

# Addendum Two – RFP 13-2262

## ADDENDUM NUMBER Two RFP 13-2262

### Ticketing Services for the Oregon Zoo Concert Series

*Note: The following additions, deletions and changes to Request for Proposal 13-2262, hereby become part of the Request for Proposals. It is essential that all prospective Proposers note the content of the Addendum.*

In the interest of fairness, this information is being provided to all interested proposers.

#### Questions and Answers

Q 1: Which ticketing vendor provided services for the 2012 series?

A 1: Ticketmaster

Q 2: Why is the zoo considering leaving this vendor?

A 2: Contract term ended.

Q 3: Did the 2012 series utilize ticketing outlets? If yes, how many outlets were utilized?

A 3: Yes, all Ticketmaster outlets were available to sell Zoo Concert tickets. The majority of outlet purchases were made in Oregon and Washington.

Q 4: Is there an interest in utilizing ticketing outlets for the 2013-14 series? If yes, is this a requirement in the vendor selection criteria?

A 4: Yes, there is interest. Outlets will be considered in the review and scoring, but ticketing outlet sales, other than the Zoo Box Office, is not a requirement.

Q 5: What amount of per ticket convenience fees were charged by the vendor for the 2012 series?

A 5:

Price Range		Outlet	Phone/Web	Handling
\$ 0.01	\$ 9.99	\$ 2.25	\$ 2.25	\$ 2.80
\$ 10.00	\$ 20.00	\$ 3.75	\$ 3.75	\$ 2.80
\$ 20.01	\$ 30.00	\$ 4.25	\$ 4.25	\$ 2.80
\$ 30.01	\$ 49.99	\$ 4.75	\$ 4.75	\$ 2.80
\$ 50.00	\$ 9,999.99	% of face	10%	

Q 6: What other fees, if any were charged, i.e. handling fee, print-at-home fee? Please provide average per ticket dollar amount of any additional fees.

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A 6: Handling fee (see chart in question 5), no print at home fee and 2.6% of ticket price on phone orders. No fees were assessed at Zoo box office.

Q 7: What is the ticketing system currently used by the zoo?

A 7: The Zoo admission ticketing system is not used for concert ticketing.

Q 8: Please provide a brief overview of the client organizations referenced below:

Easy remote access for client organizations

A 8a: Promoter/secondary box office needs access to reports and ticket printing capability.

Ability to report event level payments received by client organization versus payments received by the Zoo

A 8b: Sales from secondary box office and ticketing contractor must be easily distinguishable from Zoo's box office sales.

Ability to provide a client reporting portal where each client can generate reports for only their organization.

A 8c: Each sales location should be able to produce separate reports with location activity.

Q 9: Could you tell me how many tickets on average have been sold each year ballpark at the Oregon Zoo?

A 9: Average Concert Season Tickets Sold

Zoo Tickets Sold	18,226
Contractor Tickets Sold	<u>35,913</u>
Total Tickets Sold	54,139

Q 10: The Zoo would like the vendor to contribute financially to the zoo, waive all box office ticketing fees and provide hardware free of charge?

A 10: The Zoo believes it has stated its request clearly:

- The Zoo expects that the contractor will make a financial contribution to the Zoo in return for exclusive event ticketing rights and the promotional opportunities afforded thereby.
- The Zoo's practice and customer expectation is that tickets sold at the Zoo box office will not include a system service fee.

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- Contractor will be required to provide all equipment and supplies for onsite Zoo ticket sales at no charge for the contract duration.

It will be up to the vendor to propose their best offer in the proposal.

Q 11: What exactly are contractor tickets? Are those the tickets sold on line or sold by third parties?

A 11: Zoo tickets refers to the tickets sold at the Zoo box office through the vendor ticketing system with no service fee attached. The contractor tickets refers to all other vendor ticketing system sales which were on-line, phone orders and outlets.

Q 12: Is this a general admission event, zone section, or individual seating chart event? I.E. when a ticket is issued is there a printed seat number on the ticket or is the ticket valid for a general admission section? Our service fee pricing is different depending on General Admission or Reserved seating.

In a previous discussion I received the following summary that is NOT in the RFP: "The Oregon Zoo's Summer Concert Series runs from July through September, with last year's event selling over 45,000 tickets across sixteen shows. Ticket sales accounted for about eighty percent of the potential capacity of the event, with sixty percent of these tickets sold online. There is also potential for a small reserved seating section of approximately 200 seats for some or all events."

A 12: The zoo venue is a predominantly general admission event with concert attendees choosing their seating/viewing location on the concert lawn and viewing areas upon arrival at the concert. These general admission tickets do not include a printed seat number. In prior years, the zoo offered approximately 150 seats in a reserved zone (of the 3,600 total ticket capacity) for each concert. The reserved seats include a section, row and seat number.

Q 13: What is the percentage of tickets sold online to sold onsite?

A 13: 66% online  
26% Zoo box office  
8% other, such as phone, outlet, etc.

Q 14: Exhibit A, there is a column for "Zoo Tickets" and "Contractor Tickets" I am assuming that the Zoo's POS system is selling tickets to the event in addition to the tickets sold on the Contractor's POS terminals and sold online? Please clarify?

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A 14: The Zoo tickets column is tickets sold at the Zoo box office through the vendor ticketing system with no service fee attached. The contractor ticket column is all other vendor ticketing system sales which were online, phone orders and outlets.

Q 15: Is there a specific demographic you're trying to appeal to with the Summer Concert Series?

A 15: The series offers variety of types to appeal to a wide demographic. See Exhibit A in RFP for a listing of 2012 acts.

Q 16: What do you not like about your current ticketing provider (or what did you not like about your previous ticketing provider)?

A 16: The Request for Proposal outlines the zoo's desires for best of class equipment, system, ticket issuance and management processes.

Q 17: Does the Oregon Zoo concert series currently have a mobile app? If not, would you possibly be interested in having us develop a customer mobile app?

A 17: The Zoo concert series does not currently have a mobile app. Yes, there is interest. A mobile app will be considered in the review and scoring, but is not a requirement.

All other terms, conditions and requirements of the Request for Proposal remain in full force.

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