



Staff Report

RE: Ballwin Golf Course Online Tee Time Booking

Department/Program: Parks and Recreation

Explanation: The Ballwin Golf Course currently accepts online tee time reservations at no charge. This process has been in place for the past several years. Allowing golfers to book online has given staff and golfers a convenient way to book a round. The biggest issue we have experienced are no shows and short shows. No shows book online and do not show up. Short shows for example book a foursome and show up with a twosome. Short shows do this to ensure that they do not have to play with others. Using data from the past three years the total number of no shows and short shows exceeds 38,000 rounds, nearly 9,500 tee times. This is nearly 13,000 rounds per year. At an average cost of \$23 per round that is potential lost revenue of up to \$291,341. In addition to the lost revenue, no show bookings take up tee times that could be used by other patrons.

Staff has tried using our current recreational software (RecTrac) to address this issue but it is not within the software's capabilities. Additionally, we have spoken with other municipal golf course operators and interviewed representatives from Golf Now and Club Caddie, a subscription based golf course management software. Most municipal courses in the St. Louis Region partner with Golf Now who offers a capable and user friendly solution.

Golf Now's proposal is for an exchange of one tee time per day (4 rounds) and they provide the city with a solution to mitigate no shows and short shows. Golfers will visit the website, select a tee time and enter in their credit card information for the rounds they wish to play. If the golfers show they will be charged their respective resident or non-resident fee in the golf shop. If they no show or short show they will be charged once their tee time has passed. The only exception is if the course has to close due to inclement weather.

Golf Now will give staff the opportunity to charge those who no show or short show and should encourage those to think twice before not showing. Obviously this will have a positive impact on revenue but most importantly this will allow those who wish to play more opportunities to play. Staff receives numerous phone calls for individuals looking to play Ballwin to find out the course is completely booked while staff understands that on average 30% of the rounds will not actually be played.

We anticipate this to cost the city approximately \$25,000, a fraction of what is being left on the table currently. In addition, golfers will pay a 2.9% online booking fee that is collected by Golf Now and paid to the credit card merchants.

Recommendation:

Enter into an agreement with NBC Golf Now to provide an online booking solution to encourage those who book online to show up and allow those who want to play Ballwin are given more opportunities.

Submitted By: Chris Conway, CPRP, Director of Parks and Recreation

Date: July 10, 2023



This Order Form, subject the terms and conditions of the Agreement (as defined below), is entered into between GolfNow, LLC ("GolfNow") and City of Ballwin ("Client") (individually, a "Party" and collectively, the "Parties"), effective as of the Effective Date set forth below, and shall govern GolfNow's provision of software, marketing, and/or technology services for Client's golf courses listed below.

GolfNow: 7580 Golf Channel Drive Orlando, FL 32819	Client (Legal Entity Name):	City of Ballwin
	Client's Mailing Address:	333 Holloway Rd Ballwin, MO 63011 USA
	Client's Golf Course List:	Ballwin Golf Club

Prepared By:	Daniel Regan	Client's Contact Name:	Chris Conway
Phone:	(314) 750-8899	Client's Contact Phone:	(636) 227-8950
Email:	daniel.regan@nbcuni.com	Client's Email:	cconway@ballwin.mo.us

TERM AND RENEWALS: The Initial Term of this Agreement shall be effective as of the last date of the last signature written below (the "Effective Date") and shall expire One (1) Year thereafter and shall be non-cancellable, except as provided herein. **UPON EXPIRATION OF THE INITIAL TERM, THIS AGREEMENT SHALL AUTOMATICALLY RENEW FOR SUCCESSIVE ONE (1) YEAR TERMS UNLESS OTHERWISE TERMINATED BY EITHER PARTY IN WRITING AT LEAST THIRTY (30) DAYS PRIOR TO ANY RENEWAL TERM.**

PRODUCT(S) & SERVICE(S)

Golf Course	Product	Program
Ballwin Golf Club	Platform	GolfNow
Ballwin Golf Club	Other	Booking Engine

TOTAL PAYMENT(S)

Trade Payment Terms

Payment Number: PD2-57603 Ballwin Golf Club Trade Provided: All Days Trade Load Time: 10:30 AM 9 Holes Cart Included Bookable for 1 to 4 Players	Days In Advance to Load: 7
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GOLFNOW BOOKING ENGINE	ACKNOWLEDGED
Client shall be required to use a booking engine powered by GolfNow.	Yes
ONLINE MARKETING	ACKNOWLEDGED
Does Client agree to grant GolfNow permission to purchase keywords in search engine marketing that include Client's name, or any other trade name, trademark or other intellectual property belonging to Client?	Yes
MILITARY TEE TIMES	ACKNOWLEDGED
Does Client agree to grant GolfNow permission to add Client inventory to MilitaryTeeTimes.com at a fifteen percent (15%) discount relative to all inventory released and posted on golfnow.com?	No

AGREED TO AND ACCEPTED

This Order Form is subject to all the Standard Terms and Conditions and applicable Additional Terms located on the website: <https://golf.nbcsportsnext.com/about/terms-and-conditions/> (the "Terms and Conditions"), subject to change by GolfNow from time to time, and any attached addenda (collectively, the "Agreement"). The Agreement shall constitute a legally binding agreement between Client and GolfNow, and Client accepts and agrees to the terms of the Agreement by signing below.

_____ Initial Here to confirm you have read the Terms and Conditions

Client Signature: _____ *Printed Name:* Chris Conway *Date:* _____

GolfNow Signature: _____ *Printed Name:* _____ *Date:* _____

If you are a Tax Exempt organization, please check box and click button below to upload a current copy of your tax exemption certification.

Tax Exempt



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GolfNow: 7580 Golf Channel Drive Orlando, FL 32819	Client (Legal Entity Name):	City of Ballwin
	Client's Mailing Address:	333 Holloway Rd., Ballwin, MO 63011
	Client's Golf Course List: Ballwin Golf Club	

Prepared By:	Daniel Regan	Client's Contact Name:	Chris Conway
Phone:	(314) 750-8899	Client's Contact Phone:	(636) 227-1750
Email:	daniel.regan@nbcuni.com	Client's Email:	cconway@ballwin.mo.us

TERM: The Term of this Agreement shall be effective as of the last date of the last signature written below (the "Effective Date") and shall continue on a month-to-month basis thereafter. Either Party may terminate this Agreement at any time upon providing thirty (30) days written notice to the other Party, or as set forth otherwise herein.

PRODUCT(S) & SERVICE(S)

Golf Course	Product	Program
Ballwin Golf Club	Payments	No Show

Merchant Processing Fees

Golf Course	Card Not Present Rate	ACH Rate	Chargeback Fee
Ballwin Golf Club	2.90 % + 0.30 per transaction	\$1.00 per transaction	\$10.00 per representment

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_____ Initial Here to confirm you have read the Terms and Conditions:

Client Signature: _____ Printed Name: Chris Conway Date: _____

GolfNow Signature: _____ Printed Name: _____ Date: _____