UMBC

DATE: April 14, 2017

TO: All Prospective Proposers   Cc: Procurement File

FROM: Mallela Ralliford

RE: UMBC Online Event Ticketing System
                RFP #BC-21057-R

The following amends the above referenced RFP documents. Receipt of this addendum must be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda" form and submitting it along with the Technical Proposal you return to the University.

The due date and time for the Technical & Price Proposals to be submitted to the University **remain as <u>WEDNESDAY, APRIL 19, 2017 by 4:00 p.m. EST</u>** to the issuing office.

The following questions were submitted for a response:

1. (Page 4) Scope of Work – I. General Ticketing System Needs – Mandatory:
    8. Must allow authentication of UMBC ticket customers via Single Sign-on in line with the InCommon Federation's Shibboleth approach, and will be available for integration with UMBC's Shibboleth implementation.

    Question: Given that this RFP covers campus-wide ticketing, what other system does UMBC want its ticket customers to authenticate against? Is this authentication currently provided by UMBC's existing vendor?

    Response: **UMBC does not currently have a campus-wide ticketing system in place. Per university requirement, cloud/SaaS solutions deployed at UMBC use Shibboleth as the sole method of Single Sign-On (SSO) for UMBC constituents. Shibboleth is a SAML based authentication process. An explanation of that process can be found at http://shibboleth.net/about/basic.html.**

    This approach to Single Sign-On is the authentication mechanism needed for any UMBC account holder (students, faculty and staff) and simplifies the login/authentication process.

2. (Page 4) Scope of Work – I. General Ticketing System Needs – Mandatory:
9. Must support authentication of Staff/Administrative users via Single Sign-on in line with the InCommon Federation's Shibboleth approach, and will be available for integration with UMBC's Shibboleth implementation.

Question: Does the UMBC's existing vendor currently provide this authentication of staff/administrative users?

Response: **Please see response #1 above. Some additional explanation, the intent of this requirement is that ticket system operators and administrators should authenticate with SSO for their work in the <u>management interface</u>, separate from ticket purchasers in the ticketing interface.**

3. (Page 4) Scope of Work – I. General Ticketing System Needs – Mandatory:
10. Must provide an option to authenticate and create accounts for non-UMBC constituents via at minimum one (1) major Social Authentication method (Facebook, Google, Twitter, etc.).
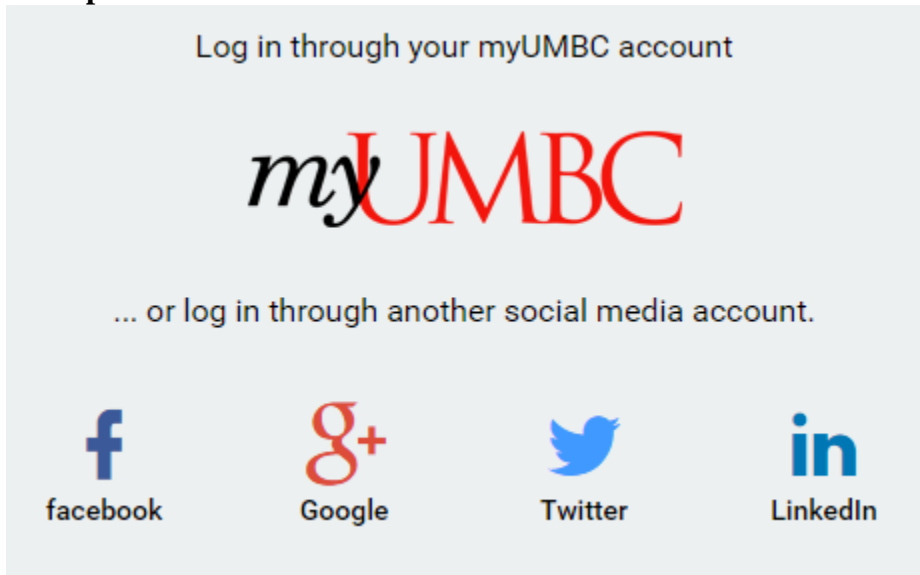
Question: Does UMBC's existing vendor currently provide any social authentication options? If so which one(s)?

Response: **UMBC does not currently have a campus-wide ticketing system in place. In general, where a software's audience expands beyond people with UMBC Single Sign-On accounts to other constituents (such as Parents, Community Members, etc.), vendors have implemented either Facebook Login, Google Identity Authentication, or both.**

That would be the case here, that event ticketing applies to an audience of both UMBC constituents (Students, Faculty, Staff) and Non-UMBC constituents (Parents, Community Members, Friends). The desired result is that Shibboleth Single-Sign On would be used to authenticate UMBC Constituents, and Social Authentication would be available for Non-UMBC constituents. Using these authentication methods avoids the complexities and risks associated with password management.

An example of how UMBC would seek to have Shibboleth Single Sign-On (*I. General Ticketing System Needs requirement #8*) work along with Social Authentication (*I. General Ticketing System Needs requirement #10*) can be seen in the below images taken from UMBC systems.

