Addendum/Ticketing Services for the Portland Center for the Performing Arts

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ADDENDUM NUMBER 1
TICKETING SERVICES FOR THE PORTLAND CENTER FOR THE PERFORMING PARTS

RFP 11-1857

This addendum provides changes to the specifications for the above-entitled project to be considered by each respondent. Any changes made by this addendum to said Request for Proposals offset only the portion of the words or paragraphs specifically mentioned herein, and the balance of the Request for Proposals remain in full force. It is the responsibility of all respondents to conform to this addendum.

Question:

Will you please describe the desired number of each of the following equipment as necessary to outfit the 3 venues?

Answer:

Below is what is currently in use. Proposer may offer equipment above and beyond what PCPA is currently using.

Arlene Schnitzer Concert Hall - 2 terminals, 2 printers, 1 credit card swiper, no reporting printer

Keller Auditorium - 4 terminals and printers, 2 credit card swipers unless they go with the terminals and then we need 4, and 1 or 2 reporting printers

Hatfield Hall - 4 terminals and printers plus installation on 3 desk pc's without printers,3 credit card swipers,1-2 reporting printers depending on the set up in addition to being able to do reports from our 3 desk pc's.

Ticket scanners: 27 total for all buildings:

Hatfield Hall: 14 total

Winningstad: 4 doors

Newmark Theatre: 6 doors

Brunish Hall: 2 doors

House manager and tenant manager: 2

Keller Auditorium: 6 total

Doors: 4

House manager and lead: 2

Arlene Schnitzer Concert Hall: 7 total

Doors: 4 plus 1 interior will call

House manager and lead: 2

Question:

What is the number of Box Office locations and number of Box Office ticket windows at each location?

Answer:

- Arlene Schnitzer Concert Hall: One location, two windows
- Keller Auditorium: One location, four windows
- Newmark Theatre, Winningstad Theatre and Brunish Hall: One location, four windows, though we generally only open three.

Question:

Is each of the separate Box Offices considered to be a separate licensee?

Answer:

No

Question:

As described in the Ticketing Operations section of the RFP, will you please provide more detail, or provide an example of your requirement to be able to import/export data?

Answer:

We would like the ticketing company to briefly explain in their response what data they have the ability to import and export.

Question:

As described in Accounting/Finance section of the RFP, will you please provide more detail, or provide an example of interfacing with 3rd party event management/accounting system (EBMS)?

Answer:

We would like the ticketing company to explain if they have the capability to interface with an event management system-such as Ungerboeck's Event Business Management System that PCPA uses.

Question:

Data Management. As described in the RFP, will you please provide more detail, or provide an example for these requirements:

- Easy ability to export data
- Ability to integrate product with other software
- Ability to update patron information with data received from outside vendors

Answer:

We would like the ticketing company to explain if their software has the ability to export data into other systems. If yes, describe some of the systems.

Question:

Will you please detail the frequency (i.e. once per day, real time, etc.) and data elements (i.e. ticket sales by day, by event, gross sales, etc.) you wish to feed to the Ungerboeck System?

Answer:

We would like to enter in sales by day by event broken out by- gross sales, our service charges and fees, and any facility fees for primary box office sales and any promoter sales we process on their behalf. We also enter the same information for Ticket Agency Sales- gross sales, facility fees, and commission by event on a weekly basis or however often we receive payment and reports from the ticket agent.

Question:

Will you require your existing data to be converted from the current system to the new system? We expect to convert consumer demographic information (name, address, phone, email, etc.) but will you require other information to be converted?

Answer:

No. We are not anticipating converting any other information.

Question:

Will you please list the size of your Patron/Prospect database (number of email addresses)?

Answer:

180,000

Question:

I do not have an Exhibit A which refers to required equipment. Can you please send?

Answer:

That is for illustrative purposes only. The Exhibit A will be negotiated once the successful vendor is selected.

Question:

Is there an interest in having stand alone ticketing kiosk to be used for both selling tickets and delivering will call tickets? If so how many and where would they be needed?

Answer:

We don't currently use kiosks. We would be interested in hearing what the vendor would care to propose.

Question:

Can you expand on your idea of a membership program? What would be included in the program and how often would you be contacting members? Would the membership program be for PCPA events only or would they also be for your resident companies?

Answer:

We do not have this information at this time as we are only in the early stages of discussion. We are asking ticket companies to respond if they have this capability and what it looks like.

Question:

What is the breakdown of 2009 – 2010 telephone commercial ticket sales?

Answer:

See Attachment A.

Question:

Will you provide a break out of commercial ticket sales for Hatfield Hall vs. Schnitzer Concert Hall and Keller Auditorium, by channel of sale (phone, outlet, internet, box office)

Answer:

See Attachment A.

Question:

Why did sales drop in 2008-2009 vs. 2009-2010. It appears you had less events but more ticket sales in '08-'09.

Answer:

It varies according to type of event. For example, Broadway performance will have higher ticket sales than a symphony. The mix varies year to year.

Question:

Our system can accommodate selling tickets at an outlet, but we don't have any contracted relationships with outlet locations (as referred to in the RFP). Is this a requirement to move forward?

