

LOS RIOS COMMUNITY COLLEGE DISTRICT

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Sacramento City College American River College Cosumnes River College Folsom Lake College

ADDENDUM NO. 1

ISSUE DATE: June 25, 2019

**Ticketing and Customer Relationship Management System for Harris Center for the Arts,
Folsom Lake College**

LRCCD RFP NO. 19025

Issued By:

LOS RIOS COMMUNITY COLLEGE DISTRICT
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This addendum forms a part to the Contract Documents. The addendum items supersede and supplement all portions of the bidding documents with which it conflicts. All workmanship, materials, appliances and equipment which may be included in the following addendum items shall be of the same relative quality as described for similar work set forth in the general or main specifications of which these addendum items shall be considered a part.

This Addendum consists of 6 pages:

1. Is there a separate Retail/Gift Shop operation in place? What solution is currently being utilized for merchandise sales? Approximately how many merchandise items need to be listed for sale? Do you need to track SKU numbers, Cost-of-Goods, Inventory Reordering?

ANSWER:

There is not a separate Retail/Gift Shop operation in place. However, in the current ticketing system, ad-hoc fees (non-refundable recapture fees, exchange fees, and VIP package lift fees) are sold as "merchandise" items. In a typical season, there are 5-7 types of recapture fees and 3-5 VIP lift fees in place. Also, historically, a lecturer's book has been sold as a merchandise add-on to a ticket sale for a lecturer, a musician's recording has been included with a ticket or add-on to their concert, and a local restaurant discount

card has been sold as merchandise, but none of these items are currently available for sale. While we will be considering the merchandise sales capabilities of proposer's solutions, there is no formal Retail/Gift Shop operation with SKU and inventory tracking in place at this time.

For clarity, event-related artist merchandise sales are currently/usually handled outside of the Ticketing/CRM system, with payments handled through a different system for handling cash and credit card payments.

At this time, concessions sales are handled by a third party vendor with their own payment system.

2. Are there any database solutions other than AudienceView and ConstantContact that will need to be converted? If yes, please identify by name and also indicate approximately how many records are in each system.

ANSWER:

There are no other databases of legacy data that will need to be converted at go-live. However, any future opportunities to integrate a proposer's solution with donor data from Raiser's Edge or event data from Ungerboeck venue management software will be considered.

3. Please clarify your definition of "large-volume sales" for popular events. How many tickets need to be sold, in what timeframe? Based on past experience, how many individual buyers attempt to log on at the onset of sales?

ANSWER:

Our largest sales volumes typically take place during the first week public on-sale each season in late June/early July. As stated in RFP Appendix F.6, the historical all-time high for orders processed in a single day was 1,203. In the 2018 Calendar Year, the largest number of orders processed in a single day was 1,159. The largest number of orders processed in a single hour was 527. The daily average is 148. The largest number of online orders processed in a single hour was 475.

Our largest venue seats 851 and the longest run is typically 7 performances. With these figures, the largest number of seats in demand for a single-event on-sale is likely just under 6,000. For reference, our all-time three largest on-sale hours for a single event are provided below:

- 1) 316 tickets sold on 106 orders in one hour.
- 2) 275 tickets sold on 101 orders in one hour.
- 3) 189 tickets sold on 89 orders in one hour.

4. Do any of your 'community partners' require their own access to the system? If yes, which ones, how many users do they have, and at what level of access? For example, would they sell their own tickets? Enter their own donations? Build their own events? Run their own Lists and/or Reports? Or would the Harris provide all of these services for the partners?

