



City of Liberty Lake

## Bid Request for Recreation Management Software

December 16, 2011

The City of Liberty Lake is soliciting bids for Recreation Management software which meets the required services and performance conditions and is capable of expansion to meet future needs. The needs of the City of Liberty Lake Trailhead Golf Course include automated tee time reservations (local and online), point of sale, reporting, marketing and golf course management. Other desired functions may include such features as ecommerce capability and tournament coordination.

There are two major objectives to be met. First, it is intended to establish and define a clear set of functional requirements to be satisfied for the Recreation Management System. Second, it will provide general direction to the vendor in submitting a bid that will best meet the software needs of the City of Liberty Lake Trailhead Golf Course. The City of Liberty Lake recognizes that different vendors may have a project approach that may deviate from the City of Liberty Lake Golf Courses' stated requirements. The City of Liberty Lake Trailhead Golf Course will consider the details that may deviate from the stated requirements.

Interested vendors must submit two (2) copies of their bid to the **City Clerk at 22710 E. Country Vista Drive, Liberty Lake, Washington 99019 before January 12, 2012 at 4:00 PM.**

Vendors are requested to submit any questions regarding the bid in writing, to the City of Liberty Lake, 22710 E. Country Vista Drive Liberty Lake, WA 99019 Attn: Michelle Griffin or email to [mgriffin@libertylakewa.gov](mailto:mgriffin@libertylakewa.gov).

Submittals must be valid for 120 days following the date it was received by the City of Liberty Lake.

Instructions:

1. Vendor Instructions

For questions or information, call Michelle Griffin, Recreation Coordinator, at (509)755-6726 or email [mgriffin@libertylakewa.gov](mailto:mgriffin@libertylakewa.gov)

2. Revisions to the Request

The City of Liberty Lake retains the right to modify this request at any time. The City of Liberty Lake shall post additional information, changes or revisions it deems necessary on the website at [www.libertylakewa.gov](http://www.libertylakewa.gov).

3. Insurance

The following insurance is required, and proof(s) of coverage shall be submitted to Recreation Services prior to the issuance of the Contract. Any firm failing to comply with the insurance requirements will be disqualified and all contract negotiations will be immediately invalid.

- a) Professional Liability (\$1,000,000). Professional liability covers errors and omission in the performance of professional duties.

4. Proposed Term of Contract

The proposed term of the contract is for two (2) years. The City shall have the option, in its sole discretion, to extend the contract for two (2) three-year (3) extensions.

5. Evaluation and Selection

The City will select a finalist(s) through a review of submittals, reference checks, total estimated costs and/or interviews prior to the selection.

6. Costs to Submit

The City of Liberty Lake will not be liable for any costs incurred by any respondent in preparation of a submittal in response to this request, in conduct of a presentation, or any other activities related to response to this bid.

7. Proposal

Please submit a bid proposal and pricing amounts by module. Pricing should include all costs related to software, required hardware, conversion of existing data, installation, training, annual service contract and final implementation. Pricing should also be based on application software licenses for four (4) concurrent users. The City will select the

successful proposal based upon several evaluation factors including features as outlined in the bid; effective integration of modules; company stability; conversion, training and implementation plan; technical support; and price. The selection of finalists and the final award will be decided based on the proposal submitted by a qualified vendor that best meets the needs of the City as determined by the City. The City reserves the right to reject any or all bids.

#### 8. Timeline

**All bid materials are due by January 12, 2012 at 4:00 PM.**

### Background

The City of Liberty Lake operates Trailhead Golf Course, a nine hole, 64 acre, executive municipal golf course located at 1102 North Liberty Lake Road in Liberty Lake, Washington. This facility offers family friendly golfing opportunities for players of all ages and abilities.

Trailhead Golf Course is a fee-based municipal course and does not sell memberships. The primary products sold are green fees, season passes, equipment rentals, golf car rentals, range balls and pro shop items.

The golf course has a full time Golf Professional. The City of Liberty Lake owns and sells all merchandise, as well as club rentals and bag pull cart rentals. Lessons are available and are currently handled through Microsoft Outlook and Microsoft Dynamics point of sale system.