Answer:

MERC is requesting certain information from proposers, including any contracted relationships. The capabilities and capacity of each proposer will be evaluated according to our criteria. However, the absence of such contracted relationships does not preclude an interested firm from submitted a proposal for consideration.

Question:

Will the exclusion of providing computer terminals and servers be cause to disqualify a vendor?

Answer:

Yes.

Question:

Regarding Proposal Instructions, Part II Ticketing, Support for other user groups outside of PCPA -- Will you please clarify your intent regarding outside groups? Do you intend each outside group to be able to access the software as a separate entity, with their organizational data secure from all other outside user groups?

Answer:

We are not sure if we are going to offer this or not. We do not currently do so. However, we are interested in what your capabilities are to do so.

Question:

How many different groups will need to have the ability of processing their own specific 'End of Day' routines?

Answer:

At this time, just PCPA. However we would want to know your capabilities in this respect should we decide later to bring on other user groups.

Question:

How many End Users are required for each group?

Answer:

This is unknown at this time. Please let us know your capabilities.

Question:

Regarding Proposal Instructions, Part III, Outlets/Call Centers -- Is providing call center services a project specific absolute and is it cause to disqualify a vendor?

Answer:

Yes. Providing call center services is a requirement of this RFP

Question:

Is it acceptable to submit our RFP response on memory sticks instead of CDs?

Answer:

Yes.

Question:

Our HR policies are over 100 pages, is it acceptable to point you to a URL to view our HR policies?

Answer:

Yes.

Question:

Do you have a schedule when you expect to see presentations, make a final decision, have contracts signed, etc.?

Answer:

We're hoping for presentations in early May and a decision shortly after that. Then we'd like contracts finalized and ready to present to our Commission for approval in early June.

Question:

Can we add an appendix to the 20-page response showing report examples?

Answer:

Yes.

Issued April 12, 2011

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Attachment A: 2009 – 2010 Sales Breakdown

Attachment A

PCPA Sales 2009-2010 Fiscal Year

Total Tickets All Shows

Act Name evcode	Venue Name	Internet Seats	Internet Gross	Phone Seats	Phone Gross	IVR Seats	IVR Gross	Outlets Seats	Outlets Gross	Primary Box Office Seats	Primary Box Office Gross
	Arlene Schnitzer Concert Hall Tc	63,698	$3,278,890.85	2,391	$123,696.75	1,402	$71,158.25	4,158	$197,068.50	33,957	$689,097.10
	Brunish Hall Theatre Total	437	$10,309.00	120	$2,612.00	4	$120.00	27	$641.00	1,121	$11,130.00
	Keller Auditorium Total	90,782	$4,737,568.55	6,268	$319,034.70	871	$45,886.50	9,243	$483,959.80	19,078	$786,695.00
	Newmark Theatre Total	20,739	$730,934.00	1,439	$45,261.00	402	$11,721.75	1,521	$48,288.50	21,241	$372,846.25
	Winningstad Theatre Total	4,945	$141,117.70	428	$12,157.00	140	$4,357.50	264	$7,673.25	8,627	$107,545.17
	Total	180,601	$8,168,600.10	10,646	$457,620.45	2819	$121,522.25	15,213	$689,552.55	84,024	$1,595,427.27

Symphony Sales Included in the Arlene Schnitzer Concert Hall numbers above for the Oregon Symphony
We no longer sell Symphony events

Act Name evcode	Venue Name	Internet Seats	Internet Gross	Phone Seats	Phone Gross	IVR Seats	IVR Gross	Outlets Seats	Outlets Gross	Primary Box Office Seats	Primary Box Office Gross
	Total Symphony Specials	10,554	$611,305.00	331	$18,801.00	73	$4,445.00	697	$35,765.00	1,230	$55,145.00

PCPA Sales 2009-2010 Fiscal Year

Total Commercial Shows Only

Act Name evcode	Venue Name	Internet Seats	Internet Gross	Phone Seats	Phone Gross	IVR Seats	IVR Gross	Outlets Seats	Outlets Gross	Primary Box Office Seats	Primary Box Office Gross
	Arlene Schnitzer Concert Hall Tc	42,580	$2,201,962.25	1,363	$72,877.75	898	$47,544.25	2,603	$124,702.00	10,896	$437,282.75
	Brunish Hall Theatre Total	248	$5,963.00	113	$2,385.00	4	$120.00	15	$350.00	327	$5,997.00
	Keller Auditorium Total	72,669	$3,680,844.90	5,306	$263,003.50	775	$39,885.50	7,941	$417,491.00	13,143	$598,422.25
	Newmark Theatre Total	6,638	$251,925.75	339	$8,247.00	181	$5,978.00	386	$12,679.00	2,389	$47,116.25
	Winningstad Theatre Total	3,204	$104,192.70	345	$10,538.50	103	$3,642.50	196	$6,312.75	6,364	$71,777.17
	Grand Total	125,339	$6,244,888.60	7,466	$357,051.75	1,961	$97,170.25	11,141	$561,534.75	33,119	$1,160,595.42