 1, 1996.
During the initial start-up period it is anticipated that many questions
will be asked from golfers concerning the new system. Whereas
informational material will be developed and circulated in advance,
there will still be a need to respond to golfers' individual concerns.

There may be some additional part-time help required in the Pro Shops to
assist in the start-up period and the Professionals will be compensated
accordingly.

JUSTIFICATION

The proposal by Fairway Systems Inc. is the best proposal for the supply
and maintenance of software for a golf course reservation system.

The system itself will result in a more efficient booking system and
allow our patrons to access all three courses with one call.

Prepared by:
Administrative & Revenue Services Division
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PJ/ab