



*Real Entertainment. Real Events. Real Exciting!*

January 30, 2020  
Date

## NOTICE TO PROPOSERS

We are requesting proposals for the following:

### **TICKETING SYSTEM**

Attached are the specifications.

Proposers shall state whether the item(s) and service(s) proposed strictly meet these specifications and if not, they shall list each variation there from.

Sealed proposals shall be delivered to the office of the Tulsa County Public Facilities Authority, Southwest Corner of the River Spirit Expo, 4145 East 21<sup>st</sup> Street, Tulsa, Oklahoma 74114 until 11:00 a.m. on March 4, 2020. Proposals shall be submitted in an envelope clearly labeled "Ticketing System RFP".

Proposals will be opened by the TCPFA in the Expo Square Administrative Office, 4145 East 21<sup>st</sup> Street, Tulsa, Oklahoma, 74114 at 1:00 p.m. on March 4, 2020.

**"Affidavit for Filing with Competitive Bid" form must be signed, notarized, and returned with proposal or proposal will not be accepted.**

The Tulsa County Public Facilities Authority reserves the right to reject any and all proposals and waive informalities or minor irregularities in any proposal.

Respectfully yours,

A handwritten signature in black ink that reads "Jessica Booth".

Jessica Booth  
Purchasing Agent

# Tulsa County Public Facilities Authority

## Request for Proposal

Ticketing Software & Equipment

RFP Circulation Date:

February 4, 2020

Proposal Submission Deadline:

On March 4, 2020, no later than 11:00 a.m.

## 1. SUMMARY

Tulsa County Public Facilities Authority (“TCPFA”) dba Expo Square and the Tulsa State Fair is seeking proposals from qualified firms to provide a streamlined buying experience for our customers using an integrated ticketing strategy to increase revenue. The chosen firm should provide excellent customer support when needed.

Ticketing features should include:

**Online Sales:** Reserved Seating (seat selection by the consumer and/or best available options), General Admission and Package purchases with multiple ticket and price type options via credit card processor maintained by TCPFA. Customer information collected shall belong to TCPFA for future marketing opportunities.

**Advance Tickets:** Ability to produce scannable hard tickets with multiple ticket and price type options through an outside provider.

**Box Office Sales:** Full Box Office capabilities to sell and print Reserved, General Admission and Package tickets on-site with back-end access to manage Ticket products and Ticket inventory. This should include multiple ticket price types and hold/reservations type options.

It should incorporate easy-to-use product management, including customizable redemption rules with multiple options for Gate entry based on time, type and location; and have complete reporting capabilities for both sales and redemptions. Ideally, customers can stay on the same website design and URL throughout their purchasing process.

Our expectation is for unlimited, outstanding customer support via email, chat and phone, with a quick response time. At the end of the project, TCPFA will own all content and any customizable reports created.

## 2. PROPOSAL GUIDELINES AND SUBMISSION DEADLINE

The purpose of this RFP is to provide the candidates with the evaluation criteria against which they will be judged. This is an open and competitive process.

Final proposals submitted are to be received by TCPFA no later than 11:00 a.m. on March 4, 2020. The package shall be marked clearly as “Ticketing RFP,” including an original signed proposal, four (4) additional copies and one (1) electronic copy. Proposals received after the time and date specified will be returned to the sender unopened. TCPFA reserves the right to accept or reject any or all proposals submitted.

Proposed costs will represent the entirety of all fees that may be incurred during the service period. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Please refer to pages 8 & 9 for specific proposal submission format.

### 3. CONTRACT TERMS

TCPFA will negotiate contract terms upon selection. All contracts are subject to review by legal counsel and a project will be awarded upon signing of an agreement or contract.

- A. TCPFA reserves the right to reject any and all RFP responses, and to waive minor irregularities in any response.
- B. TCPFA reserves the right to request clarification of information submitted and to request additional information from any Vendor.
- C. TCPFA 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 selection of the contractor.
- D. Any response may be withdrawn up until the date and time set above for opening of the RFP responses. Any response not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide to TCPFA the services described in the attached specifications, or until one or more of the responses have been approved by TCPFA.
- E. TCPFA shall not be responsible for any costs incurred by the Vendor in preparing, submitting or presenting its response to the RFP.

