Request for Proposal

Minneapolis Parks and Recreation Board
Golf Department

Point of Sale and Tee Time Reservation System

Proposals Due by: 1PM CST November 18, 2020
REQUEST FOR PROPOSALS
For
Minneapolis Parks and Recreation Golf Department
Point of Sale and Tee Time Reservation System

I. INVITATION: It is the intention of the Minneapolis Parks and Recreation Board Golf Department to solicit proposals that would provide their network of six golf facilities with a point of sale and tee time reservation system.

The Minneapolis Parks and Recreation Board Golf Department (hereinafter referred to as MPRB) makes this Request for Proposals (hereinafter referred to as the RFP) in order to select a qualified vendor (hereinafter referred to as the Consultant) for providing Point of Sale and Tee Time Reservation system (hereinafter called the Project). The Project is generally described in the “Scope of Services” (Attachment A), contained within this RFP, including descriptions of roles, responsibilities and relationship of the Consultant, City, and other parties involved in the Project.

II. PROPOSAL DUE DATE and LOCATION: The Consultant shall email their proposal to the office of Larry Umphrey, Director of Recreation and Golf:

MPRB – Larry Umphrey, Director of Recreation and Golf
Subject Line to Read: Request for Proposals for POS/Tee Time Reservations
Email to: lumprey@minneapolisparks.org
The submittal shall be made at or before 1:00 P.M. (CST), November 13, 2020

NOTE: Late Proposals may not be accepted.

III. PROPOSAL FORMAT: The Consultant shall provide the appropriate information in sufficient detail to demonstrate that the evaluation criteria has been satisfied as specified in Section IV – “EVALUATION OF PROPOSALS”.

To allow for easier comparison of proposals during evaluation, proposals should contain the following sections and appendices and be arranged in consecutive order.

1. Executive Summary - The Executive Summary should include a clear statement of the Consultant’s understanding of the RFP including a brief summary of the Scope of Work. Include, at a minimum, an outline of the contents of the proposal, an identification of the proposed project team, a description of the responsibilities of the project team, and a summary of the proposed services.

2. Scope of Services - Describe in detail how services will be provided. Include a listing and description of tasks and deliverables.

3. Experience and Capacity - Describe background and related experience demonstrating ability to provide required services. Indicate if company expansion is required to provide service. Indicate when the company first released their POS/Tee Time reservation product.

4. References - When providing course references list only municipal golf courses that have multiple courses using your product. Please provide a contact at each municipality including email and phone number.

5. Cost/Fees - Indicate proposed cost of service including a description of how costs were determined. Please include any and all additional fees that may be incurred in the future using your product as well as any payment option policies such as the trade of tee times for payment.

IV. EVALUATION OF PROPOSALS – SELECTION OF POS/Tee Time Reservation Provider:

Proposals will be reviewed by an Evaluation Team made up of representatives from the MPRB Golf Department and other MPRB staff as may be required. The Evaluation Team MAY select a "short list" of qualified Consultants who will be formally interviewed as part of the final selection, if deemed necessary by the Director of Golf. Evaluations will be based on the required criteria listed in Section III “PROPOSAL FORMAT”, and the following:

A. Quality, thoroughness, and clarity of proposal.
B. Qualifications and experience of staff (includes a review of references).
C. How well the Scope of Services offered meets department objectives.
D. Organization and management approach and involvement for a successful project.
E. Cost of services proposed.
F. Quality of references.
G. Ability to successfully complete implementation on time.

A formal Presentation/Interview MAY be requested of the “short list” Consultant/s. Specifically, MPRB requests that the Consultant’s Project Manager assigned to the proposed project team lead this
Presentation and that actual members of the project team participate in the formal presentation/interview.

The Presentation/Interview of the “short listed” Consultant’s will consist of the following elements:

1. Discussion of the Consultant’s approach to providing services for this Project based upon the Scope of Services described herein.

2. Overview of the Consultant’s experience as related to the Scope of Services, including qualifications and experience of assigned staff.

3. Demonstration of the product configured to represent as accurately as possible

The Director of Golf will schedule and arrange for the presentations.

V. **SCHEDULE:** The following is a listing of key Proposal and Project milestones:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP Release</td>
<td>October 24, 2020</td>
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<tr>
<td>Pre-Proposal Conference</td>
<td>Contact Director of Recreation and Golf by October 30, 2020</td>
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<tr>
<td>Questions on RFP Due by</td>
<td>November 9, 2020</td>
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<tr>
<td>Proposals due by</td>
<td>1PM on November 18, 2020</td>
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<td>Possible Short List “Interviews”</td>
<td>Between November 30 and December 4</td>
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<td>Estimated Consultant selection</td>
<td>December 10, 2020</td>
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<td>Estimated implementation start date</td>
<td>January 1, 2021</td>
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<tr>
<td>Estimated implementation complete date</td>
<td>January 31, 2021</td>
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VI. **CONTRACT:** The contracting parties will be the MPRB and the Consultant selected to provide the services as described herein. The selected proposal, along with the RFP and any counter proposal will be incorporated into a formal agreement after negotiations. It is the intent of the MPRB to award a single contract for a term of two (2) years with the option to extend the contract, on an annual basis, at the sole option of the MPRB, for two (2) additional years.

VII. **DEPARTMENT CONTACT/REQUESTS FOR CLARIFICATION:** The Consultant’s primary interface with MPRB will be with the Director of Recreation and Golf. Prospective responders shall direct inquiries/questions *in email form only* to:

Contract Manager: Larry Umphrey, MPRB Director of Recreation and Golf
lumphrey@minneapolisparks.org

The Contract Manager is the only individual who can be contacted regarding the Project before proposals are submitted. Consultant may, with the permission of the Director of Golf, contact a General Manager of any MPRB golf facility. The Contract Manager cannot vary the terms of the RFP.

