

**AMENDED
Ticketing System
Part 3 - Fee Sheet**

This form must be completed. Only those proposals with a completed Fee Sheet will be accepted for review. All other cost proposal formats will be disqualified.

Component 1 – Grandstand Admission

	Year 1 2012	Year 2 2013	Year 3 2014	Year 4 2015	Year 5 2016
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Fee to Purchaser per Ticket: _____

The Fee proposed must be exclusive of any credit card fees which will be passed-through at actual value (i.e. there should be no mark-up or service fee for credit services, other than that charged by the credit purveyor.)

The lowest fee offered over the 5-year period earns 15 points. Each of the other proposer's fees will be compared to the lowest fee and given a score based on this formula:

$$15 \quad \times \quad \frac{\text{lowest fee}}{\text{fee being evaluated}}$$

Component 2 - State Fair Gate Admission

	Year 1 2012	Year 2 2013	Year 3 2014	Year 4 2015	Year 5 2016
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Fee to Department per each Paid Ticket: _____

The Fee proposed must be exclusive of any credit card fees which will be passed-through at actual value (i.e. there should be no mark-up or service fee for credit services, other than that charged by the credit purveyor.)

The lowest fee offered over the 5-year period earns 15 points. Each of the other proposer's fees will be compared to the lowest fee and given a score based on this formula:

$$15 \quad \times \quad \frac{\text{lowest fee}}{\text{fee being evaluated}}$$

Signature of Proposer Authorized Representative and Title

Print Name and Title of Representative Signing Above

Date

Reporting Requirements for the Ticketing System

Ticket Sellers Report:

- The capability to have a report produced at the end of a seller's shift for cash accountability purposes. The report should detail the quantity of items sold, quantity sold at different price levels plus a sub-total for each payment method and a summary grand total of all sales.
- The report should also indicate if any tickets were returned, refunded or voided.
- The quantity of items sold could include:
 - Full price general admission ticket
 - Discounted full price tickets due to a coupon special
 - Senior
 - Child
 - Other

Preferably, this report should be able to be generated by the individual seller to enable cash reconciliation. In addition, the Fair's Cash Management Office and the Internal Audit staff must have capability of producing reports at any point in time.

Administrative Reports: the term sales reports shall mean both paid and non-paid gate and Grandstand admissions

- Sales reports by individual ticket sellers
- Sales reports by individual gates
- Sales reports for all gates
- Sales reports for specific ticket types
- Sales by demographic locations
- Summary sales reports for the entire Fair
- Activity reports for the scanners and the turnstile or barrier device equivalent.

The above reports should be able to be provided in any combination of days or time periods and by ticket type. Historical reports should be able to be generated in future years comparing present sales data to previous years for the above categories.

Grandstand Settlement Reports

Reports must show the total revenue and quantity of ticket sales separately for each face value ticket price. Revenue from any additional fees, fan clubs and service charges are not part of the contractual agreement with the performers and are not to be included on settlement reports.

NEW YORK STATE FAIR ADVANCE SALE TICKETS SOLD

Ticket Agent Name	Tickets Sold
<u>PAPER TICKETS</u>	
ACMG FCU	1,347
Beacon Federal	577
Alex Bay Big M #830	127
Bob's Big M	892
Boonville Big M	186
Clayton Big M	88
Clifton Springs Big M #708	227
Elbridge Big M	1,500
Gates Big M #3892	122
Hilton Big M	81
Jordan Big M	700
Hilltop Markets	661
Little Falls Big M #756	300
Loson's Big M	538
Mexico Big M	1,090
Morrisville Big M #757	300
Ovid Big M	179
Paul's Big M	619
Rod's Big M	300
Sandy Creek Big M	131
Seneca Knolls Big M	1,252
Struppler's Shurfine Supermarket	994
Warsaw Big M #855	73
Weedsport Big M	452
Weis Markets	927
Borg Warner	897
Breen's Market, Inc.	334
Bristol Employees Association	261
C J's Grocery And Deli	317
Cayuga Lake National Bank	275
Crouse Hinds Employee FCU	700
Cortland Regional Medical Center	481
Country Side FCU	392
Crouse FCU	1,474
Eastcoast Resorts of America, Inc.	114
Ed & Jeans Food Market	867
National Government Services	299
Empower FCU	5,336
CORE FCU	983
Excellus Blue Cross/Blue Shield of CNY	1,026
Express Mart	1,458
Family Care Management	148
First National Bank of Groton	455
First Source FCU	658
Geddes Federal S & L Assoc.	561
General Electric Employees FCU	1,500
Green Hills Farms	1,766
Gregg's Market Place	300
Hannaford Bros	1,600
Hannibal Village Market	780
HMS Host Corporation	466
HSBC Bank USA	3,265
ITT Goulds Pumps - Main Office Reception	243
Lemoyne College - Human Resources	600
Lyons National Bank	593
Mony/Axa - Equitable	1,246
Nationwide Ins. Activities Assn.	300
NBT Bank - Earlville	135