Example #1

Log in through your myUMBC account

*my*UMBC

... or log in through another social media account.

| facebook | Google | Twitter | LinkedIn |

Example #2

*my*UMBC

myUMBC Account
UMBC Students, Faculty, and Staff

Username/Email:

Password:

Log In   Forgot Your Password?

Guest Access
Special guests that have been granted access

Log In with Facebook

Log In with Google

These services are only used to log in. No personal info is
shared with third parties. Learn more

Note: Twitter and LinkedIn authentication are not of interest for the ticketing system, Facebook and Google authentication are of priority. In best practice, a vendor should design to accommodate potential future "next big" social networks in the coming years.

4. (Page 5) Scope of Work – I. General Ticketing System Needs – Highly Desired:
14. Highly desired to provide a separate gateway or URL to events specifically to use Shibboleth SSO, such that both of the below conditions are met:
i.   If signed in, the person following that link is already authenticated and signed in when viewing the event, or
ii. If not signed in, is prompted to authenticate and is then returned to the event.
Example: A student browsing on an event in the myUMBC Portal clicks on a "Buy Tickets" link, taking them to the event, and already authenticated via Single Sign-on.

Question: Does UMBC's existing vendor currently provide all of the above functionality?

Response: **UMBC does not currently have a campus-wide ticketing system in place. The functionality described here is ability to reach a specific ticketed event via a URL, ideally authenticating the constituent as they're already signed in. The goal would be to streamline the constituent experience and save steps in the ticketing process, especially on mobile devices.**

Example 1: Placing a "Buy Tickets" button (doesn't exist yet) on an event in our myUMBC Campus portal, such that a ticketed event (ex. http://my.umbc.edu/events/49576) would have a "Buy Tickets" button to link to the event in the ticketing system.

The desired functionality is that a person already authenticated in myUMBC would be authenticated in the ticket system when they click the "Buy Tickets" button.

Example 2: UMBC Athletics has a "Retriever Rewards" Fan engagement application which allows you to link to tickets for purchase, an example of which is below.
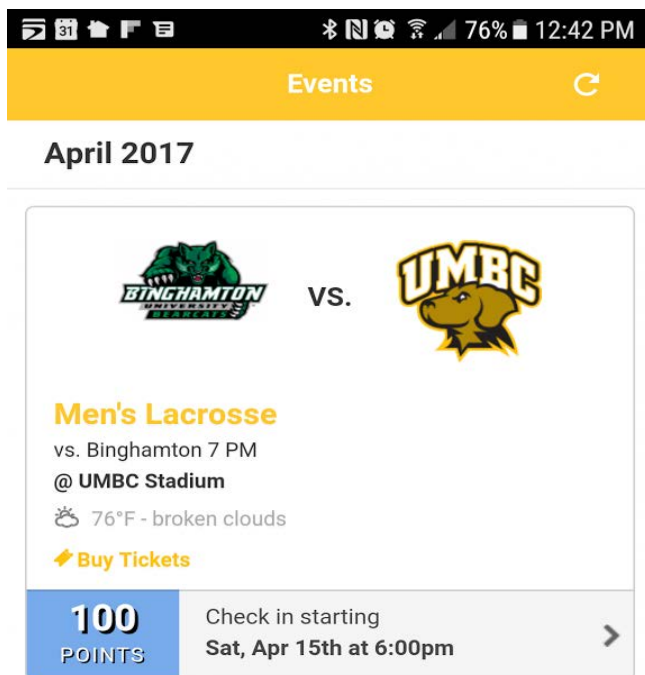
The desired functionality is that a person already authenticated in the app would be authenticated in the ticket system when they click the "Buy Tickets" button.

I. General Ticketing System Needs requirement #14 **is** <u>**not a mandatory requirement**</u>**, but is a highly desired functionality. The intended result is to make the ticket purchase process for authenticated UMBC constituents as streamlined as possible.**

5. (Page 5) Scope of Work – I. General Ticketing System Needs – Highly Desired:
   15. Highly desired to support one (1) or more of the following visual impairment friendly options:
   i.   Purchase by seat option
   ii. Purchase by price option.

   Question: Does UMBC's existing vendor currently provide the above functionality?

   Response: **UMBC does not currently have a campus-wide ticketing system in place. We seek that an awarded solution deliver accessibility options such as the example features cited in the RFP, to provide alternatives to a visual seat map for constituents with visual impairments.** *I. General Ticketing System Needs requirement #15* **is** <u>**not a mandatory requirement**</u>**, but is a highly desired functionality.**

6. (Page 5) Scope of Work – I. General Ticketing System Needs – Optional:
   21. May support mobile/wearable device redemption via Near Field Communication (NFC).

   Question: Does UMBC's existing vendor currently provide the above functionality? If yes, what devices are supported?

   Response: **UMBC does not currently have a campus-wide ticketing system in place. We are open to proposals on how to incorporate NFC technology into the ticket management process, but have no particular expectations or set method to do so. We are interested in potential innovative uses of technology in improving the ticketing experience for our constituents.** *I. General Ticketing System Needs requirement #21* **is** <u>**not a mandatory requirement**</u>**, and is an optional functionality.**

7. (Page 7) Scope of Work – III. Financial Requirements – Optional:
   13. May provide SMS text message receipts to customers.