### Administration

The City of Liberty Lake was incorporated in 2001 and is located in Spokane County, Washington. The City provides police, public works, planning, recreation and administrative services for a population of approximately 9,000 residents.

The City uses single-entry, cash basis accounting. The City currently operates using the budgetary and payroll accounting software of BIAS.

The City of Liberty Lake has a strong mayor-council form of government. The Council is comprised of seven members and they are the legislative and policy making body for the City of Liberty Lake. It is the Council's responsibility to make and pass laws within the city. As the legislative body, the City Council establishes local laws and policies, and has general oversight and control over City's finances.

Trailhead Golf Course has administrative support and seasonal positions that play key roles within the organizational structure. There is a Recreation Coordinator and a City Treasurer that is directly involved with administrative policy and operation as well as cash control oversight.

The Golf Professional is responsible for purchasing pro shop items and he possesses POS experience, golf expertise and he is directly responsible for daily reconciliation of business activity and the preparation of cash deposits.

These key positions will require the proposed system to perform detailed reporting functions with live data access available to the City Treasurer and Recreation Coordinator.

### Current Technical Environment

The City of Liberty Lake's is made up of one domain running on two separate networks. Both domains are Windows Server 2008 utilizing Exchange.

The system at Trailhead is connected to City Hall server through a VPN run with Cisco ASA hardware.

Currently, workstations are running various versions of Microsoft Office with most workstations are running Windows 7 Professional. These workstations connect via basic network shares to the server which serves as a basic file server for BIAS Financial Software server. The City's internet is through XO Communications and the City's website is hosted by Spokane Web Communications.

### Typical Hardware

#### Servers

- Two servers - one located off site and one located at City Hall.

#### PCs

- Approximately 31 PCs and 12 laptops
- Majority of Desktop PCs are running Windows 7 Professional.
- Trailhead Golf Course is a stand-alone operation with internet access.

#### Other Peripherals

- Variety of networked printers, which are primarily HP LaserJets. There are also inkjet printers connected locally.
- Tape backup device
- Two scanners, attached locally.
- Approximately eleven mobile phones
- One large copier with scanning capability with network connectivity.

#### Network Hardware

- The City's network connects its facility locations and City Hall together in an active configuration.
- PC Backup Software and 160 GB HP Tapes for file backup.
- Network security is provided by HiTechnique (IT Service Provider for City) to provide filtering and managed spy ware.
- The City currently gets its employee Internet access via a single T1.

### Golf Services

The City of Liberty Lake Trailhead Golf Course provides a high quality playing experience to the golfing public of the Liberty Lake and Spokane Valley area. As of 2010 there were 471,221

residents in Spokane County, of which 7,591 reside in Liberty Lake. This population accounted for play of 16,604.50 rounds amounting to \$183,719.52 in fees.

Trailhead staff consists of a Golf Professional, a Recreation Coordinator, a Golf Assistant and four seasonal staff. End users of the software are expected to be able to reserve tee times for patrons, perform all point of sale activities and related inventory operations.

#### Bid Format

Please submit your bid in the following format. Label each section accordingly.

1. Letter of Transmittal: Each bid shall include a Letter of Transmittal that bears the signature of a representative. This letter should include the name of the vendor submitting the proposal, including the address and telephone number of the home office. The transmittal letter should list the items being included in the proposal package.
2. Corporate Profile: Describe your company, its background and the broad range of technology and marketing services you offer to recreation organizations. Demonstrate your vision for meeting the changing needs of the recreation industry and its customers.
3. Statement of Qualifications: Provide a statement of qualifications to demonstrate that you are capable of performing to proposed specifications. Indicate the country in which your enterprise is incorporated and by which it is governed.
4. References: List at least three references where you have performed work similar to the work you are bidding. Include the customer organization's name, address, contact person, email address, and phone number. Also, include the installation date of the proposed solution.
5. Technical Proposal: Clearly state the technical aspects of your bid and describe how they conform to the requirements of the bid. Be sure to include all information required in the Technical Specifications section of this document.

