



Staff Report

RE: Ballwin Golf Course Online Tee Time Booking

Department/Program: Parks and Recreation

Explanation:

In July I presented you with an online solution to booking tee times. Figures available to me via our software were called into question. After further research into the data it was determined that those numbers were inflated due to a procedural error when checking in large groups or leagues. Since then, staff manually sifted through the data and provided me with updated information. Additionally there was confusion about credit card fees being transferred to the golfer. I am not recommending the city do that - the City will absorb those costs.

Staff looked at the months of April through October and days the course was operating normally. Days excluded were inclement weather days and days in which the course hosted a special event. In 2022 April to October we counted more than 3,300 no shows and in 2023 April to mid July we have more than 2,600 no shows. These numbers account for approximately 10% of tee times which is in line with what courses are experiencing before making the decision to charge for no shows.

What we're proposing is shifting online tee time bookings to an organization called Golf Now. GolfNow is a solution that is familiar to golfers around the country and also well known locally. There are more than 1100 municipal courses in the country that partner with GolfNow. Locally Creve Coeur, Bridgeton, University City, Florissant, St. Peters and soon to be Saint Ann all partner with Golf Now. I spoke with Directors from Creve Coeur, Bridgeton, Florissant and Saint Ann and all had positive things to say about the partnership. Regionally Columbia, MO, Springfield IL, Granite City Park District and Shiloh partner with GolfNow.

GolfNow not only provides a well known platform for marketing the Golf Course but also is a solution to fix a growing problem in not only Ballwin but courses around the country. No shows and short shows are problematic for courses who experience high demand and growing costs and are unable to recover lost revenues from no shows. Holding golfers who book more tee times than they plan to utilize accountable is more of a recent movement to capture lost revenue. Operational costs at Ballwin have increased across the board in recent years and the course routinely operates at a deficit. With an increase in demand to play Ballwin Golf Course it's reasonable for the city to consider bridging the deficit and meeting the demand with a solution that allows for more customers to play the course.

We do not anticipate paid online bookings will create an issue of overcrowding due to the fact that we're not creating more tee times, we're just filling tee times that our schedule currently holds with paying customers. Filling vacant tee times doesn't impact pace of play as pace of play is determined by the tee sheet schedule. At Ballwin Golf Course tee times are scheduled every 10 minutes with an anticipated 2.25 to 2.5 hours per round. Finally, and arguably more importantly, staff receive many calls each day and turn golfers away when they know it is very likely that there will be tee times available due to no shows.

The agreement with GolfNow would be for an online solution for the city to accept online bookings for a trade of one tee time per day. We estimate the value of the trade will result in 20 to 30% of the total number of tee times traded to be converted. That is to say that we project 20 to 30% of the traded tee times with GolfNow will be paid for and used by golfers. This equates to approximately \$7,000.

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

Date: September 11, 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
<p>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.</p>
<p>_____ Initial Here to confirm you have read the Terms and Conditions</p>
<p><i>Client Signature:</i> _____ <i>Printed Name:</i> <u>Chris Conway</u> <i>Date:</i> _____</p>
<p><i>GolfNow Signature:</i> _____ <i>Printed Name:</i> _____ <i>Date:</i> _____</p>

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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This Order Form is subject to the terms and conditions located on the website <https://golf.nbcsportsnext.com/about/terms-and-conditions/> applicable to the product and services listed above. (the "Terms and Conditions") 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: _____