



Ticketing Services for the Oregon Zoo Concert Series

RFP 13-2262

Metro Oregon Zoo

600 NE Grand Ave.
Portland, OR 97232
503-797-1700

Project Manager

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Notice is hereby given that proposals for RFP 13-2262 for Ticketing Services for the Oregon Zoo Concert Series shall be received by Metro, 600 NE Grand Avenue, Portland OR 97232 until close of business on Friday, February 8, 2013. It is the sole responsibility of the proposer to ensure that Metro receives the Proposal by the specified date and time. All late Proposals shall be rejected. Proposers shall review all instructions and contract terms and condition.

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I. INTRODUCTION

The Oregon Zoo, a service of Metro, a metropolitan service district organized under the laws of the State of Oregon and the Metro Charter, located at 600 NE Grand Avenue, Portland, OR 97232-2736, is requesting proposals for Ticketing Services for its summer concert series and other events as needed. Proposals will be due as indicated on the RFP cover page.

Details concerning the project and proposal are contained in this document.

II. BACKGROUND/HISTORY OF PROJECT

The Oregon Zoo (Zoo), located in Portland, Oregon, is the leading fee-based visitor attraction in the state and consistently attracts over 1.6 million visitors per year. The Zoo currently uses an in-house ticketing system for daily Zoo admission ticket sales. This RFP solely covers the concert series ticket sales and other minor special events, if needed.

Each summer, the Zoo holds an outdoor concert series, hosting between 15 and 20 musical acts from June to mid-September. The series consists of acts which are both locally and nationally known. During the 2012 series, the Zoo hosted a series of 16 concert dates, which resulted in more than 46,000 tickets sold. A listing of the 2012 acts and related sales volumes is presented in Exhibit A.

The Zoo is excited about the technology and customer service improvements that have occurred in the concert ticket industry and expects this RFP will result in a partner company with a ticketing system that leverages those improvements.

III. PROPOSED SCOPE OF WORK AND SCHEDULE

Metro is seeking proposals from qualified firms to perform the services and to deliver the products described below. **Proposers should note** that proposals will be evaluated by how well their proposals address the specific work scope elements listed below, as well as responsiveness to related submittal requests listed in Section IX (Proposals Contents). The Zoo expects to interview top firms after reviewing of proposals. Diversity and sustainability are important to the Zoo and Metro. In proposal contents you will be asked to discuss both criteria. **In Exhibit C, proposers will be asked specifically if they are able to provide items listed in the scope of work.**

The term of the contract is anticipated to be 22 months (two (2) summer concert seasons); commencing March 1, 2013 and ending December 31, 2014. The contract does not automatically renew and Metro, at its sole discretion, may extend the contract for two (2) additional one (1) year terms. Metro intends to award one contract to a single firm to provide the services required.

Equipment and Supplies

The Zoo desires best of class equipment, system, ticket issuance and management processes. Contractor will be required to provide all equipment and supplies for onsite Zoo ticket sales at no charge for the contract duration. Equipment will be located at the Oregon Zoo, 4001 S. W. Canyon Road, Portland, Oregon 97221. Contractor will supply equipment specifications as part of their proposal. All equipment is to be of new or like new condition. The Zoo will have sole discretion in accepting contractor supplied equipment.

Equipment may include, but is not limited to, computers, monitors, keyboards, mouse, printers, miscellaneous peripherals, handheld ticket scanning equipment and integrated credit card readers. The equipment necessary to support the event ticketing system depends in some part upon the system's ability to use existing Zoo equipment

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already in place to support in house daily Zoo admission ticket sales. The Zoo currently operates a Microsoft Windows based ticketing system that includes web access. Changes to the Zoo ticket sales or day of event processes may change in the future resulting in the need for more or less equipment to efficiently and effectively provide customer service. Zoo sales and support locations are as follows:

- a. Five ticket POS stations at the Zoo box office
- b. One station at admission manager's office
- c. One portable remote station for use at the concert lawn

Supplies requested include: Ticket stock, envelopes, printer ink, and any other supplies necessary to issue, package and redeem tickets (exclusive of postage/delivery fees).

