

**CITY OF FEDERAL WAY
REQUEST FOR PROPOSAL**

I. PURPOSE OF REQUEST.

The City of Federal Way (“City”) is requesting proposals for the purpose of a Ticketing and Event Management System. The City’s needs are outlined in the following Request for Proposal (“RFP”).

II. TIME SCHEDULE.

The City will follow the following timetable, which should result in a selection of a firm by.

Issue RFP	1/20/2017
Deadline for Submittal of Proposals	2/3/2017
Notify Firm Chosen	2/10/2017

III. INSTRUCTIONS TO PROPOSERS.

A. All proposals should be sent to:

Jason Danielle, IT Analyst
City of Federal Way
33325 8th Ave S
Federal Way, WA 98003-6325
(253) 835-2551

B. All proposals must be in a sealed envelope and clearly marked in the lower left-hand corner: “RFP” Ticketing and Event Management System.

C. All proposals must be received by 2/3/2017. Three (3) copies of the proposal must be presented. No faxed or telephone proposals will be accepted.

D. Proposals should be prepared simply and economically, providing a straight forward, concise description of provider capabilities to satisfy the requirements of the request. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content. Use of recycled paper for requests and any printed or photocopied material created pursuant to a contract with the City is desirable whenever practicable. Use of both sides of paper sheets for any submittals to the City is desirable whenever practicable.

E. Jason Danielle, IT Analyst or representative will notify the firm selected by 2/10/2017.

F. All proposals must include the following information:

- The names of individuals from those firms who will be working on the project and their areas of responsibility.
- Specific experience of individuals relative to the proposed project.
- A proposed outline of tasks, products and project schedule, including the number of hours required to complete each task or product.
- A proposed budget based on the above outline of tasks, products and schedules.
- References.

IV. SELECTION CRITERIA.

<u>Factor</u>	<u>Weight Given</u>
1. Ability of the product to perform the technical and functional requirements as described in (Section VII).	40%
2. Price.	30%
3. Ability and history of successfully completing contracts of this type, meeting projected deadlines and experience in similar work.	30%
<u>Total Criteria Weight</u>	100%

Each proposal will be independently evaluated on factors one through three.

V. GENERAL INFORMATION

Federal Way is a vibrant and dynamic part of the Puget Sound region. It is the 11th largest city in the state with a population of 100,000 in a region of 3 million. Federal Way is home to nearly 5,000 licensed businesses. It is ranked as one of the fastest growing cities (WalletHub 2014).

Federal Way Performing Arts & Event Center

The Federal Way Performing Arts & Event Center (PAEC) will be a 41,000 sq. ft. multipurpose facility on four acres. The PAEC will include a 716 seat theater and 8,000 square feet of meeting room space for an additional 400 seats for cultural and educational activities. After opening, it is anticipated that the theatre will host 48 performances and 60 events annually.

Primary Functions:

- Performances
- Events (weddings, conferences, meetings, conventions, etc.)
- Trade shows
- Facility rentals

VI. TERMS AND CONDITIONS.

- A. The City reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
- B. The City reserves the right to request clarification of information submitted, and to request additional information from any proposer.
- C. The City reserves the right to award any contract to the next most qualified contractor, if the successful contractor does not execute a contract within thirty (30) days after the award of the proposal.
- D. Any proposal may be withdrawn up until the date and time set above for opening of the proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to sell to the City, the services described in the attached specifications, or until one or more of the proposals have been approved by the City administration, whichever occurs first.
- E. The contract resulting from acceptance of a proposal by the City shall be in a form supplied or approved by the City, and shall reflect the specifications in this RFP. A copy of the contract is available for review and shall include requirements to comply with ADA, Civil Rights Act, and EEO requirements. The City reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, and which is not approved by the City Attorney's office.
- F. The Recipient, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.
- G. The City shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.

VII. SCOPE OF SERVICES, TECHNICAL & FUNCTIONAL REQUIRMENTS

The questions on the following pages identify the technical and functional needs the proposed system should meet. Vendors must provide an answer for every requirement. If the requirement does not pertain to the proposal being submitted, “N/A” must be placed in the requirement.