ANSWER:

Community partners and Folsom Lake College performing arts departments currently do not require and do not have their own access to the ticketing system. Proposers' solutions that include such access will be considered. If implemented, the primary use initially would be to allow these users to run lists/reports that have been pre-defined by the Harris Center Ticket Office. Longer term, some community partners and perhaps one college department could also have the ability to sell their own tickets (possibly restricted to specific ticket types or seating locations). It is not expected that partners or college departments would build their own events. Access level would be restricted to areas of the system related to running reports, and possibly ticket sales. Community partners and college departments would only have access to the events they produce. Ability for partners to process donations for their organizations would require additional discussion. Of particular concern would be how to segment the entire database of Harris Center customers to those customers of the specific community partner or college department (i.e., so that the community partner or college department would only have access to information on their specific customers, and not the entire Harris Center patron database). There are currently 5 community partners (Folsom Symphony, Folsom Concert Association, El Dorado Musical Theatre, SBL Entertainment, Carrera Productions) that would be under consideration for this type of access with the possibility of 1-3 users per partner depending on restrictions/cost.

5. You indicate that "All three stage venues utilize both General Admission and Reserved Seating ticketing. Venues have a combined 15 different seating layout configurations." Does that represent 15 completely different physical layouts, or is it the three with the same physical layouts but with 15 different pricing schemes?

ANSWER:

There are three main physical stage venues within the facility, each with multiple seating configurations and pricing schemes (more than 15.) Although some configurations can be achieved by killing seats on a full house, others may require a seating map with different seating depicted. The number of configurations required will likely depend on the flexibility of the proposer's system. For example, depicting the Stage One Orchestra Pit as GA with the remainder of the house as Reserved may require a different map than when the entire house is Reserved. Typical configurations are provided below:

- Stage One
 - Full House:
 - 851 Reserved Seating
 - 817 General Admission + 34 General Admission Accessible
 - 817 General Admission + 34 Reserved Accessible
 - 851 General Admission*
 - No Orchestra Pit Seating:
 - 802 Reserved Seating
 - 768 General Admission + 34 General Admission Accessible
 - 768 General Admission + 34 Reserved Accessible
 - Orchestra Pit GA (Standing Room):
 - 802 Reserved Seating + 100 General Admission Orchestra
 - Orchestra Pit Table Seating:
 - 802 Reserved Seating + 22 Reserved Table Seating

- Stage Two
 - Full House (with Side Seating Wagons):
 - 207 Reserved Seating
 - 197 General Admission + 10 General Admission Accessible
 - 197 General Admission + 10 Reserved Accessible
 - 207 General Admission*
 - No Side Seating Wagons:
 - 155 Reserved Seating
 - 145 General Admission + 10 General Admission Accessible
 - 145 General Admission + 10 Reserved Accessible
 - 155 General Admission*
- Stage Three
 - Full House:
 - 95 Reserved Seating
 - 87 General Admission + 8 General Admission Accessible
 - 87 General Admission + 8 Reserved Accessible
 - 95 General Admission*

The current ticketing system also includes General Admission configurations for a Black Box space and a general "Harris Center" venue that allows sales for ticketed events taking place elsewhere within the facility.

* Not currently in use. Historical events only.

6. Can you confirm that for the fundraising data that needs to be moved into Raiser's Edge, it is acceptable to simply export that raw data to a file and then have College IT personnel handle its import into RE? Or is there an expectation of some type of live interface with RE?

ANSWER:

At a minimum, it is acceptable for an export of raw data (i.e. CSV) to be imported by College personnel manually into Raiser's Edge. This export would need to include specific export fields and have the capability of being scheduled or run on demand. Proposals that include support for some type of interface with Raiser's Edge will be considered, as we are interested in any options that reduce the manual input of data.

7. Is it your intent to continue self-hosting the servers and database with your new solution, or are you looking for the vendor to host the entire system for you with user connectivity via the web? Please note this question references the entire solution, and not just the off-site credit card authorization you have listed as a requirement.

ANSWER:

The current ticketing system is not self-hosted. The preference is for the entire solution of the proposed system to be hosted by the vendor or vendor's designated hosting service, accessible via the Internet. However, self-hosting options (excluding payment processing) will be considered if included as part of the proposal.

8. You indicate that for any Custom Work the prices quoted may be Not to Exceed, but cannot be TBD or Time and Materials. It is our experience that the need for custom work cannot be determined until following the completion of initial discovery sessions, so how can we provide a Not to Exceed when we do not yet know if/what type of custom work

might be needed? The same is true for data conversion, in which you also request a NTE. As well as Travel, which is almost impossible to project because we don't know which of our people will be assigned to your project. For all of these items, is it acceptable to simply provide a very high NTE number with a supporting explanation in order to comply with these item requirements?