Please address the following:

- Database structure of the software system
  - Security (database level, application level, internet level, physical level)
  - Software certifications
  - Industry partnerships
  - Methodology of future software development
  - Type of programming (object oriented vs. procedural)
  - History and dependability of software development
  - Technical standards the software follows
  - Help functionality
  - Criteria which demonstrate ease of use
  - Details regarding specific fit for a municipal golf course environment
6. Service and Support: A vendor must provide a high level of technical and business support. Please address the following:

- Support services – hours, types, availability of assistance etc.
- Access to training tools
- Escalation procedures
- Staff experience
- Staff size and allocation of duties (e.g. Do employees split time between roles such as support and development?)
- Upgrade support
- Timeliness of upgrades
- Determination process for future releases and timing
- Ability to address software modifications or custom code development

7. Project Plan and Implementation Approach:

The City of Liberty Lake recognizes effective project management is essential for a successful implementation and subsequent satisfaction with a software system. Vendors will be evaluated on the completeness and responsiveness of their project management plans. The golf courses' confidence in the vendor's ability to meet deadlines and successfully manage similar projects will be a primary consideration. Please provide a project plan with sufficient breakdown of tasks and steps to demonstrate a complete understanding of a project of this nature.

8. Functional Specifications and Requirements Grid:

Please attach responses for each requirement in a separate document, answering 'Yes' or 'No' as to whether your proposed solution can meet the specific requirement. Include comments, if desired, and mark each response with the requirement number.

Company

1. How long has your company been incorporated? Please list year of incorporation.
2. How many current software installations do you have?
3. How many clients are municipal agencies?
4. How many staff is currently employed in your organization?
5. Are your development and quality assurance departments distinct and separate to ensure thorough testing? (i.e., consultants do not develop the product or test it – they are only involved in implementation and training)
6. Does your company offer user group meetings on a periodic basis?
7. Does your company conduct annual customer satisfaction surveys?
8. Does your company offer a choice of either a client server solution or a web based solution?
9. Does your company provide e-newsletters for its customers to keep them informed on new products, market trends and novel technology and marketing initiatives?

## Support

1. How large is the customer support department (quantity of support & implementation personnel only) dedicated to the proposed product?
2. Customer care staff is dedicated to support & implementation. (e.g. time is not split between development and support)
3. Live support is available for any issue from 8:00 AM – 5:00 PM Monday – Friday.
4. Live support is available for system down issues 24 hours a day, 7 days a week.
5. 24 hour a day incident reporting and tracking is available through the company website.
6. Remote or dial in support is available.
7. List any support department industry certifications.
8. The company has standard incident escalation procedures. Please explain.
9. All support calls and incidents are tracked in a customer relationship management system (CRM).
10. The support department maintains an issue closed on the first call rate of at least 80%.
11. The company has a proven “Evergreen” upgrade policy, meaning that clients never have to “rebuy” the software and receive all new releases free of charge.

## Software

### Database

1. Can the database reside centrally
2. Automatic scheduling of data backup prevents loss of data
3. Access to database at any time
4. API for data access by third party vendors
5. System provides for restoration of archived data

### General

1. Software is “Touch Screen Ready” for ease of training and operation for all staff related transactions.
2. System has “Training Mode” so you don’t compromise live data while training new users.
3. Software is network ready (multiple computers at your facility sharing one tee sheet)
4. Real time access to the software via Internet connection only (proper login & passwords) without using third party applications such as Citrix, PC Anywhere, or Terminal Services.
5. All software (POS, Tee Sheet, etc.) created, designed, and supported by one vendor?