A. System Architecture

1. Describe the ticketing system architecture. Describe the method used to implement enhancements or fixes.
2. Describe how the system handles multiple client/venue databases within the same application?
3. What is the normal mode for the hosted system to communicate with the venues? What are the communication redundancy features? Describe communication architecture. What are the necessary band width requirements?
4. Is the system hosted? If so, describe the security level of the hosting facility. How does Offeror monitor client’s hosted data/application in the event problems occur?
5. Describe the system’s backup and redundancy. UPS, backup hosting facility, mirrored hardware/software, generators, alarm notifications, built-in reboots, etc., and how does Offeror notify clients and users in the event a failure occurs?
6. What types of system securities are in place? Describe user levels of security and permission based controls/flexibilities. Does the system contemplate securities for multi-venue/entity usage? Describe. (i.e. How does client lock it down so different venues cannot report on other venues’ sales, but can still sell all venues tickets?)
7. What tools/controls, if any, does the system offer regarding data integrity?

B. System Performances

1. Describe the system's throughput capabilities as it relates to ticket sales volume during major ticketing on-sales. Describe both benchmarked and documented 'live' volume capacities and the timing involved. Give example.
2. Describe which resources may be shared (i.e. ticketing server). How are shared resources allocated to minimize impact on a given venue's processing ability?
3. What is the storage capacity of customer data, and what fields are available for contact information including how many addresses? How does the system handle duplicate and merging of accounts and categories of customers?
4. Indicate the system's two-year downtime/uptime performance record and a description of any issues and how they were resolved. Provide statistics regarding your systems performance/availability and any average down time sustained. Online? Back Office Ticketing? Access Management?

C. Financial Accountability

1. Provide supporting documentation that includes how it is displayed on processed orders and the payment search functionality.
2. Does credit card authorization take place in real time?
3. Does the system allow for online and offline address, zip code and CVV2 verification? If so, please explain configurable parameters.
4. How are operator specific audit trails captured for each transaction and written to an administrator-defined output? Give examples.
5. Does the system allow for remote access to reporting and auditing? If so, describe. Who controls access?

6. Does the system allow data to be readily exported via other file formats? Which formats are supported? What data is exportable and what is not exportable?
7. Can client/venue control per ticket/order service fees in accordance with variable/dynamic price points?
8. Explain credit card processing to bank/merchant processor. How often is it batched?
9. Is your software compatible with Elavon merchant services?

D. Systems Interfacing

1. Is data able to be imported/exported to other third party systems such as the Eden System by Tyler Technologies?
2. Does the architecture allow for real-time interfaces among varied operating systems? Does it also support batch interfaces automatically?
3. What specific third party systems are currently being interfaced by clients with the system?
4. Can third party providers read/write to data files? If so, in what scenarios is this allowed?
5. Are interfacing specs defined and documented for third party integration for such tools as CRM, seat map visualization, dynamic pricing, stored value ticketing, etc.? Give examples.

E. System Enhancement Requests

1. How are system upgrades initiated? What is the down time?
2. Provide a two year product enhancement plan with anticipated delivery dates. What was the driving force for each of these enhancements and for enhancements implemented in the previous two years?

F. Miscellaneous Infrastructure Requirements Evaluated

1. Does the system have the ability to FTP print files and ticketing manifests including barcodes to ticket printing vendors? If so, are there additional costs? Are there any restrictions on the size or design for tickets?
2. Does the system allow venue to control all of the data, including how and when customers and prospects are marketed?
3. Does the system offer a 'test' environment for training and beta testing? Can it be accessed by clients?
4. Describe the security mechanisms in place to protect client/venue proprietary data.
5. Describe anti-fraud and anti-malice system protections that are in place.
6. Does the system protect against online 'robot' attacks and other fraudulent activities? If so, describe.
7. Has the system been compromised within the last five (5) years? If yes, explain how it was resolved.