   Question: Does UMBC's existing vendor currently provide the above functionality?

   Response: **UMBC does not currently have a campus-wide ticketing system in place. The described functionality exists in other campus products. We are interested in potential alternate methods of receipt delivery to improve the ticketing experience for our constituents. If provided, SMS receipts should be an "opt-**

in" approach, offering an SMS receipt if a ticket purchaser requests it. *III. Financial Requirements requirement #13* is <u>not a mandatory requirement,</u> and is an optional functionality.

8. (Page 25) Company Profile – Location of All Geographic Offices and Their Function.

   Question: Should vendor list only offices that will service UMBC and the requirements of this RFP? Or does UMBC want all company office locations to be listed, including international, regardless of whether certain offices would communicate with or service UMBC?

   Response: **Please indicate the office that will service UMBC.**

9. Question: What are your biggest challenges regarding your current ticket system?

   Response: **The below is a summary of issues with the current approach to ticketing.**

   - **<u>Opening of the Events Center.</u> With the opening of UMBC's 5000 seat Event Center in January 2018, we need a simple method of selling and redeeming tickets electronically. Manual ticketing won't scale to that level.**
   - **<u>Fragmentation.</u> Each department handles ticketing differently and manually. Unifying into a single cross-campus ticketing system will provide a streamlined experience for ticketholders, and clear oversight for administrators over multiple departments.**
   - **<u>Fraud/Counterfeiting.</u> The current paper and manual ticketing processes leave events open to issues of fraud. A method of ensuring sanctity and quality of ticket redemption is critical.**
   - **<u>Comp Ticket management and reporting.</u> Comp tickets are <u>free</u> tickets given for a variety of reasons in free or paid events, fairly often. The management process is currently burdensome and manual. Comp ticket sales need to be reported in such a way to be listed distinctly from overall event sales. It is desired that comp ticket management is a streamlined process for "rules based" comps. (All students in a major, all enrolled students, etc.)**
   - **<u>After hours/weekend support.</u> We currently don't have a way for administrators to receive reliable support during after hours and weekend events, when ticket processing and sales are most critical.**
   - **<u>Timely disbursement of funds to UMBC.</u> Existing ticket sales done with online vendors have extended time lags for disbursement of funds to UMBC.**
   - **<u>Manual reconciliation.</u> Reconciliation processes for ticket revenue are currently manual and burdensome (ex. sit down and count cash/ticket stubs). Pre- and post- event reporting is key to success.**
   - **<u>Barriers to assessment.</u> Since each department's ticketing is siloed, the information cannot be compared against other institutional data for use in analytics.**
   - **<u>VIP management.</u> Tools and methods for streamlining the experience for VIPs have been a challenge.**

10. Question: Are there any initiatives you've wanted to enact but haven't been able to due to your current provider's limitations?

Response: **The below is a summary of potential ideas for a future approach to ticketing.**

- **Reserved or specific seated tickets. Venues do not currently offer visual seat maps, or specific seating. It is of interest to be able to go beyond General Admission ticketing.**
- **View from the seat. Along with visual seat maps, a potential interest would be in uploading "views from the seat" to show the placement of the seat in a venue.**
- **Season tickets. Other than Athletics, all other areas do not offer season tickets or subscriptions. This would be of interest for the future. We seek an experience for Season Tickets holders that adds value to their investment and expense. (ex. Improved Branding on season tickets? Special rewards, videos, or media?). Of note is that Athletics ties season tickets to a specific seat all season, or tier of seats.** *I. General Ticketing System Needs requirement #16, 17, 18, 20* **cover this topic.**
- **Mobile ticketing. The current mobile ticketing experience for purchase and redemption has limitations. A primary goal of this RFP is to provide a "Mobile First" experience for ticketholders.** *I. General Ticketing System Needs requirement #2, 3* **cover this topic.**
- **Branded tickets. Ability to brand, style, or decorate tickets at a per event basis will add to the experience and contribute to the excitement of the event. We want to help groups to express their identity/brand through their ticket sales, and hope not to lose that identity in our effort to standardize in a cross campus system.** *I. General Ticketing System Needs requirement #22* **covers this topic.**
- **Ticket templates. Administrators spend a burden of time recreating events that are often very close to other events, or in the same series. Ability to template or duplicate events would directly save staff time and resources.** *I. General Ticketing System Needs requirement #19* **covers this topic.**
- **Ticket transfer. A method of easily transferring or reselling tickets to others for a variety of reasons (can't make a show, etc). is of interest. There are caveats that make ticket transfer need to be per-event setting. Ticket transfer should also tie seamlessly to Season Tickets (ex. a Season ticket holder is able to transfer their seat to another patron).** *I. General Ticketing System Needs requirement #20* **covers this topic.**
- **Integration with other UMBC Systems/Digital Signage/etc. An API or interface would allow ticketing to become a seamless experience in existing UMBC systems.**

It's our intention that a successfully implemented ticketing system would help us to grow and consider beneficial features that we may not even be aware of.