## Tee Sheet

1. Connects to the Internet for online reservations from course web site or third party affiliate site.
2. Supports crossover play (starting golfers off the front and back)
3. Tracks pace of play
4. Integrated with a wireless starter sheet for checking in, time stamping and assigning carts for golfers at the tee.
5. Can store standby players on a virtual waiting list.
6. Quickly "Squeeze" a golfer in between booked tee times
7. Connects to a local "Doppler Radar" system for weather tracking
8. Allows the user to view complete day availability on one screen (tee sheet)
9. Allows the user to view multiple courses availability on one screen
10. Supports nine hole play
11. Supports back nine play
12. Restricts available times based on the golfer's classification
13. Restrict "Days Out Booking" for different golfer types
14. Supports weekly leagues that rotate from front to back throughout the year
15. Visually displays course starting availability (i.e. 9 holes, second nine, both, or blocked times).
16. Blocks reservation time on both front and back based on preset turn time.
17. Enforces course starting rules to eliminate booking errors.
18. Integrates seamlessly to point of sale system
19. Notifies of golfers who exceed/abuse no shows.
20. Visually indicates what golfers are checked in and/or paid on the tee sheet
21. Supports multiple course configurations
22. Centralized player database
23. Centralized rain check database
24. Centralized gift certificate database
25. Supports checking in golfers from tee sheet automatically pulling in appropriate SKU's for greens fees and cart into POS based on time of play and type of golfer.
26. Supports customer cards mag stripe, barcode or other.
27. Supports a system wide banner message that can be changed daily to inform users of course closings, special rates and other important information
28. Change intervals within the day and apply this configuration for a specific day or date range.
29. Set your turn times for each nine holes of play? You can also alter this turn time based on time of day.
30. Change your turn course on the fly during the booking process.
31. Specify "Minimum Group Size"
32. Must natively accommodate five-somes without using a 'squeeze' feature.

33. Specify "Minimum Group Size" for different times of the day (allow only foursomes in the morning and twosomes in the afternoon)?
34. Apply unique rules to each golfer type such as; green fee rates, cart rates, advance booking privileges, restricted time booking privileges, etc.
35. Quickly block out times anywhere on my tee sheet for aerification, green repair, etc.
36. Quickly add leagues with automated rotation for front & back nine play weekly.
37. Book all types of outings, standard, reverse, forward etc.
38. Store data on outings.
39. Quickly cut and paste individual tee times
40. Quickly cut and paste multiple tee times (groups)
41. Quickly cut and paste outings
42. Quickly cut and paste leagues
43. Keep & quickly view notes on individual golfers
44. Keep & quickly view notes on groups of golfers
45. Keep & quickly view notes on outings and leagues
46. Search for golfers in my database by name, phone, address and other key fields
47. Search for golfers in my database by entering just a few letters of their name or other key fields.
48. View a complete month of tee times on one screen
49. Quickly select the day to view from a calendar on the screen
50. Quickly use the keyboard to view a day on the screen
51. Quickly touch the day of the week; Mon, Tues, Wed, etc. on the screen to go the day.
52. Quickly check-in golfers
53. Quickly check-in golfers and move them to the point of sale for quick processing
54. Be able to quickly post pre-set fines for no shows and track history of no-show.
55. Block excessive no show abusers from booking tee times
56. Be able to predefine no-show policies (both online and in person) along with presentable escalation process for handling/charging for no-shows.
57. Print reports for a single course or a combination of all my courses.

## Point of Sale

1. Move between the tee sheet and point of sale with one click of a button without losing data on either screen (mid transaction)
2. Can accommodate unlimited golfer types, such as; regular, senior, junior, etc.
3. Allows user to quickly change the SKU brought in from tee sheet by selecting it and choosing the new rate.
4. Can be configured with an integrated credit card processing system.
5. Works with internet based payment gateways for quick authorization response (3 to 5 seconds).
6. Supports integration with E-Range pin printing software directly without having to change software screens on the point of sale
7. Supports bar code labels
8. Supports scan gun SKU entry
9. Supports keyboard SKU entry
10. Supports touch screen SKU entry
11. Supports quick buttons SKU entry
12. Accounting integration with BIAS Software is highly desirable
13. Supports flat rate and percentage based discounts
14. Can track individual and group discounts.
15. Supports auto calculation of cost plus percentage discounts
16. Has the ability to audit greens fees booked on tee sheet vs. green fees rung up on register
17. Can keep a running balance on gift certificate purchases
18. Allows the course to set the expiration period for gift certificates or rain checks
19. Supports issuing and printing of multiple rain checks
20. Supports issuing of prorated rain check based on how many holes were played and how much they originally paid.
21. Visually displays indication on tee sheet that a player has checked in, paid, received a rain check, and/or refunded.
22. Supports "No Sale" function which opens cash drawer.
23. System pulls up complete purchase history of transaction for refund and refund tracking (system will know if an item was previously returned from this particular receipt)
24. Allows return of items without receipt via lookup functionality
25. Posts to interface which can be imported to accounting system
26. Supports a "Quick Close" allowing management to preselect closing reports for easy end of day closeout if it is desired to have seasonal staff run reports.
27. Choose any merchant processor we want to use for the integrated credit card processing.
28. Software is verifiably certified as PCI Compliant by an industry recognized third party vendor.
29. Easily split the bill for customers who want to pay for just their purchases.