Ticket Agent Name	Tickets Sold
NBT Bank - New Berlin	105
NBT Bank - Sherburne	300
Magna Powertrain	300
Nichols Supermarket	2,500
Nojaim Bros - Marcellus	800
Nojaim Bros, Inc	394
Focalpoint Fcu	611
NYS Fair Box Office	6,357
NYS Fair Group Sales	16,729
O'Brien & Gere	276
POMCO	500
Quickway Food Stores	1,930
RARES	3,591
Rome Memorial Hospital	200
SECNY Federal Credit Union	1,714
Seneca Falls Savings Bank	459
Sensis Corp.	420
Solvay Bank	3,969
Srctec, Inc	336
St. Joseph's Hospital Health Center	2,500
SUNY Upstate Medical Univ. - Campus Activities	500
Summit FCU	1,151
Syracuse Fire Dept FCU	835
Syracuse Research Corp.	500
Syracuse UEA - National Grid	700
Syracuse University - FYTP	1,500
The Post-Standard	200
Utica National Insurance Group	461
Vella Enterprises, Inc	657
Wegmans John Glenn	13,124
Wegmans Pond Street	3,500
Wegmans Dewitt	13,079
Wegmans Onondaga	7,496
Wegmans Cicero	13,336
Wegmans Taft Road	13,345
Wegmans Great Northern	11,278
Wegmans James Street	12,064
Wegmans Auburn	6,461
Wegmans Fairmount	17,709
Wilson Farms/Sugar Creek	2,198
Horizons FCU	168
Jack's Reef Market	156
Orion Bus - UAW Local 2243	161
EBS-RMSCO, Inc.	569
Total Paper Tickets	208,632
<u>ELECTRONIC TICKETS (tickets printed by company directly on their own stock)</u>	
Price Chopper (Golub Corp)	51,020
Tops Markets	61,591
Wegmans	17,756
Total Electronic Tickets	130,367
New York State Fair Box Office	<u>6,357</u>
GRAND TOTAL SOLD	<u><u>345,356</u></u>

2009-2011 Grandstand Ticket Prices

2011 Grandstand Ticket Prices

Maroon 5 & Train \$45/\$35
Cee Lo & Ne Yo \$55/\$45/\$15*
Selena Gomez \$48/\$38
3 Doors Down \$40/\$30/\$15*
Journey \$ 65/\$55
Lady Antebellum \$45/\$35
Sugarland \$60/\$50

Tickets issued was 65,529: 3,663 were comp and 61,866 were paid

Average PL1 price is \$51
Average PL2 price is \$41

Other

Primarily purchased on show day

Tractor Pull \$20/\$15	3117
Demo Derby \$20/\$15	2231

2010 Grandstand Ticket Prices

Aerosmith \$104/\$94/\$84
Jeff Dunham \$45/\$40
Rihanna \$55/\$45
Bieber \$55/\$45
Rush \$65/\$45
McGraw \$75/\$65
Rascal Flatts \$65/\$55

Tickets issued was 85,422: 2,498 were comp and 82,924 were paid

Average PL1 price is \$65
Average PL2 price is \$54

Primarily purchased on show day

Tractor Pull \$20/\$15	4382
Demo Derby \$20/\$15	3811

2009 Grandstand Ticket Prices

Kelly Clarkson \$40/\$35/\$20*
Kenny Chesney \$65/\$55
The Fray \$45/\$35
Jeff Dunham \$40/\$35
Crue Fest 2 \$55/\$50
Big and Rich \$35/\$30
Kid Rock \$50/\$45

Tickets issued was 74,772: 4,003 were comp and 70,769 were paid

Average PL1 price is \$47
Average PL2 price is \$41

Primarily purchased on show day

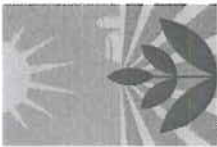
Tractor Pull \$20/\$15	4781
Demo Derby \$20/\$15	3590
Fight Night \$20/\$15/\$5*	962

