



DENVER
THE MILE HIGH CITY

EZLinks Contract Amendment



- Golf Enterprise Management Application
 - Tee Sheet System
 - Online reservations
 - Loyalty Program
 - Utilization Reporting
 - Player Database
 - Marketing
 - Player notifications
 - Customer Surveys
 - Dynamic Pricing

– POS

- Integrated with Tee Sheet
- Inventory
- Sales Reporting
- Loyalty Program
- A/R for Tournament deposits and pre-pay

- Selection Process
 - Request for Proposal facilitated by the City's Purchasing Dept.
 - Professional Preference
- Term of the Agreement
 - Initial term: March 1, 2013 through February 28, 2018
 - Current request is to extend agreement by 5 years making new term date of February 28, 2023
- Payment Terms of the Agreement
 - This is a zero dollar trade relationship with an option to convert to a cash payment relationship or a blend of both pay and trade.

Why are we extending the agreement with EZLinks?

- Same tee sheet with dynamic pricing improved
- Customer and staff familiarity
- Mobil Application
- New Website with Credit Card Integration
- POS Enhanced
 - Better Loyalty Program – No Vouchers
 - Credit Card Integration – Customer Service, No Show Fee

Why a trade agreement instead of a cash purchase?

- Cash Cost \$125,000 installation and \$363,000/year
 - 5 year cost \$1.9M
- Trade Cost \$120,000/year in trade rounds
 - 5 year cost \$600,000