System Configuration and Functionality

Metro seeks an event ticketing system capable of issuing event tickets to customers using on-site box-office and internet web-based delivery methods. For the box office, the Zoo expects to service customers who visit or call into the Zoo box office facility. For web-based delivery, the Zoo expects to service customers using a web-based system capable of print at home tickets. Expected services and system functionality are specifically called out in Exhibit C. This section includes: ticketing, accounting/reporting, security, data management and maintenance. The Zoo expects all customer and related sales information captured by the ticketing system to be available and provided to the Zoo at no charge.

- System transaction capabilities to set-up the Zoo concert offerings and venue seating; issue, exchange and redeem tickets; apply fees; and manage redemption and venue access.
- System access, accounting, reporting, data management, security, and data management
- Product development and maintenance
- System functionality for smart phones

System and Customer Support

The Zoo expects contract and system support that is accessible, knowledgeable and effective for Zoo project management, Zoo box office, other ticket outlets, and ticketing customers. Vendor must be able to provide 24 hour a day by seven day a week (24/7) technical support by phone or in person, as well as in person training and system implementation. Metro expects the firm to provide a knowledgeable ticket representative on-site on event days for at least the first three concerts of each season to assist with training, to troubleshoot event ticketing challenges, and to ensure an excellent guest ticketing experience.

Marketing

During the contract term, the successful firm will have exclusive concert ticketing rights at the Zoo. Contractor is authorized to reference this exclusive concert ticketing contract for promotional purposes. The Zoo recognizes that there are many mutually advantageous marketing and promotional opportunities with a ticketing partner, some through established means, and other methods which have yet to be developed. The Zoo is seeking additional marketing opportunities that include advertising and tie in promotion; bulk email blast capability; advertising on ticket stock and print at home tickets; social media; etc. Some are specifically called out in Exhibit C, and the zoo is interested in proposed opportunities.

IV. FINANCIAL CONTRIBUTION

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 contribution will be split evenly across two payments in April 2013 and April 2014.

V. QUALIFICATIONS/EXPERIENCE

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Proposers must meet the following qualifications and experience:

- (1) Three (3) years of event ticket servicing experience with events of or larger in size and scope to the Zoo's concert series.
- (2) Primary account firm representative with three (3) years ticketing experience assigned to the Zoo. This individual will serve as the primary point of contact for the resulting contract.

VI. FEES

The Zoo expects the successful firm will propose to apply a system service fee to each ticket sold as the method of payment for the services requested in this RFP. Service fees can only be applied to tickets issued using web-based delivery directly to the customer or through other outlets. The Zoo's practice and customer expectation is that tickets sold at the Zoo box office will not include a system service fee. Note that the Zoo may choose to apply a venue or other fees to tickets sold through the Zoo box office, other outlets, or web-based delivery methods. **In Exhibit B, proposers will propose service fees.**

VII. SCHEDULE

The system must be in place no later than March 15, 2013 and training completed no later than March 22, 2013. The anticipated go-live date for ticket sales is April 12, 2013.

VIII. PROPOSAL INSTRUCTIONS

A. Submission of Sealed Proposals

Five (5) paper copies and one (1) electronic version of the proposal shall be furnished to Metro in a sealed envelope, addressed to:

Metro Procurement Services
Attn: Karen Slusarenko RFP 13-2262
600 NE Grand Avenue
Portland, OR 97232-2736

B. Deadline

Proposals will not be considered if received after the date and time indicated on the RFP cover page.

C. RFP as Basis for Proposals

This Request for Proposals represents the most definitive statement Metro will make concerning the information upon which Proposals are to be based. Any verbal information which is not addressed in this RFP will not be considered by Metro in evaluating the Proposal. All questions relating to this RFP should be addressed to Karen.slusarenko@oregonmetro.gov. Any questions, which in the opinion of Metro, warrant a written reply or RFP addendum will be furnished to all parties receiving this RFP. Metro will not respond to questions received after 3:00 pm on February 1, 2013.

D. Information Release

All Proposers are hereby advised that Metro may solicit and secure background information based upon the information, including references, provided in response to this RFP. By submission of a proposal all Proposers agree to such activity and release Metro from all claims arising from such activity. In Accordance with Oregon Public Records Law (ORS 192), proposals submitted will be considered part of the public record, except to the extent they are exempted from disclosure.

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E. Minority, Women and Emerging Small Business Program

In the event that any subcontracts are to be utilized in the performance of this agreement, the Proposer's attention is directed to Metro Code provisions 2.04.100, which encourages the use of minority, women and emerging small businesses (MWESB) to the maximum extent practical. Copies of these MWESB requirements are available from the Metro Procurement Services, 600 NE Grand Avenue Portland, OR 97232, 503-797-1648.