*Special promotions rates - quantities and locations limited

ADMISSIONS BY GATE LOCATION

	All Special		Grand Total	Grand Total		Sponsor/ Vendor	6 Day Pass	Grand Total		Purchased @ Gate	Passes - No	
	Children	uest		Service/G	Non-Paid			Advance Ticket Holders	Advance Sale/Group		Entertainment	Data on Entry Point*
1	57,614	21,032	19,904	98,550	115,247	21,130	5,600	158,477	76,242	39,000	372,269	
2 Vehicle	1,583	960	166	2,709	2,530	0	0	2,530	1,072	0	6,311	
3	25,597	4,764	3,398	33,759	43,127	7,900	1,000	54,027	31,782	7,500	127,068	
4	7,829	2,017	1,424	11,270	15,409	2,840	600	20,649	12,505	5,000	49,424	
8 Vehicle	1,881	1,399	448	3,728	2,778	501	0	3,279	624	7,500	15,131	
9	7,434	4,900	872	13,206	13,476	2,431	0	15,907	7,505	4,000	40,618	
10	19,603	5,479	3,155	28,237	30,349	5,476	900	36,725	18,011	9,500	92,473	
10 Vehicle	8,036	4,848	2,950	15,834	12,644	2,280	574	34,205	3,734	25,000	78,773	
11	997	354	422	1,773	1,616	300	0	1,916	802	200	4,691	
11 Vehicle	4,194	3,457	3,776	11,427	10,295	1,857	400	12,652	4,156	4,000	32,235	
12	18,410	4,941	2,074	25,425	16,609	3,000	700	20,309	292	500	46,526	
12 Vehicle	1,549	2,682	325	4,556	14,190	2,500	0	21,890	16,648	8,851	51,945	
	154,727	56,833	38,914	250,474	278,270	50,215	9,474	382,566	173,373	111,051	917,464	

* Estimated



New York State Department of
Agriculture and Markets
Request for Proposals
State Fair Ticketing System
New York State Fairgrounds