### 4. BUDGET

Please provide cost proposals to accomplish the scope outlined below. The RFP must encompass all installation, initial training and support for entire staff, and ongoing technical/customer support.

List pricing for the Base Bid, which includes the following:

1. A ticketing content management system with levels of permission and approvals, including ongoing feature additions and enhancements.
2. Ongoing support costs.
3. Describe your pricing for advanced online sales.
4. Describe your pricing for hard printed tickets sold in advance.
5. Describe your pricing for tickets sold at the door/gate.
6. Describe your pricing for box office/on-demand printing.
7. Describe your pricing for equipment rentals and purchase.
8. Describe your pricing for on-site support. (i.e. daily fee, travel expenses, etc.).
9. Describe your pricing for marketing support (if offered).

The selected vendor shall submit a complete itemized invoice on each delivery or service that is performed under the Contract. A payment shall be made to initiate the project, with the remaining portion to be rendered to the vendor for satisfactory compliance with the Contract within thirty (30) days after receipt of invoice.

## 5. TIMELINE

The below timeline is approximate and may change at any time according to the needs of the TCPFA.

- Questions Deadline: February 19, 2020
- Responses to all intended to submit: February 26, 2020
- Proposals due: March 4, 2020 by 11:00 a.m. CST
- Interviews, if deemed necessary: March 11-13, 2020
- Review of Proposals completed by: March 14, 2020
- Notification to proposal candidates: March 26, 2020

Proposals will be evaluated as quickly as possible. During this time, we may require interviews or presentations with our evaluation team. You will be notified if this is requested. The deliverable date for project completion will be determined when a contract is negotiated with the final candidate.

## 6. SCOPE AND GUIDELINES

The scope of this project is to upgrade the existing TCPFA ticketing services. A firm that can handle all ticketing for the fair and year-round facility is required.

Feature Requirements:

The successful candidate must meet the following criteria:

Full Service Ticketing

- Online Sales: Sell print-at-home tickets that can either be printed, or saved to a mobile device. Tickets should be scannable at the entrance or gate, with customizable redemption rules based on number of redemptions allowed, date/time of entry requirements, and location specifications for redemptions.
- Advance Sales: Sell hard tickets or have the capability to place QR codes or Bar Codes on our own tickets.
- Gate Sales: Sell tickets and record transactions from a box office or similar selling location via cash and credit card. During the Fair be able to scale the Gate Operation to 35 – 40 points of sale.
- Kiosk Sales: Sell tickets via a kiosk type solution, include if an available option.
- Reserved Sales: Sell tickets from a seat map, allowing customer to either “Pick Your Seat” or select “Best Available.” Allow multiple price types per seat, and allow box office sales to print-on-demand as transactions are completed.
- The system must provide TCPFA with simple to manage box office tools that allow sellers to conduct window sales and allocate tickets without any prior ticketing experience or extensive system training.
- Include options to add and edit sponsorships or corporate partner advertising within the system.

- The system must provide real-time sales data for all sales channels including online, box office, and phone sales, with the flexibility to simultaneously control the release, allocation, and sale of seats that are “On Hold” in the administration tools.
- System must allow the venue to access customer data to generate e-mails, labels, etc.
- System must support the capability to adjust ticket prices within events for “specials,” i.e. coupons, promo codes, group ticket sales, etc.
- The system must have a high-speed interface to facilitate fast sales and customer service. This includes fast face-to-face transactions in approximately 15 seconds or less.
- The system must have the ability to provide access management for print-at-home and mobile device support.
- The system must include the ability to store and easily look up customer information including receipts, ticket purchases, and contact information. The system should be able to handle seat change requests.
- Seat maps must be able to support the designation and display of ADA seating.
- The system should provide access to real-time, online reporting of ticket sales including mobile-friendly reports that are viewable on the go.
- The system must have the ability to allow one QR code or Bar Code to be scanned different numbers of times at different locations. An example would be to scan unlimited times at an entry gate, one time per day at a VIP tent and one time only at a merchandise table.
- The system must allow for scan in and out privileges on any type of ticket as desired by organization.
- The system must support the ability for the organization to cancel online orders which will also deactivate any codes sold with that order.
- The system must allow the organization to change the scanning rules for a ticket type or set of codes even after codes have been sold or distributed.
- The system must support the use of promotional codes/coupons. Promotions should support minimum purchase amounts, percentage and dollar amounts off, and support day and time limits.