IX. PROPOSAL CONTENTS

The proposal should contain no more than thirty (30) pages of written material (excluding biographies, resumes and brochures, which may be included in an appendix), describing the firm's ability to provide the services, as outlined below. The proposal should be submitted on recyclable, double-sided, 8.5x11 size recycled paper (post consumer content). No waxed page dividers, folders, binders or non-recyclable materials should be included in the proposal.

A. Transmittal Letter

Indicate who will be assigned to the project, who will be project manager, and that the proposal will be valid for ninety (90) days.

B. Scope of Work

Describe how your firm will approach and meet the proposed scope of work and schedule elements specified in Section III. Proposers must clearly address all sub-sections so that the Zoo can easily understand those elements that can be met, those that are uncertain, and those that cannot be met. Sub-sections are:

- Equipment and Supplies
- System Configuration and Functionality
- System and Customer Support
- Marketing

C. Financial Contribution

Describe and propose your firm's financial contribution. Document the proposed total financial contribution using Exhibit B.

D. Qualifications and Experience

Describe your experience in providing a ticketing system similar to the Zoo. Provide at least three references for which the proposed ticketing system was used. For these similar systems, identify the name of the primary customer contact, title, and telephone number.

Identify a single person as project manager and describe their experience in the ticketing services industry and as a primary client contact. Identify specific personnel to be assigned to the Zoo account, their roles in relation to the work required, and special qualifications they may bring to servicing the Zoo account.

E. Fees

Describe your fee proposal for providing the services requested in this RFP. Identify and estimate any other costs associated with your system, such a credit card service fees, that are not covered by the per ticket service fee. Complete Exhibit B, and clarify your proposed fees, as necessary.

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F. Schedule

Describe your proposed project implementation schedule. Include equipment installation, training, ticket build, etc.

G. Diversity in Employment and Contracting

1. Work Force Diversity – Describe your work force demographics (number of employees, race and gender) and the measurable steps taken to ensure a diverse work force, including company policies and practices that promote the hiring and retention of women and ethnic minorities.
2. Diversity in Contracting – Describe your history of working with diverse firms, including any MWESB-certified firms. Describe a project for which you worked with minorities, women or emerging small businesses. Please provide the project name, method used to achieve participation – for example, joint ventures, subcontracts or purchase of equipment or supplies from a certified firm – and the dollar amount or percentage of the project budget expended on such participation.
3. Diversity of Firm – Describe the ownership of your firm and whether or not your firm is certified by the State of Oregon as an MBE, WBE or ESB. Provide certification number, if applicable.

H. Sustainable Business Practices

1. Environment: Describe your business practices to reduce environmental impacts of your operations. This may include energy efficiency, use of non-toxic products, alternative fuel vehicles, waste prevention and recycling, water conservation, green building practices, etc.
2. Economy: Describe your support of local businesses and markets within the Portland Metro region. Include what steps your company has taken in the past to support local businesses, and what steps would be taken if selected for this project.
3. Community: Describe the employee compensation structure of your organization. Include wage scales for employees, including trainee, probationary, entry level, journey level, and supervisory. Also include policies regarding annual cost of living adjustments (COLA) to employee wages. Details of the healthcare program (including, medical, dental, prescriptions, preventive care, etc.) as well as out of pocket and deductibles, and employee contributions for themselves and family members. All other employee benefits are to be included, such as vacation, sick leave, pension, disability insurance, profit sharing, childcare, health memberships, company vehicle, public transportation, etc.

X. **GENERAL PROPOSAL/CONTRACT CONDITIONS**

- A. Limitation and Award: This RFP does not commit Metro to the award of a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. Metro reserves the right to waive minor irregularities, accept or reject any or all proposals received as the result of this request, negotiate with all qualified sources, or to cancel all or part of this RFP.
- B. Billing Procedures: Proposers are informed that the billing procedures of the selected firm are subject to the review and prior approval of Metro before reimbursement of services can occur. Contractor's invoices shall include the Metro contract number, an itemized statement of the work done during the billing period, and will not be submitted more frequently than once a month. Payment shall be made by Metro on a Net 30 day basis upon approval of Contractor invoice.
- C. Validity Period and Authority: The proposal shall be considered valid for a period of at least ninety (90) days and shall contain a statement to that effect. The proposal shall contain the name, title, address, and telephone number of an individual or individuals with authority to bind any company contacted during the period in which Metro is evaluating the proposal.