G. Ticket Operation Functionality

1. Inventory Management

- a. Indicate the number of seat statuses (hold statuses) available on the system.
- b. Indicate the number of price codes available on the system, and the user control levels to change/adjust those levels. Can these be different at each venue?
- c. Can the hold status be differentiated by distinct seasons or event types? Can seat statuses be changed via point and click on a map? Can changes be applied by event, multiple event, subscription package structure, seating category, section, row, and seat?
- d. Describe the user control levels for changing or viewing seat statuses.

e. How does the inventory management work with respect to demand pricing?

2. Reporting

a. Describe your suite of reports (in detail) as they pertain to:

- Primary box office
- Secondary box office (including remote outlets)
- Season / package tickets (new sales and renewals)
- Fundraising
- Group sales
- Secondary market sales
- Web-based for management, promoters and other stakeholders, dashboard
- Sales commissions
- Marketing
- Financial department
- Print history
- Method of delivery
- Drill down on fee reporting, refunds and voids
- Comment Reports/Special Requests

b. In addition to standard reports, does the system provide an ad-hoc reporting tool? If yes, is it web based? Provide a brief description of the functionality. What skill set is required to utilize any ad-hoc tool?

c. Does the system allow for scheduled reports?

3. Invoicing

a. Describe the system's functionality regarding all facets of invoicing capabilities, including but not limited to, invoice generation, aging, payment plans, item inclusion/exclusion, percentage payment calculations, online/offline renewal payments, deposits, etc.

b. Can invoice and receipt formatting be different per venue and event (i.e. season ticket invoice and a single game/event invoice)?

4. Payments

a. List the various methods of payments the system will accept.

b. Does the system support multiple payments in varying percentages? Describe.

- c. Does the system support coupons, vouchers, and loyalty programs? If so, describe.
- d. Does the system allow for scheduled payment plans for season/package tickets and/or pledges/fundraising? Are scheduled payment plans allowed for single event tickets? Describe plan flexibility.
- e. Describe interface capabilities with third party credit card processors. Transaction speed?
- f. Can the system keep a credit card on file for future transactions?
- g. Does the system offer a bulk cancelation process that will automatically refund all credit cards?
- h. Describe the daily batch process for all payment types.

5. Accounting

- a. Describe the system's ability to aid the accounting department in the following areas:
 - Sales tax calculations
 - Retail outlet commissions report
 - Event settlement reports
 - Daily sales and reconciliation reports (by event and transaction type)
 - Cash receipt reports broken down by event for daily settlement that identifies how the sale occurred (where, when, how and transaction type)
- b. How does the system track complimentary tickets?
- c. Please describe processes as they relate to refunds, voids and reprinted tickets. Can the system provide separate tracking and reporting of these types of transactions?
- d. Where are revenues deposited? Can revenues be deposited into separate bank accounts? Describe options.
- e. Is the system accrual based? Can it track revenues/receivables in different general ledger accounts?

6. Ticket Printing

- a. Describe ticket printing capabilities via all channels (immediate, deferred, batch, third party FTP files, mobile, etc.), and can they be restricted by the client/venue?
- b. Describe how and when a unique bar code is generated for tickets. Describe barcode format and the ability to reinstate. Do general admission tickets have barcodes?
- c. Does the system support printing of sponsor/corporate partner logos on tickets? If yes, please describe any limitations.
- d. Can each client/venue make or modify ticket templates?

7. Virtual / Paperless Ticketing

- a. Does the system have 'paperless' ticket functionality? If so, describe functionality and reporting with respect to:
 - a box office perspective
 - the purchasers perspective
 - promoter reporting needs

If yes, is it connected to an integrated secondary market platform?

- b. What are the delivery methods for paperless tickets? Describe each method.

8. Online Functionality

- a. Describe the online functionality the system supports (e.g. ticket transfers, resale, payments, stored value, cookie tracking with purchase suggestions, etc.)
- b. Does the system have the functionality for customers to pick a seat online? If so, is it configurable by event or venue?

9. Access Management System

- a. Describe the features of the access management system pertaining to (but not limited to) the following:
 - controlled venue admissions
 - paperless admissions
 - barcode format

b. Does the system have the ability to operate in “offline” mode in the event there is an interruption across the campus network? If yes, describe.