#### Reporting capabilities

- The system must have real-time reporting tools to execute standard and filtered reports, preferably in web interface and exportable to Excel. System must also provide the ability to generate on-demand, downloadable reports including but not limited to transaction detail and summary reports (i.e. daily, monthly, annual, event, season), ticket purchase history and contact information.
- Describe reporting tools and any other technologies involved. Specify if any of the tools require software installation on the client computer. Describe any training needed to utilize these tools.

#### Payments

- System must provide unlimited ticket pricing level, including the ability to have both GA and Reserved Tickets within the same event, with total per-ticket fee control. This puts the amount of the fee and ownership of all revenue generated by fees, in the hands of the organization.

### Computer system

- Network Access:
  - What bandwidth is recommended/required between servers, POS, scanners etc.?
- Hosting: Describe where service and data will be stored and protected
- Specify browsers, systems, and devices (including Mac, mobile handheld devices)
- Describe data backup, retention, and recovery approach and responsibilities.
  - Outline your process for system recovery
- Specify who owns the data and how it will be used by you and others related to you.
  - Explain options/costs involved for transferring data in the event the business relationship is terminated by either party.

### Hardware/software requirements

- Please provide a list of furnished or required hardware and any third-party software needed for operations.

### Training and support

- Explain your intention and financial responsibility for training startup as well as ongoing training.
- Please demonstrate support contracts, guaranteed response time, and methods of support (phone, email, chat).
- Vendor should provide unlimited support and fast responses to troubleshooting questions.
- Web consultant shall update their software and hardware and release new components as new technology becomes available; provide demonstrated proof of keeping current with technology changes (software updates).

## 7. EXPECTATIONS

TCPFA reserves the right to decide, on a case-by-case basis, whether to reject a proposal as non-responsive. As a precondition to acceptance, TCPFA may request the respondent to withdraw or modify those portions of the proposal deemed non-responsive that do not affect quality, quantity, price or delivery of service.

Respondents are cautioned that any oral statements made that materially change any portion of this solicitation are not valid unless subsequently ratified by a formal written amendment to this RFP.

Applicable laws shall apply. The contract awarded shall be governed in all respect by the laws of the State of Oklahoma and any litigation with respect thereto shall be brought in the courts of the State of Oklahoma. The company awarded the contract shall comply with applicable federal, state, and local laws and regulations.

Nonconforming terms and conditions. Any proposal that includes terms and conditions that do not conform to the terms and conditions in this RFP are subject to rejection as non-responsive.

TCPFA reserves the right to permit the respondent to withdraw non-conforming terms and conditions from its proposal prior to awarding the contract.

Ownership and Intellectual Property: All screens, graphics, domain names, content and the ‘look and feel’ of the ticketing site developed will be the property of the TCPFA, together with all layered design files.

In developing the website, the contractor will not infringe or violate the copyright and other intellectual property rights of third parties.

The contractor is responsible for securing various rights, licenses, clearances and other permissions related to works, graphics or other copyrighted materials to be used or otherwise incorporated in the website. All applicable copyright notices will be displayed on the website.

## **8. COMPANY PROFILE, QUALIFICATIONS, PROJECT MANAGEMENT PROCESS**

A. Provide a company profile, including number of years in business and demonstrated financial stability.

B. List at least five comparable ticketing clients your firm has worked with in the past calendar year with the most relevancy to this project. Include the website address, company/agency contact, emailing address and telephone number.

C. Briefly describe your firm’s organizational capabilities (e.g. staff, software, office location, etc.). We are especially interested in the staff who will be assigned to the project.

D. Briefly describe your firm’s project management process.

E. The proposal should include training for employees, a training plan, online tutorials and/or documentation and a training timeline. Please include the anticipated number of hours the training will require.

F. Provide a description of any annual support contracts offered with the associated cost and respondent’s hourly rate for support.

G. Fees shown should be all-inclusive, and shall include all labor, overhead, expenses, estimated travel, subcontract and administration costs.

H. Please describe your security measures that will be in place to prevent a hacking event and warranties that your company provides if security is compromised.