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- D. Conflict of Interest. A Proposer filing a proposal thereby certifies that no officer, agent, or employee of Metro or Metro has a pecuniary interest in this proposal or has participated in contract negotiations on behalf of Metro; that the proposal is made in good faith without fraud, collusion, or connection of any kind with any other Proposer for the same call for proposals; the Proposer is competing solely in its own behalf without connection with, or obligation to, any undisclosed person or firm.
- E. Equal Employment and Nondiscrimination Clause Metro and its contractors will not discriminate against any person(s), employee or applicant for employment based on race, color, religion, sex, national origin, age, marital status, familial status, gender identity, sexual orientation, disability for which a reasonable accommodation can be made, or any other status protected by law. Metro fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. For more information, or to obtain a Title VI Complaint Form, see www.oregonmetro.gov.

XI. EVALUATION OF PROPOSALS

- A. Evaluation Procedure: Proposals received that conform to the proposal instructions will be evaluated. The evaluation will take place using the evaluation criteria identified in the following section. Interviews may be requested prior to final selection of firm(s). Award will be made to the highest ranked Proposer according to the evaluation criteria. If contract negotiations are unsuccessful with the highest ranked firm, Metro reserves the right to enter into negotiations with the next highest ranked Proposer.
- B. Evaluation Criteria: This section provides a description of the criteria which will be used in the evaluation of the proposals submitted to accomplish the work defined in the RFP.

	Percentage of Total Score
Work Plan/Approach	
Equipment and Supplies	30
System Configuration and Functionality	
Zoo and Customer Support	
Marketing	
Financial Contribution	
Annual Financial Contribution	20
Qualifications and Experience	
Experience of firm and proposed ticketing system	10
Experience of project manager	
Fees	25
Schedule	5
Diversity in Employment and Contracting	5
Sustainable Business Practices	5
Total	100%

Proposals will be scored using this criteria and the highest scoring firm(s) may be invited to demonstrate their system and present information about how their proposal meets Metro's scope and work schedule as described in this RFP. Depending upon how close proposals score to one another, Metro will determine if demonstrations are necessary and the number of firms invited to participate. In this scenario, firm proposals will be invited based on the scoring rank order from highest score to lowest.



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- C. System Demonstration Criteria and Scoring: Should Metro invite two or more firms to demonstrate their system and present information about how their proposal meets Metro's scope and work schedule as described in this RFP, Metro will evaluate and document a second scoring for these firms using the criteria and score allocation described in B, above.

XII. APPEAL OF CONTRACT AWARD

Aggrieved proposers who wish to appeal the award of this contract must do so in writing within seven (7) days of issuance of the notice of intent to award by Metro. Appeals must be submitted to Metro Procurement Officer, 600 NE Grand, Portland, Oregon 97232 and must state the specific deviation of rule or statute in the contract award. Metro will issue a written response to the appeal in a timely manner.

XIII. NOTICE TO ALL PROPOSERS -- STANDARD AGREEMENT

The contract for this award will be negotiated.