VIII. **REJECTION OF PROPOSALS:** The City reserves the right to reject any Consultant on the basis of the proposals submitted. The City reserves the right to reject all proposals or any Consultant on the basis of the proposal submitted.
IX. **ADDENDUM TO THE RFP:** If any addendum is issued for this RFP, it will be posted on the MPRB web site and emailed to any Consultant’s that have indicated they will be submitting an RFP.

X. **SITE VISITS:** Consultant’s may visit any MPRB Golf facility in reference to the services to be provided, but are prohibited from interviewing City staff or other visitors in any effort to obtain information relating to this RFP. All requests for clarification should be submitted in writing as outlined in this RFP. Failure to follow this prohibition could result in the rejection of the proposal.
ATTACHMENT A
SCOPE OF SERVICES

It is the intent of this document to outline a general description of the Project, the extent of services required, and the relationship of this Project to other work, and the agencies or other parties that will interact with the Consultant. The contents of this document are considered representative of the Project as a whole, but are by no means conclusive.

The MPRB Golf Department is looking for the following features and functionality:

**Tee Sheets:**

- Tee Time Reservations must interact seamlessly with the POS so that when golfers are being checked in on the tee sheet and the appropriate fees based on time of day and day of week are being pulled over to the POS.

- With regards to tee sheet management, it should be easy to build sheets and modify days for shotguns and leagues.

- Tee Sheet should be easy to toggle between going from an off the first tee view to off 1 and 10 view.

- We must be able to view the tee sheets of multiple courses on one screen.

- Tee Sheet should be able to accommodate fivesomes when needed but should not be set up for fivesomes always exposing individual tee times online to possibly joining a foursome that is already booked.

- Tee Sheet should display player's status: checked-in, paid, taking cart, and if that customer is playing the course for the FIRST TIME. First Time Customer status should be noted at time of reservation and viewable on the tee sheet.

- Customers should be assigned a player type with associated fees.

- Customer Data base must contain fields for name, phone, email, zip code, picture (optional) and any other salient demographics.

- Customer Data base must be able to be segmented for marketing purposes by the above fields as well as player type, last day played, and frequency of play.

- The Tee Sheet must have an online booking engine that can be placed on the MRPB website.

- Customers must be able to book online using mobile devices and have a clear, clean, precise experience with their mobile device.

- Tee Sheet must also be able to imbed available tee times into emails for a customer to be able to click on the tee time and go right into booking process.
Point of Sale:

- POS must be able to execute split tenders, discounts by percentage or dollar amount, redeem gift cards, and handle rain checks so that tax is not being recorded twice.

- The POS should be PCI compliant Debit/Credit card system and must work with city credit card processor CyberSource (United Bank).

- PCI Compliance: Should the Contractor store, process or transmit cardholder data on behalf of the MPRB or manage/operate systems or services under the terms of this Agreement, then Contractor represents and acknowledges that the Contractor will comply with the Payment Card Industry (PCI) regulatory standards including the PCI Data Security Standards (DSS). Contractor represents that it will protect cardholder data. Contractor will be annually certified as a PCI compliant service provider and agrees to provide evidence, Attestation of Compliance (AOC) to the MPRB upon request. Contractor agrees at reasonable times to provide the MPRB or its assigns the audit rights contained in Section XII hereof for all physical locations, systems or networks that process credit cards, on behalf of the MPRB if PCI compliance certification has lapsed or is otherwise not current. Contractor also agrees to provide written notice to the MPRB of any breach of a system owned, operated or maintained by Contractor that contains cardholder data or information.

- POS must be able to track and handle Gift Cards and transition from existing paper gift certificates which are outstanding (a current assessment of the paper gift certificate liability is not available) as well as outstanding physical gift cards (a current assessment of those would be available).

- POS must be able to issue Season Passes and Patron Cards and track the individual rounds of those players.

- We would like to have, but it is not necessary, the system print up season pass cards and/or patron cards with photo identification on the card.

- POS must have the ability to create and monitor any kind of loyalty program (tracking and redeeming points)

- POS should have the option of bar code scanning for selling merchandise.

- Transactions must be traceable back to the server who rung the transaction.

- The POS must keep a perpetual inventory.

- POS inventory features should include on-hand amounts easily viewable, on-order amounts by classification and/or vendor, low inventory prompts.

- The POS must be able to create Purchase Orders and Purchase Order receipts by merchandise classification.

- The POS must be able to handle snack bar operations.
• The POS must be able to interface and work with e-Range.

• The POS must have ability to work seamlessly with a mobile app that would also process payments.

**Reporting, Marketing, & Administration:**

• Daily reports by site and revenue reports by classification, sku, sales area, employee, daily, weekly, monthly, quarterly, and annually.

• Must be able to import reports to an excel format.

• The system should have a good variety of stock reports but should also be able to create custom reports easily.

• Rounds and revenue reports should be easy to create by course or any combination of courses including the entire network.

• Tee time usage reports by hour and no show reports.

• The successful vendor must be able to examine the ability to import accounting information into the PeopleSoft based City of Minneapolis accounting system called COMET.

• Marketing options should include automatic email (and/or text) confirming tee time, follow-up email (and/or text) after play.

• Having a Call Center, though not essential, is preferred.

• System should have a timekeeper feature to be able to track hours worked by clubhouse and outside staff and report daily hours worked and payroll by position.