30. Apply a discount to a single item.
31. Apply a discount to multiple items.
32. Apply discounts to the whole purchase
33. Apply a flat rate or percentage based discount
34. Tender payment by Cash
35. Tender payment by Credit Card/Gift Card using Internet for communications to a processor we currently use.
36. Tender payment by Check
37. Tender payment by Gift Certificate/Gift Card
38. Tender payment by Member Account
39. Tender payment by Event Account
40. Tender payment using multiple tender types
41. Tender payment by posting to PMS
42. Issue gift certificates and rain checks based on staff security level
43. Track when certificates or rain checks and by whom
44. Apply a tax to a miscellaneous purchase
45. Apply multiple tax types to an item
46. Track voids and returns
47. Reprint receipts
48. Print multiple receipts for various items or tender types.
49. Ability to print golf car rental information on sales receipt for benefit of starter. Information must include player name, cart number and tee time.
50. Ability to print a separate receipt for golf car rental for customer to sign. Receipt must bear player name and cart number.
51. Easily enter headers and footers for receipt printing
52. Quickly clear the screen
53. Quickly delete just one item from the sale if customer changes mind without voiding sale
54. Quickly delete multiple/all items
55. Return individual items
56. Return multiple items
57. Return the whole ticket by transaction number
58. Make a partial or full payment to an event or tab
59. Apply payments to multiple company stores
60. View a customer's balance from any workstation
61. View a customer's purchase detail from any workstation
62. View a customer statement from any workstation
63. Apply general ledger account codes to individual departments for electronic posting to accounting system
64. Track revenue specific to each member by dept., or SKU
65. Report on top revenue producing customers by store, dept., or SKU

66. Incorporates a real time inventory system which can track merchandise.
67. Supports tiered retail pricing for different golfer types
68. Supports real time bar code scanning during physical inventory using wireless technology (no batch scanning).
69. Supports receiving on purchase orders
70. Supports logs of edits, deletions and additions to inventory
71. Supports tracking of inventory levels
72. Supports vendor tracking and purchases
73. Calculates merchandise average cost
74. Calculates most and least profitable SKU
75. Tracks inventory
76. Tracks purchase orders and receive products
77. Automatic reorder reports display low merchandise levels based on preset (user defined) reorder points.
78. Can set multiple rate types to an individual SKU
79. Can create a loyalty points program per individual SKU
80. Can set minimum/maximum purchase limits can be set
81. Can track sizes, colors and style purchases of an individual SKU
82. Can print bar code labels from a roll of labels based on desired quantity (one label or 100 labels).
83. Can select an item type for each SKU such as rental item (to track rentals available), lesson or service (to count how many where sold), stocked item (to deplete amount on hand), etc.
84. Tracks sales by manufacturer
85. Can be setup with sub-departments which provide better detail on reports
86. Supports user definable descriptions which displays on customer receipt
87. Can search inventory by SKU, department, sub-department or other index
88. Can be configured to provide customers online access to view/print customer statement
89. Supports a punch pass program which is fully configurable based on days of the week or time the pass is valid.
90. One click link to update a members profile while ringing up the sale. The system should display members profile and if necessary, click to update the information without losing transactional information already rung up in POS.

## Online Tee Time Reservations

1. System allows golfers to check for available tee times without previously registering.
2. Fully customizable tee time booking engine i.e. graphics, colors, layout, rules, policies, etc.
3. Internet registration is fully integrated with database at course. Customers can register in person or online.
4. Days out restriction can be set based on user/membership level.
5. System searches for available tee times with one request.
6. Customers may modify or cancel existing reservations following cancellation policies
7. Customers may log in to edit user profile including unique password.
8. System must authenticate credit cards used to secure tee time reservation