I. Include a time frame for completion. Time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is necessary.

## **9. EVALUATION CRITERIA**

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

1. Experience developing and maintaining successful ticketing events. (based on proposal and reference checking). 30 points
2. The firm's proposed project budget, management and timeline. 30 points
3. Suitability – the proposed solution meets the needs and qualifications set forth in the RFP. 40 points

Please note: Respondents may be asked to provide a demonstration of their recommended software. You will be contacted if the ticketing evaluation team decides to schedule interviews.

## 10. FORMAT FOR PROPOSAL SUBMISSIONS

An electronic copy of your proposal must be included with your submission. Your proposal must include the above requirements in order listed. A cost proposal as described above must be included. All costs associated with the delivery of the project should be presented in the proposal.

Address and deliver proposals via mail or delivery to:

TCPFA  
Attn: Jessica Booth  
4145 East 21<sup>st</sup> Street  
Tulsa, OK 74114

- Questions regarding this solicitation shall be submitted by email to Jessica Booth, Purchasing Agent, [jbooth@exposquare.com](mailto:jbooth@exposquare.com) no later than 5:00 p.m. on February 19, 2020. No other questions will be answered after that date.
- All questions asked will be answered on February 26, 2020 and be emailed to those who supplied an "intent to submit".

Timely submission of the proposal is the responsibility of the respondent. Any extension, if granted, shall apply to all recipients of this Request for Proposal. The proposal shall be prepared and submitted at the respondent's sole expense.

Please use the following as a guideline to format your proposal:

**Length and Font Size:** Please use fonts no smaller than 12 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 20 pages. Appendices can be up to 10 additional pages.

**Title Page:** TCPFA, Ticketing Request for Proposal, your company name, address, website address, telephone number, email address and primary contact person.

**Cover Letter:** Signed by the person or persons authorized to sign on behalf of the company.

**Proposal:** Discuss your proposed solution, including the features, benefits and uniqueness of your ability to accommodate the services presented above. If available include a link to view ticketing interface or any other applicable data.

**Qualifications:** Provide the information requested in Section 8.

Budget and Fees: List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed, if applicable.

Appendix:

Screen Shots: please provide screen shots of the layout of

- Print at Home Tickets
- Advanced Ticket Samples with QR code or Scannable Code location
- Scanner screens and register screens for Box Office and/or Gate/Entry Sales
- Sample reports

References:

- Provide references for (3) three ticketing events; if you have any Fair / Festival experience please include. List the attendance and if there was reserved seating, general admission, advanced sales, on site sales etc. List contact name, address, phone number and email.

## **11. CURRENT NETWORK/COMPUTER ASSETS**

- Enterprise level TCP/IP network utilizing Juniper Switches with 10Gig backbone.
- Wireless access available in select locations 2.4 and 5 band (wireless map)
- 31 Dell OptiPlex Desktop computers with Windows 7
- 1 Physical Dell Power Edge Server for local hosting (Virtual servers available)
- 10 Netbook computers with Windows 7
- 26 Boca – Mini Plus Ticket Printers
- 17 USB Barcode Scanners
- 30 USB CC Readers

TULSA COUNTY PUBLIC FACILITIES AUTHORITY  
**AFFIDAVIT FOR FILING WITH COMPETITIVE BID**

\_\_\_\_\_, of lawful age, being first duly sworn, on oath says, that (s)he is the agent authorized by the bidder to submit the attached bid. Affiant further states that the bidder has not been a party to any collusion among bidders in restraint of freedom of competition by agreement to bid at a fixed price or to refrain from bidding; or with any Tulsa County Public Facilities Authority official or employee as to quantity, quality or price in the prospective contract, or any other terms of said prospective contract; or in any discussions between bidders and any Tulsa County Public Facilities Authority official concerning exchange of money or other thing of value for special consideration in the letting of a contract.

\_\_\_\_\_

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_.

\_\_\_\_\_

NOTARY PUBLIC

My Commission expires \_\_\_\_\_, \_\_\_\_\_

**NOTE:**

Each competitive bid submitted to a county, school district or municipality must be accompanied by this properly completed Affidavit as required by 74 O.S 1981 § 85.24. Bidder shall be disqualified if Affidavit:

1. Is **not** properly completed.
2. Does **not** accompany bid.