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EXHIBIT A

Date	Performer and GA Ticket Face Value	Zoo Tickets	Zoo Gross Sales	Contractor Tickets	Contractor Gross Sales	Total Tickets	Total Gross Sales
22-Jun-12	The B-52's -- \$33	890	\$ 24,239	2291	\$ 78,083	3181	\$ 102,322
24-Jun-12	Jimmy Cliff - \$28	779	\$ 19,266	1359	\$ 40,332	2138	\$ 59,598
29-Jun-12	Leo Kottke/Jake Shimubukoro -- \$24	578	\$ 12,432	1254	\$ 32,536	1832	\$ 44,968
01-Jul-12	kd lang & the Siss Boom Bang -- \$38.50	596	\$ 17,515	1346	\$ 54,361	1942	\$ 71,876
19-Jul-12	Grace Potter and the Nocturnals -- \$22	617	\$ 11,382	2049	\$ 45,790	2666	\$ 57,172
20-Jul-12	The Head and the Heart -- \$20	872	\$ 15,168	2845	\$ 59,700	3717	\$ 74,868
22-Jul-12	Ziggy Marley	1054	\$ 27,300	2624	\$ 76,152	3678	\$ 103,452
05-Aug-12	Johnny Clegg/Ladysmith Black Mambazo -- \$28	754	\$ 16,348	1487	\$ 42,328	2241	\$ 58,676
10-Aug-12	Supertramp's Roger Hodgson -- \$28	825	\$ 12,902	1253	\$ 35,804	2078	\$ 48,706
11-Aug-12	Melissa Etheridge -- \$39.50	837	\$ 29,099	2093	\$ 85,233	2930	\$ 114,333
17-Aug-12	Buddy Guy with Johnny Lang -- \$34	962	\$ 29,020	2722	\$ 95,008	3684	\$ 124,028
18-Aug-12	Pink Martini -- \$34	1066	\$ 31,368	2683	\$ 93,722	3749	\$ 125,090
19-Aug-12	Pink Martini -- \$34	1146	\$ 32,36	2643	\$ 92,602	3789	\$ 124,966
24-Aug-12	Trombone Shorty -- \$24	1041	\$ 22,799	2111	\$ 53,084	3152	\$ 75,883
26-Aug-12	Rosanne Cash with Madeleine Peyroux -- \$26	875	\$ 15,904	1262	\$ 32,346	2137	\$ 48,250
14-Sep-12	Chicago -- \$38	<u>1074</u>	<u>\$ 35,224</u>	<u>2675</u>	<u>\$ 104,070</u>	<u>3749</u>	<u>\$ 139,294</u>
	TOTALS	13,966	\$ 352,338	32,697	\$ 1,021,152	46,663	\$ 1,373,489



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EXHIBIT B SCHEDULE OF FEES AND FINANCIAL CONTRIBUTION

The Proposer, whose legal signature binding the Proposer to the fees indicated on these pages is found on the signature page, hereby proposes fees and a financial contribution as follows:

Advertised Ticket Price	Service Fee if sold online or other outlet (Fee firm expects to receive)
\$0 to \$19.99	\$
\$20 to \$24.99	\$
\$25 to \$29.99	\$
\$30 to \$34.99	\$
\$35 to \$39.99	\$
\$40 to \$44.99	\$
\$45 to \$49.99	\$
\$50 to \$54.99	\$
\$55 to \$59.99	\$
\$60 to \$64.99	\$
\$65 to \$69.99	\$
\$70 to \$74.99	\$
\$75 to \$80	\$
Proposed Annual Financial Contribution	
	\$

Note: Service fees can only be applied to tickets issued using web-based delivery directly to the customer or through other outlets. The Zoo's practice and customer expectation is that tickets sold at the Zoo box office will not include a system service fee. The Zoo may choose to apply a venue or other fees to tickets sold through the Zoo box office, other outlets, or web-based delivery methods.

Other system costs, such as credit card service fees, not covered by the per ticket service fee: _____

Additional information: _____

Print Name of Company _____

Signature _____ Date _____

Print Name and Title _____



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EXHIBIT C MATRIX OF SYSTEM CAPABILITIES

For the following desired functionality, please indicate whether the proposed system can provide the desired functionality. Provide clarifying information as necessary to enable Metro to clearly understand your proposal and system functionality.

Equipment and Supplies	Yes	No
Box office equipment as follows: No fewer than five (5) computers, monitors, keyboards, mouse, printers, miscellaneous peripherals, handheld ticket scanning equipment and integrated credit card readers.		
One administrative computer for manager's office		
One portable remote station for use adjacent to the concert lawn		
Ticket stock, envelopes, printer ink, and any other supplies necessary to issue, sell and redeem tickets at no additional charge		

System Configuration and Functionality	Yes	No
Create and adjust a variety of venue configurations, capacity and seating for each event		
Create, adjust and print a variety of seating manifests		
Set appropriate user access levels based on user roles		
Zoo staff ability to modify venue configurations, pricing, etc.		
Set allocation paths and control seating patterns		
One set-up for all sales channels		
Multiple ticket or package price levels per event		
Promotion code support		
Multiple discount or promotion code support (ie. -- buy one get one free)		
Support package ticketing		
Sell general admission tickets through all sales channels		
Sell reserved admission tickets through all sales channels		
Sell from seat map		
Sell from best available seats		
Choose tickets on interactive seat map		
"View from the Seat" functionality		
Add descriptive information at the seat level (accessible, limited view, etc.)		
Shopping cart functionality to support multiple event sales in a single purchase transaction		
Split payment types for a single purchase transaction (ie. both cash and payment card)		
Ability to validate print at home tickets		
Integrated credit card processing		
Accept MasterCard, Visa, American Express and Discover cards		
Link all tickets sales to particular customer account		
Exchanges		
Refunds		
Sales voids		
Ticket reprints		
Have at least 5 lines of text on hard ticket		
Variety of font sizes on hard tickets		