10. Event Setup and Inventory Control

a. Describe how events and new inventory are created. Does this require ticketing vendor intervention or does venue control these steps? Can venue box office managers build, change, and configure events from start to finish, including changing and/or adding price codes, status codes and scaling?

b. Describe the rollover process for season or subscription accounts and inventory

H. Sales and Marketing Functionality

1. Single Event Sales

a. How does the system effectively allow for interactive, real-time ticket sales from a shared ticket inventory pool for current and future events through the following single event sales channels?

- box office windows
- Internet
- kiosks
- call center
- remote outlets
- mobile phone

b. Does the system allow for online restricted qualified pre-sales? If so, how many codes can be used as a restriction, and can they be used more than one time?

c. Does the system allow for the following methods of delivery? Through all of the above sales channels?

- print ticket on demand
- virtual / paperless
- mobile
- will call
- kiosk
- mail

d. Can the venue restrict number of seats purchased in one transaction, order or account for high volume on sales? Through all of the above sales

channels? Can the restrictions be changed by location and by event? Provide all variables by which ticket sales can be restricted.

e. Can the system deliver tickets to a second account holder address?

f. Does the system have an integrated (real-time) ecommerce site tied to the ticketing database? If ecommerce is supported in any other manner, describe.

g. Can the site be specifically branded per each of the venues? If so, does the venue control of all the advertising/sponsorship opportunities on that site? Describe limitations.

h. Does the system have online shopping cart functionality? Can it be turned off? Describe business rules that can be applied.

i. Can online sales be scheduled in advance? If yes, can this on-sale date be restricted by seat location or price type? Describe.

j. Does the system allow for both reserved and general admission seating sales within the same event? Transaction? Through all of the sales channels?

k. Describe versatility and methods by which users can search for seats for an event both online (consumers) and offline (box office).

l. Does the system support automated outbound calling? Describe how it is designed and how it has been used by clients.

m. Describe the functionality of the system in selling tickets quickly, with a short- turnaround time prior to event.

n. Does the system allow for ticket price changes, within a section or price level, after tickets have already been sold in that section? Does the venue have the ability to do this internally? What is the timing for changes to be effective?

o. Does the system allow the sales of non-ticket items (such as parking passes, merchandise or food vouchers)? If yes, describe the capabilities.

2. Subscription and Package Sales

a. Does the system support the following types of subscription or packaged sales via the following sales channels? Internet, phone, in-person, kiosk? Describe functionality.

- Full season
- Partial season packages (pre-defined partial season plans)
- Pick-a-plan
- Flex Plans
- VIP packages

b. Does the system allow for pro-rated subscription packages?

c. Does the system allow patrons to choose package seats from a map or is it limited to 'best available' offers?

d. Does the system allow for package seats to be held in an account as an unpaid reservation that will not be reflected in sales figures? A separate report of unpaid seats?

e. Does the system allow seats within a package to be returned, resold, exchanged, reprinted and/or cancelled without the entire subscription/package being affected?

f. Does the system provide functionality to re-seat and/or upgrade subscription/package ticketholders from renewal-to-renewal period or exchanges? Does it tie upgrades to account information and criteria, such as longevity, donations, priority points, etc.? Can it be configured differently by venue, user or package? If so, please describe.

3. Group Sales

a. Describe the flexibility the system allows in establishing business rules for groups and what 'group' specific functionality the system possesses.

b. Can the system automatically scale price by group size?

c. Will the system do best available seat searches for large groups of seats? Across sections?

d. Does the system help facilitate group fundraising functionality in any way?

e. Does the system provide any tools that would help identify/collect data on individual members of a group purchase?

4. ADA Ticket Sales

a. Describe any functionality the system provides that facilitates the sale of tickets to patrons with special needs (ADA required seating) and their accompanying guests ticketing.