11. Question: Are there any future initiatives you intend to enact in regards to ticketing/donor management that would be directly impacted by your provider/functionality?

Response: **The awarded ticketing system would have a direct impact on initiatives at UMBC to promote a vibrant campus life. Please see response #10 for more information.**

12. Question: Is donor management a significant part of this ticketing system initiative, such as the ability to take a donation during a ticket transaction and managing a priority points formula for the management of ticket and other benefits? Please describe preferred functionality.
  a. Are Donations processed directly in the current Ticket System? Online? Back Office?
  b. Does UMBC have an active Priority Points program for Donors?
  c. Does UMBC have seat locations in any venues which require a minimum donation? If yes, how is this process currently managed?

Response: **Donor management is not relevant to this RFP or a requirement of a delivered solution. It's expected that alumni and donors would be engaged through the course of purchasing/claiming event tickets, but would not have or need a designation as such. There is no need for there to be an ability to accept donations during ticket transactions or to manage priority points.**

  a) **All donations and gifts are managed through the University's Office of Institutional Advancement.**
  b) **UMBC does not have a priority points program.**
  c) **UMBC does not have seats which require a minimum donation. It has been mentioned as something that we might consider in the future.**

13. Question: Are you interested in additional marketing services? If yes, please describe.

Response: **No, UMBC is not interested in any additional marketing services.**

14. How much impact will access to data and/or analytics regarding ticketholders and donors have on your decision?

Response: **Ability to export ticketholder data for analytics and reporting in our university Data Warehouse are mandatory requirements of the RFP (*IV. Data Management requirements #2 & #3*). An example of nightly exports of interest would be individual level data on ticketholders that purchased and redeemed tickets for a given event.**

Additionally, in-system delivered reports described for financial reconciliation and planning (*III. Financial Requirements requirement #8*) are a mandatory requirement of the RFP.

We're certainly interested in any additional reporting and granular ability to build reports. UMBC is a data driven campus, and highly values the ability to easily build and report on the data represented at ticketed events.

15. Question: How is credit card processing currently handled? Does UMBC use its own credit card processor or is credit card processing done thru vendor's processor? How are credit card transaction fees handled with current contract?

    Response: **Currently, UMBC has many different ways in which credit cards are being processed to include via multiple vendors and internal credit card processing. Credit card transaction fees are handled differently in each situation. Some departments choose to absorb the fee, others may pass it on to ticket purchasers.**

    As detailed in *III. Financial Requirements requirement #1*, we are amenable to and <u>prefer</u> a vendor to provide a payment gateway with the delivered solution. As further described in *IV. Data Management requirement #3*, we'd work with you to export the data collected from your payment gateway. A secondary alternative as also described in *III. Financial Requirements requirement #1*, is to integrate with UMBC's HigherOne CASHNet eMarket Checkout.

16. Question: Please describe how Student Ticket sales/distribution and redemption is currently managed.

    Response: **Student ticket sales/distribution is currently handled either manually in person, or in some limited cases via online purchase and redemption.**

    Due to the manual and distributed nature of the current event ticketing approach at UMBC, it is not feasible to answer this question in its entirety. We are unable to provide detailed sales information or numbers for complimentary tickets. We have researched FY16 data points to give further insight, and note that FY15 was similar. Most categories are on target to grow in FY17.

    FY16 Ticket Revenue:
    Student events: $133,003
    Athletics: $59,543
   **Performing Arts: $28,357 (missing some data)**

    Other academic offices that run tickets events, outside of the primary 3 stakeholders, would constitute additional use of the system and revenue.

17. Question: Please provide the following information about Hardware. We need to determine how much of existing hardware is:
- Owned by UMBC, and if it can be used/repurposed to operate our system
- How much hardware (i.e. handheld scanners, workstations, printers, credit card swipes, etc.) would need to be provided/replaced so that we can price out appropriately in our response:

a. Number, make and model of handheld scanners.
   i.   Are scanners owned by UMBC or supplied by provider?
   ii. If owned by UMBC, do any need to be replaced? Include quantity.

b. For Student Ticketing
   i.   Do UMBC Student IDs include a magnetic strip, barcode, or both?
   ii. Do any scanners have integrated or attached magnetic swipe reader? If yes, how many?

c. Do you have an onsite server for access control?
   i.   Is onsite server owned by UMBC or supplied by provider?
   ii. If owned by UMBC, please provide specs of server.

d. Number of workstations required for UMBC staff to operate system.
   i.   Are workstations owned by UMBC or supplied by provider?
   ii. If owned by UMBC, do any need to be replaced? Include number.

e. Number and make/model of current ticket printers
   i.   Are printers owned by UMBC or supplied by provider?
   ii. If owned by UMBC, do any need to be replaced? Include number.

f. Number and make/model of current credit card swipes/terminals.
   i.   Are CC swipes/terminals owned by UMBC or supplied by provider?
   ii. If owned by UMBC, do any need to be replaced? Include number.