ANSWER:

It is understood that the final work plan and costs cannot be accurately determined without more detailed discussions, however, for the purpose of this RFP, a total NTE figure is needed. The proposal should provide a detailed breakdown of base costs and what services are included in those base costs, as well as how any costs beyond this (e.g., for customization) would be agreed upon and billed. Vendors past experience with similar projects should provide guidelines as to what is to be expected. Costs for such projects could be included as examples to provide additional information to the District as to what can be reasonably expected.

9. From a timetable perspective, you indicate that you anticipate going live on the new system somewhere in the first half of 2021. When does the 2020-21 subscription season end? When are renewal notices usually sent to subscribers? When will single tickets for the 21-22 season go on sale?

ANSWER:

Ideally, go-live will take place as early in 2021 as feasible, before subscription renewals begin. For Fixed Subscriptions, new sales typically end in the fall coinciding with the performance of the first event in each series, although the series may have events that take place as late as the following June. For 2020-2021, sales of fixed subscriptions would be anticipated to end around October 2020, although events on the subscription might run as late as June 2021. Renewal notices are typically sent to subscribers from March-May, and this would be anticipated to take place March 2021-May 2021. More details are available in RFP Appendix F.6: Renewal Schedule. CYO Subscriptions do continue year-round, but these are not renewable and could also be achieved via a quantity discount (Buy 4, Save 15%) depending on the capabilities of the proposer's system.

For Harris Center Presents Events, single tickets typically begin with a Member Presale the first week of June, anticipated for June 2021. Harris Center Presents single tickets typically go on sale to the general public the last week of June or first week of July, anticipated for July 2021, and most community partner (rental) events and Folsom Lake College events are also on sale by this date. There are a number of events for which single tickets for the upcoming season go on sale early, sometimes as early as April.

10. What is your current computing environment?

ANSWER:

The core operations of the Ticket Office utilize 11 Windows 7/Windows 10-based workstations. For PCI compliance, each Ticket Office user currently requires two separate CPU's. For detailed information, refer to RFP Appendix F.6: Network & Equipment. An additional 17 users access from various Windows-based workstations across other departments of the District.

11. On average, how many venues do you use per year?

ANSWER:

Each season, events take place in one of the following venues that are part of the facility:

- Stage One: 851 seat venue
- Stage Two: 207 seat venue
- Stage Three: 95 seat venue
- Black Box Theater: 142 seat venue
- Harris Center: 851 seat venue (used for general ticketing – receptions, etc. around the facility)

Other venues may be added in the future.

12. In regards to Evaluation and Selection Criteria section M: Can you specify how you want to assist your customers?

ANSWER:

In regards to "ability to assist customers with online orders," when a customer is having difficulty with an online order in the current system, they must first empty their online shopping cart to release any held seats in order for a Call Center representative to sell them the same seats over the telephone. If they have closed their browser, sometimes this necessitates waiting for up to 20 minutes for the shopping cart session to expire, or for a supervisor to manually release the seats before a customer can receive further assistance. An ideal solution would offer a way for a Call Center representative to complete the online transaction for the customer without additional steps required by the customer or the involvement of a supervisor.

13. In regards to Evaluation and Selection Criteria section Y: Can you specify what you mean in regards to "Business Intelligence system" and the functionality for it?

ANSWER:

"Business Intelligence" refers to the available integrated reporting capabilities within the proposed solution.

14. In regards to Evaluation and Selection Criteria section EE: Are the 3 use cases listed the only time you need to use batch processes?

ANSWER:

No. Additional batch processes could be utilized depending on the capabilities of the proposer's solution. For example, if a performance was cancelled, batch processes to take events off sale and refund purchases to customers could be considered for use.

15. What is your current CRM

ANSWER:

AudienceView

END OF SECTION.