## Reports

1. Golfer revenue for any day/date range
2. Golfer revenue by department/sub-department for any day/date range
3. Golfer revenue by SKU for any day/date range
4. Golfer revenue by golfer type for any day/date range
5. Golfer no show history by golfer type for any day/date range
6. Golfer cancellation history by golfer type for any day/date range
7. Booking Analysis Rounds by source
8. Booking Analysis Cancellations by source
9. Booking Analysis Bookings by golfer type
10. Booking Analysis Rounds by type
11. Booking Analysis Rounds by source comparing two separate date ranges definable by day of the week.
12. Booking Analysis Cancellations by source comparing two separate date ranges definable by day of the week.
13. Booking Analysis Bookings by golfer type comparing two separate date ranges definable by day of the week.
14. Booking Analysis Rounds by type comparing two separate date ranges definable by day of the week.
15. Revenue Analysis by department comparing two separate date ranges definable by day of the week.
16. Revenue Analysis by sub department comparing two separate date ranges definable by day of the week.
17. Revenue Analysis by SKU comparing two separate date ranges definable by day of the week.
18. See entire months' tee sheet on one page
19. Reservation statistics by course, by day of week, by course defined date and time (on the hour) range.
20. Comparison of current and prior years using defined date and time range.

21. Reporting on rounds played including peak rounds, off peak rounds, various discounted rounds, complimentary rounds, rain checks, early bird rounds, sundown rounds, etc. Provide comparison of current and prior years using the following selection criteria: date range and/or day of week.
22. Reporting on revenues including peak rounds, off peak rounds, various discounted rounds, complimentary rounds, rain checks, early bird rounds, sundown rounds, etc. Provide comparison of current and prior years using course defined date range.
23. Prints customer mailing labels
24. Easily exports user defined golfer data to Excel.
25. Supports data mining and integrated blast email based on user defined filters such as golfer type, age group, expiration date, players on no show hold or with no show history, zip code, recent play history, past, current, or future reservations, customer since, etc.
26. No show reports
27. Cancellation reports
28. Complimentary play and discounts reporting
29. Rain check report by name and/or golfer number.
30. Integrated Doppler radar into tee sheet. We may want to lock out users from using the internet but still want them to view real time Doppler radar.
31. Player summary report including golfer name, residential information, golfer number, total reservations during current year, all no shows, and phone number(s).
32. Ability to create user customizable reports on demand by mining the database with filters or other queries.

### Wireless Capabilities

1. See when golfers have checked in at golf shop real time
2. See when golfers have paid in golf shop real time
3. Time stamp actual tee off time of golfer
4. Enter cart number of golfer real time
5. Track how long it took to play round
6. Touch screen point of sale with same functionality as above POS, available on a real time tablet PC for use outside on course.
7. System support real time credit card processing (not batch) throughout the entire course via Cellular Wireless internet Connection using same merchant/processor as the rest of the course.
8. Supports employee clock in/clock out functionality.

### Driver's License Scanning

1. Ability to scan driver's license from any state and capture name, address, and driver's license number into database.
2. Small footprint scanner is fast and easy to use.
3. Scanner optically reads the photograph from driver's license and captures it into the database.

### 9. Detailed Product Descriptions: Please provide information regarding:

1. All current product offerings
2. Most recent functional developments
3. Future direction of company

10. Exceptions, Pricing and Evaluation Criteria

A. **Exceptions to the bid:** All variances to information required in the bid must be listed in this section and a comprehensive explanation provided regarding the reason for the variance, whether the requirement can be met in the future with the proposed solution, and a definitive delivery date for the required functionality. Please refer to the bid's specific section in each of your exceptions.

B. **Pricing Proposal:** Provide a detailed, itemized list of all transaction based software fees, software licensing, annual maintenance, third party hardware, professional services and any other costs associated with delivering this project.

C. **Evaluation Criteria:** The following evaluation criteria will be used:

a. **Evaluation Criteria:**

Functional Software Requirements	35%
Pricing	35%
Proven Solutions – Responsiveness, Dependability	20%
Company – Stability and Vision	5%
Submittal Requirements Response	5%

11. Appendices: Please provide the following to indicate stability, business philosophy, direction of growth and sustainability.

- Appendix A: Complete Customer Listing & Reference List
- Appendix B: Hardware Requirements and Standards
- Appendix C: Sample Agreements, etc.
- Appendix D: Marketing Materials, Additional Information on Specific Modules