Response: **We're not looking to repurpose any existing hardware from previous solutions. For purposes of this RFP, all departments will start from scratch with the approach proposed by the awarded campus wide solution.**

a. **Not applicable.**
b. **UMBC Campus Cards have a barcode Library ID encoded as CODABAR format (ex. a21234567890123a) and a magnetic strip with the ISO number encoded on Track 2. Given security concerns, it's preferable not to use magnetic swipe as a method of authenticating UMBC constituents. Scanning the barcode is a preferable approach. Below is an example UMBC Campus Card:**
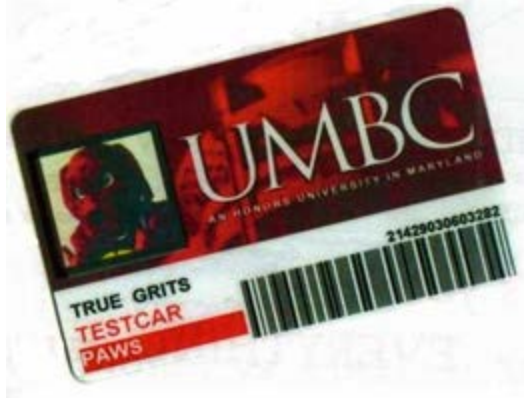
Using UMBC Campus Cards as a method of redeeming tickets is <u>NOT</u> a requirement of this RFP, though we're open to proposals/suggestions on how this concept could additionally benefit the UMBC community.
   c. **Not applicable.**
   d. **Not applicable.**
   e. **Not applicable.**
   f. **Not applicable.**

18. Question: During the last fiscal year what was the total revenue for all ticket sales?

   a. Total revenue for Athletics in the last fiscal year?
      i.   Total revenue for Athletics season tickets in last fiscal year?
      ii. Total revenue for Athletics single event tickets in the last fiscal year?

   b. Total revenue for Performing Arts/Non-Athletics in the last fiscal year?
      i.   Total revenue for Performing Arts/Non-Athletics season subscriptions in last fiscal year?
      ii. Total revenue for Performing Arts/Non-Athletics single event tickets in the last fiscal year?

   Response:
   a. FY16 Athletics - $59,543
   - **Season tickets - $11,476**
   - **Single event tickets - $48,067**
   b. FY16 Student events: $133,003, Performing Arts: $28,357 (missing some data)
   - **N/A (Season passes/subscriptions aren't used)**
   - **Student events: $133,003, Performing Arts: $28,357 (missing some data)**

19. Question: How many total *paid* athletic season ticket *accounts* did UMBC have in the last fiscal year?
   a. How many *paid* season ticket *accounts* are renewed online? By phone? By Mail? At the window? Other?
   b. What is the *paid* season ticket *account* breakdown by sport?

Response:
   FY16 Athletics Season Tickets Total: 164
   a) **50 purchased in person/mail, 114 online**
   b) **Basketball: 119; Lacrosse: 13; Soccer: 24; Volleyball: 8.**

20. Question: How many total *paid* athletic single/individual event tickets did UMBC sell in the last fiscal year?
   a. How many *paid* athletic single/individual event tickets are purchased online? By phone? By Mail? At the window? Other?
   b. What is the *paid* single/individual ticket sales breakdown by sport?

Response:
   FY16 Athletics Events Tickets
   a) **Total individual tickets: 7750; 7373 purchased in person/mail, 377 online**
   b) **Basketball: 2739; Lacrosse: 2011; Soccer: 2817; Volleyball: 183.**

21. Question: How many total *paid* Performing Arts/Non-Athletics single/individual event tickets did UMBC sell in the last fiscal year? How many *paid* Performing Arts/Non-Athletics single/individual event tickets are purchased online? By phone? By Mail? At the window? Other?

   Response: **Ticket sale counts are not tracked centrally, FY16 counts of Performing Arts and Student Life would not be feasible to collect at this time.**

22. Question: What are total annual fees for your current ticketing software?
   a. Total fees for annual maintenance & support?
   b. Other system fees not already included?

   Response: **UMBC does not currently have a campus-wide ticketing system in place. In the case of existing departmental solutions, all costs are met through revenue sharing agreements and transactional fees. Please see response #23 below for further information.**

   23. Question: What are the current transaction fees charged to patrons?
      a. Per Ticket Fees? Vary by order method (i.e. internet, phone, etc.)?
      b. Order Fees? Vary by order method (i.e. internet, phone, etc.)?
      c. Other (i.e. facility fees, print-at-home fees, transfer fees, etc.)?
      d. For season tickets?
         i. Vary by order method (i.e. internet, phone, etc.)?
         ii. What percentage is kept by current vendor?
         iii. Total fee revenue for season tickets in last fiscal year? Percentage that is kept by current vendor?
      e. For Single/Individual tickets?
         i. Vary by order method (i.e. internet, phone, etc.)?
         ii. What percentage is kept by current vendor?

      iii.   Total fee revenue for single/individual tickets in last fiscal year? Percentage that is kept by current vendor?