5. Inventory Presentation

a. Describe briefly the seat search algorithm for best available searches. Is it by section, row, seat, right to left, center out? Is this configurable by sales outlet or per each venue's priorities? Describe.

b. Does the system provide seat maps for patrons and/or ticketing staff to employ? If so, describe. If maps are used to select seats, will the system allow single seats to be left unallocated?

c. Does the system allow for a view from seats for online sales?

d. Does the system allow for any "choose your seat" feature to be turned on/off per event or venue?

e. Will the system always return a seating location offer, even if the category requested is unavailable?

6. Service Fees

a. Does the system account for the following types of service fees?

- per ticket
- per order
- method of delivery
- taxes
- ancillary

b. Can the above fees be applied or waived according to sales channel? Price type? Complimentary tickets? Seating category? User/role discretion? Describe.

c. Can a ticket be returned, cancelled or voided without returning the service fee? Describe.

d. Can these different fees be separately reported? Can they also be

included and excluded on an event audit? Describe.

e. Does each venue have total control over all fees that customers pay? If not, describe limitations. Are any fees collected by the Offeror, if so, describe.

7. Dynamic and Variable Pricing

a. How does the system apply predetermined variable and fixed prices for events within a subscription or package? Describe.

b. How does the system adjust single event pricing up or down based on market indications systematically? What is the timing to implement the change? Describe.

c. How does the system provide a bi-directional data feed to a dynamic pricing third party provider? Describe.

d. How does the system tie method of delivery to seat location? Describe.

e. How does the system restrict seat location by zip code? Describe.

8. Complimentary Tickets

a. Does the system allow for complimentary tickets to be issued in the same order as paid or discounted tickets?

b. Can a full value (or other text) be printed on complimentary tickets?

c. Can complimentary tickets or ancillary items be automatically added on to paid ticket orders?

9. Miscellaneous Sales/Marketing Requirements

a. Does the system have an integrated email marketing solution? If so, give a description and provide any additional costs based on campaigns or volume. What types does it support?

b. Does the system support an integrated mobile and text messaging solution?

c. Does the system provide analytic data for tracking online experience, abandonment during shopping, success of campaigns, etc.? Dashboard analytics broken down by venue?

d. Does the system provide the ability to identify and offer retargeting ads to consumers who fail to purchase products online?

e. Can the system package and bundle non-ticket items with ticket sales? If so, describe.

f. Can the online ticket sales tool system be integrated using **application programming interfaces (API)** for other non-ticketing marketing partners? If so, describe.

g. Does the system offer a preferred customer or rewards/incentive program? Please describe.

h. Does Offeror have Facebook and/or other social media integration? Can tickets be sold through those mediums?

I. Customer Relations and Database Management

1. Contact Management

a. Describe the contact management tools that are inherent in the system. What about flagging and high priority customers?

b. Please indicate third party CRM's that have been interfaced with the system. Real time?

c. Does the system have features related to tracking customer service issues?

d. Does the system have the ability to track upgrade and downgrade ticket requests and requests to be seated together for events?

2. Database Management

a. Describe the system's ability to capture and retain meaningful data and the specifics regarding what level of data can be maintained practically from both an archival and historical perspective. What level of data is retained year-to- year?

J. Event and Facility Management

a. Describe the system's ability to handle event and facility rentals, set-up,

multiple room scheduling, room rentals and any other capacity related to facility and project management.

VIII. COMPENSATION.

- A. Please present detailed information on the firm’s proposed fee schedule for the specifications proposed and for any variation for non-routine services, inclusive of Washington state sales tax and any other applicable governmental charges. Please provide specifics as to definitions of routine versus non-routines tasks, what is fixed as opposed to variable, and how costs are adjusted according to that classification.
- B. Payment by the City for the services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by the City and approved by the appropriate City representative, which shall specifically set forth the services performed, the name of the person performing such services, and the hourly labor charge rate for such person. Payment shall be made on a monthly basis, thirty (30) days after receipt of such billing statement.

IX. PUBLICATION.

Name of Publication:	Dates:
Federal Way Mirror	January 20, 2017 & January 27, 2017
Seattle Daily Journal of Commerce	January 20, 2017 & January 27, 2017
City of Federal Way Website www.cityoffederalway.com	January 20, 2017 thru February 3, 2017