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System Configuration and Functionality	Yes	No
Smart Phone technology - Does the proposed system have Smart Phone capabilities to purchase and validate tickets		
Customer accounts and order history searchable by name, credit card number, account number or email address		
Import/export data into standard MsOffice products (MsWord and Excel)		
Batch ticket printing		
Have will call, print at home, box office point of sale, reprints		
Support up to 10 hold codes		
Hold same seats for multiple events		
Build hold codes into seating manifests		
Hold seats in customer names		
Timed release of holds		
Limit access by hold code		
Pre-print consignment tickets for presenters		
Define ADA area and specific seats		
ADA seats available for sale through all ticket sales channels		
Define ADA ticket sales process for customer		
Remove event from sale globally at any time		
Provide barcode and scanning of tickets		
Barcodes are nullified when tickets are voided or reissued		
Have 24/7 technical support for the access control system		
Provide backup procedures if the system fails		
Accept promotion either by promotion code or deep linking (hyperlinks)		
Accept donations with ticket purchase		
Print at home tickets through download		
Print at home tickets through email		
Support sale promotions from a hold code		
Control number of tickets purchased by both transaction and customer		
Support major web browsers (i.e. IE7+, Firefox, Safari, Chrome)		
Comprehensive package of standard reports		
Sales summary by channel		
Method of payment report		
Standard event audit on demand and accessible through internet with real time information		
Access to all system user transactions performed including sales, refunds, exchanges, holds, etc.		
Support for ad hoc reports		
Reporting that clearly distinguishes between single, consignment, series sales and comp tickets at the event and performance level		
Auto generated daily sales reports emailed to specified stakeholders		
End of day reconciliation		
Support to audit all transactions		
Separate accounting and transaction information for all sales channels, including secondary box office		
Ability to schedule payments for outlet, phone and internet sales		
Compliance with Payment Card Industry standards		
The Zoo's current credit card processing is Elavon. Is your system capable of using Elavon?		
Is your system flexible in the use of other credit card processing merchants?		



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System Configuration and Functionality	Yes	No
Ability to back-up, archive and restore data		
Provide protection and privacy features for sensitive and confidential customer information and data		
Measures against counterfeiting, ticket duplication, "hackers" and other security concerns		
Will contractor provide software updates during the term of the agreement		

System Support – Box Office, Outlet and Customer	Yes	No
Provide technical support 24/7 by phone or in person		
Provide in person training and system implementation		
Provide ticket representative on site for the minimum of the first 3 shows of each summer season		
Provide client support for event set up, adjustments and promotions		
Provide customer service support for tickets not sold through Zoo channel		
Provide initial set-up and deployment training and materials (printed and on-line)		
Provide system configuration and set-up of events		
Provide system administration and reporting		
Ability to provide access for multiple organizations while maintaining appropriate security		
Easy remote access for client organizations		
Ability to report event level payments received by client organization versus payments received by the Zoo		
Ability to provide a client reporting portal where each client can generate reports for only their organization		
Provide all the single ticket and series sales functionality as other sales channels		

Marketing	Yes	No
Traditional advertising and tie in promotion		
Support promotional text and graphics on screen during customer interaction		
Have promotional text and graphics on print at home tickets		
Provide website branding		
Bulk email blast capability - CAN-SPAM compliance, list exclusion and message scheduling		
Space on print at home formats for advertising upcoming shows		
Promote upcoming events on their website and purchasing location		
Social media and mobile interface		
Notification of customers by email of updated information		
Automatically assign an individual to a particular segment or list based on a specified action (i.e. purchasing a ticket, making a donation, etc.)		
Space on print at home formats for advertising upcoming shows		
Provide a built-in social marketing and promotional functionality		

Fees	Yes	No
Fee assigned globally according to a defined fee schedule		
Turn on and off both globally, by event and/or by sales channel		
Multiple fees, including processing, venue, convenience, etc.		