Response: **UMBC does not currently have a campus-wide ticketing system in place. In the case of existing departmental solutions, all costs and fees are managed through revenue sharing agreements and transactional fees.**

           Under the current approach for Performing Arts, the fees are $1 per ticket purchased onsite at the Box Office; $1 + 5% of face value + 2.75% of total order for online sales

           Under the current approach for Athletics, an average credit card fee of 2.75% applies, plus a flat 2% revenue sharing cost. In person sales have no fees.

           Student Life ticking is currently in person or done via single-event hosted Ticketing solutions for large scale events. Limited online sales are an average credit card fee of 2.75%, plus limited fee. In person sales have no fees.

24. Question: Part 1. Number 21 - May support mobile/wearable device redemption via Near Field Communication (NFC). Would UMBC provide the RFID redemption devices (wristbands) and (vendor) would redeem them (scanning?)

Response: **We are open to proposals on how to incorporate NFC technology into the ticket management process, but have no particular expectations or set method to do so. In this particular note, we were envisioning smartphone-based or wearable-based (Apple Watch, etc) NFC as the enabling technology and do not intend to distribute wristbands. *I. General Ticketing System Needs requirement #21* is <u>not a mandatory requirement</u>, and is an optional functionality.**

25. Question: Part 2. Number 6 - May offer a method of linking comp tickets to be limited to specific seats, or tiers of seats, per event. Could you please provide an example of how you envision this would work?

Response: **The intent of this requirement is to have a way to limit the scope of redeeming comp tickets beyond all tickets for an event - possible approaches could be by having a way to <u>include</u> which seats or tiers are able to be redeemed, or a way to <u>exclude</u> which seats or tiers cannot be used. The possibilities are somewhat subjective based on how your solution implements comp ticket management. *II. Comp Ticket Requirements requirement #6* is <u>not a mandatory requirement</u>, and is an optional functionality.**

26. Question: Would it be possible for you to provide the RFP # BC-21057-R Online Ticketing System Requirement Form in EXCEL or WORD format?

Response: **See our eBid Board at http://procurement.umbc.edu/bid-board/**

27. Question: On page 3, item 6 the RFP states technical proposal to be emailed. Do both the electronic emailed copy and the original/copies have to be received by the due date?

Response: **Both are preferred on the due date, however, the receipt date/time will be when the first is received.**

28. Question: Are we correct in saying that all pricing should be kept separate from the technical proposal and that the due date for pricing is Tuesday, May 9th?

Response: **That is correct. The University is not requesting pricing at this time.**

29. Question: Does the University want to see narrative responses for each requirement listed Sections I – IV of the RFP, or should the response to these individual items be contained within the "Requirement Form"?

Response: **The "Requirement Form" is required to be completed. Including narrative is based on the proposer's preference (without being duplicative).**

30. Question: Will Athletics & Arts departments require separate contracts, or will the University seek a single ticketing contract inclusive of all campus wide ticketed events and departments?

Response: **It is the University intend to award to a single contractor. However, the University reserves the right to make multiple awards, in the best interest of the University.**

31. Question: Please describe current box office staffing. How many full-time staffers are devoted to the ticketing operation(s)?

Response: **Box office management is a portion of responsibilities for a number of staff. There are no full time staff currently assigned to Box Office or ticket sales, each department uses their administrators and student work-study employees to staff the ticketing windows during events and pre-sales. There are no box office hours outside of evenings/afternoons of events. Student Life tickets are sold in-person at the University Commons. It is intended that online sale of tickets alleviates (but does not eliminate) staffing needs of selling tickets for all departments.**

32. Question: Please describe the Box Office infrastructure. Does each venue have box office point of sale windows? How many fan entry points do you have for each venue?

Response: **This approach differs per area for each of the major stakeholder offices.**

- **Athletics: Indoor events have a fixed Box Office, outside events have an outdoor fixed "kiosk". Once the Events Center opens in January 2018, there will be a new fixed Box Office.**
- **Performing Arts: There are separate box offices for each Performing Arts department due to building layout. There is (1) window for Music, (2) for Dance, (3) for Theatre. All other events in the Performing Arts Building uses the main Box Office, which is the same as indicated for Theatre. Each venue has less than (2) entry points but the audience is typically funneled through a single ticketing checkpoint per event due to our current operational setup.**
- **Student Life: Box office sales are currently handled at the Commons Information Center (CIC). At event sales are handled at front of event by staff from the Events and Conference Services office.**

  It's anticipated that online sales will lead to altering the nature of how some of our groups handle pre-sale of tickets.

33. Question: Can you please breakdown historical ticket sales for the past two years by the following:
Athletics
   i.   Box Office – vs- Online
  ii.   Single Tickets -vs- Season Tickets – vs- Comps
         Revenue Breakdown a. By Point of Sale b. By Single, Season, Donation
Arts/University (If Applicable):
1. Box Office – vs- Online
2. Single Tickets -vs- Season Tickets – vs- Comps
3. Revenue Breakdown a. By Point of Sale b. By Single, Season, Donation

Response: **Please see responses #16, 18, 19, 20. Due to the current manual approach, we are unable to provide detailed sales information or numbers for complimentary tickets. Complimentary tickets are used fairly often in the course of event ticketing.**

34. Question: Ticketed Venues: a. Please provide seating capacities for all ticketed venues included in the scope of this RFP.

Response: **Listed below are dedicated ticketing spaces, and it would be expected that ticketed events would occur in outdoor events and other venues not listed below (such as the Dining Hall, University Commons, etc.). Seating capacities are approximate maximum seating configurations, most spaces are flexible and are often reconfigured.**

- **Concert Hall - 426 seats**
- **Theater - 286 seats**
- **Black Box Theater - 140 seats**
- **Dance Studio 1 - 75 seats**
- **Dance Studio 2 - 100 seats**
- **Music Box - 80 seats**
- **Ballroom - 350 seats**
- **Fine Arts Recital Hall - 350 seats**
- **Performing Arts Lecture Hall - 120 seats**
- **Retriever Activities Center - 2800 seats**
- **Events Center (Due to open January 2018) - 5000 seats**

Total: 9,727 seating capacity

35. Question: Existing Hardware (If applicable):
  a. Does the University have existing ticketing hardware to include thermal ticket printers and or wireless scanners? If so please refer to the below questions.
  b. Scanners: Can you please provide technical specs/documentation for your existing wireless scanners to include the operating system version and model?
  c. Printers: Can you please verify the type of thermal ticket printers being used along with operating system/software?

Response: **We're not looking to repurpose any existing hardware from previous solutions. For purposes of this RFP, all departments will start from scratch with the approach proposed by the awarded campus wide solution.**
  a. **Not applicable**
  b. **Not applicable**
  c. **Not applicable**

36. Question: General Ticketing System Needs (Section I Mandatory):
- a. Section 1, Item 4 states "Must be compatible with visual accessibility software and have previously tested with a screen reader." If vendor cannot satisfy this requirement, will they be disqualified?
- b. Section 1, Item 8 states "Must allow authentication of UMBC ticket customers via Single Sign-on in line with the InCommon Federation's Shibboleth approach, and will be available for integration with UMBC's Shibboleth implementation." Can you please describe the required use case scenarios for this integration? For example, will this be required for Student Ticketing, or do you have other requirements around staff and students?

Response:
- **a. We invite vendors to comment on their system capabilities. Visual accessibility services are of high value to UMBC, to provide an accessible experience to all ticket holders. This is a mandatory requirement, and proposers must commit to satisfy this requirement before award is made.**
- **b. Please see responses #1, 2, and 3 above for more details on Shibboleth, Social Authentication, and the roles/needs of authentication in this system.**

37. Question: Data Management (Section IV Mandatory): Section 4, speaks to data import and exports to and from the ticketing system. Can you please describe the other systems in place and why data may need to be imported and or exported after the initial data migration?

Response: **There is no need for a legacy data migration, as we have no history for event ticketing. The intent of nightly system imports would be to add data to the account holder profiles on an ongoing (nightly) basis. An example of envisioned use in Comp Ticket management -- awarding comp tickets based on current enrollment status, major, affiliation, etc. Import of account holder information should benefit the rules and functions of the system in ticket management. See response #14 for examples of use of the nightly data export.**

38. Question: Student Ticketing:

> a. What is the approximate number of students eligible to receive student tickets?
> b. Do students currently pay for their tickets and or guest tickets, or are they included in student fees?
> c. How are student Athletics and Arts tickets currently distributed? i. Do students use their id cards to gain access to events, or do you have print-at-home/mobile delivery options?
> d. What system is currently used to store student registration/eligibility data?
> e. Please describe existing Student Ticketing reward programs (if applicable).

Response:

  a. **Our Fall 2016 Undergraduate enrollment was 11,142, Graduate enrollment was 2,498. This headcount does not include other types of students including Continuing Education. Not all students or events have a benefit around "student ticket pricing/comp tickets".**
  b. **Pricing varies widely based on the type of event and the organization or group hosting. A successful solution must be significantly flexible with per-event pricing and the comp ticket management as described in the RFP.**
     i. **Athletics: Free to <u>currently enrolled</u> students. Price varies per sport, non-UMBC Guests that are NOT comped tickets, pay between $7-10 for the ticket. Certain categories of ticketholder are discounted. Comp tickets are given to team members to distribute (ex. At home team games, each player and coach receives 4 comp tickets to distribute), and a variable number are given to the opposing team to distribute.**

        An example of published rates for Men's Basketball are below.
        1. **"Adults: $10**
           Youth (6-12)/Faculty/Staff/Senior Citizens (55 & over): $8
           Under six FREE
           UMBC Students with ID FREE
           Season Tickets: $99
           Combo Men's and Women's Basketball Season Tickets: $120
           Groups of 10+ contact Seth Nagle at 410-455-8425 for groups sales information."
     ii. **Performing Arts: Sometimes free to majors or scholars of the particular department. Charges are applied to other student groups that vary per department. Comps are often given to show performers (ex. Theater performers receive 2 comps for 1 show)**
        1. **<u>Music events</u> - Music majors have 1 free ticket per show, all other students are charged $15. Music faculty receive 2 comps per show. Senior Citizens are charged $10.**
        2. **<u>Dance events</u> - Dance and Scholar students pay $7. All other students pay $10. Some more exclusive events charge higher rates of $12 or $20.**
        3. **<u>Theater events</u> - Theatre majors have 1 free ticket per show, all**

other students are charged $10. Senior Citizens receive $2.50 off via Senior Box Office initiative

iii. <u>Student Life</u>: 1 free ticket per some events to Undergraduate students. Other events such as festivals, concerts, and bus trips have a charge. Non-students typically are charged or aren't eligible for tickets. It's a per event basis as to charges and comp management. An example of in-person ticket sales for the current week is below.

Some further examples:
1. Spring Concert - $30 charge for tickets to anyone. There is a ten ticket limit to purchases. Priority entry will be awarded to the first 100 ticket buyers.
2. Bus Trip to Six Flags - $25 per student.
3. Movie night - Free to students.

  c. **Distribution varies based on the type of event and the organization or group hosting.**
    i. <u>**Athletics**</u> **- In person and manual ticketing.**
    ii. <u>**Performing Arts**</u> **-This currently is managed departmentally. We are pushing for all student tickets to be requested by coupon code through the online system currently in use for data tracking purposes. Some events have managed will-call lists that are dispersed at the box office prior to the event.**
    iii. <u>**Student Life**</u> **- In person and manual ticketing.**
  d. **Our campus Data Warehouse, powered by Microsoft SQL Server, would be used to deliver and manage any student registration/eligibility data.**
  e. **Not applicable to current use at UMBC, but we'd be interested in learning more about features that support this functionality.**

39. Question: Please clarify how Technical Proposal should be delivered.   Can vendor's response be submitted via email only, or do original and two (2) copies need to be mailed in hard copy form, while electronic copy is delivered via email?

Response: **The University is requesting both an electronic version and hard copies.**

40. Question: Donor Management & Fundraising:
a. Is the University interested in a Donor Management, Fundraising and Priority seating solution?
b. How many active athletics, and or arts donors does the University have? i. How many donor accounts does the university plan to migrate for each department? How much transaction history does the university plan to migrate? 1. # of records 2. # of years
c. Do you have an active priority point seating system employed for Athletics? Please identify the point formula variables. This can be provided by website url, and or document.
d. Please provide current information specific to your athletics donor membership program. (e.g. Giving levels) This can be provided by website url, and or document.
e. Does the ticket office collect and process donation monies, or are all monies sent to a central University development/business office for processing? i. Please describe for both office and online points of sale.

Response: **Donor management is not relevant to this RFP or a requirement of a delivered solution. It's expected that alumni and donors would be engaged through the course of purchasing/claiming event tickets, but would not have or need a designation as such.**
a through d are not applicable
e. All donations and gifts are managed through the University's Office of Institutional Advancement.

41. Question: Is the University interested in a Student Commencement solution?

Response: **Possibly, yes. Commencement is <u>NOT</u> within the scope of requirements for this RFP, but is of course a need at UMBC. We welcome optional additional information about features that your system provides.**

42. Question: We are interested in understanding the historical volume of tickets sold via the online, offline as well as what volume of tickets are student/comp or no charge tickets across the University.

Annual Tickets Sold (numbers not dollars)	2015 UMBC	2016 UMBC
Paid Tickets Sold: Online all		
Paid Tickets Sold: Offline all (UMBC box offices, UMBC run Call Centers)		
Comp Tickets Sold: No charge, or $0.00 tickets		
Totals		

Response: **Please see responses #16, 18, 19, 20. Due to the current manual approach, we are unable to provide detailed sales information or numbers for complimentary tickets. Complimentary tickets are used fairly often in the course of event ticketing.**

43. Question: Relative to the above-captioned RFP, please provide the following:

Two-years of annual ticket sales volume, similar to the following, if possible. Please list by ticket volume, not dollars:
a.   # sold by internet
b.   # sold by phone (vendor inbound call center – not venue ticket office)
c.   # sold by outlet
d.   # sold at box office
e.   # of season tickets (# of tickets, not accounts if possible)
f.   # of comp tickets
g.   # of student tickets (if applicable and ticketed and separate from comp)
h.   # of group tickets
i.   # of parking tickets
j.   # of other tickets

Response: **Please see responses #16, 18, 19, 20. Due to the current manual approach, we are unable to provide detailed sales information or numbers for complimentary tickets. Complimentary tickets are used fairly often in the course of event ticketing.**

BID NO.:   BC-21057-R

BID DUE DATE: WEDNESDAY, APRIL 19, 2017 AT 4:00 P.M. EST.

BID FOR: UMBC ONLINE EVENT TICKETING SYSTEM

NAME OF BIDDER: _____

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. __1__   dated __04/14/17__

Addendum No. ____   dated _____

Addendum No. ____   dated _____

Addendum No. ____   dated _____

Addendum No. ____   dated _____

As stated in this Addendum, this form is to be returned with your Price Proposal.

_____
Signature

_____
Printed Name

_____
Title

_____
Date

END OF FORM