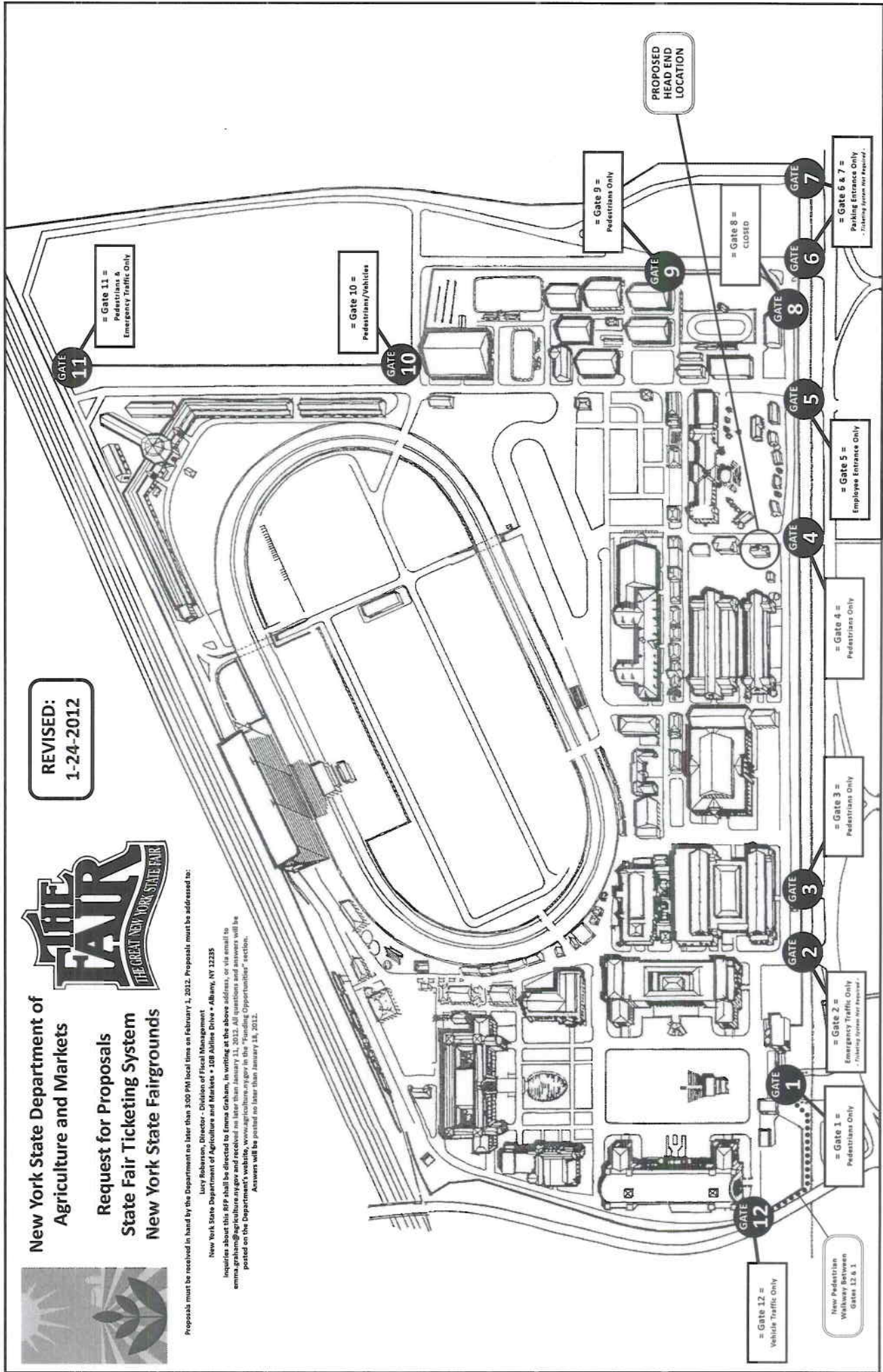
REVISED:
1-24-2012

Proposals must be received in hand by the Department no later than 3:00 PM local time on February 1, 2012. Proposals must be addressed to:

Lucy Behrens, Director - Division of Fiscal Management

New York State Department of Agriculture and Markets • 108 Adline Drive • Albany, NY 12235

Inquiries about this RFP shall be directed to Emma Graham, in writing at the above address, or via email to emma.graham@agriculture.ny.gov and received no later than January 11, 2012. All questions and answers will be posted on the Department's website, www.agriculture.ny.gov in the "Pending Opportunities" section. Answers will be posted no later than January 14, 2012.

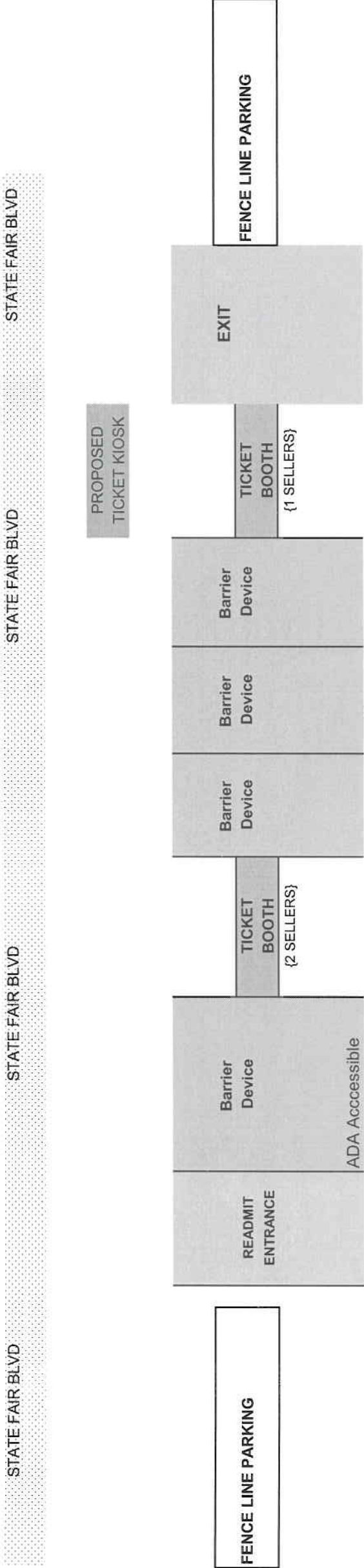


NEW YORK STATE FAIR TICKETING GATES

SAMPLE CONFIGURATION										
GATE	LOCATION	PEDESTRIAN	PEDESTRIAN/ VEHICLE	VEHICLE ONLY	DESCRIPTION	KIOSKS	HANDHELD SCANNER	BARRIER DEVICE	TICKET SELLING W/PRINTER FOR SMALL BOOTHS	TICKET SELLING FROM PORTABLE/ MOBILE LOCATIONS
GATE #1	MAIN GATE - STATE FAIR BLVD	X			TICKETS SOLD OUT OF TICKET BOOTHS	2	7	7	4	0
GATE # 3	DAIRY CATTLE CENTER	X			TICKETS SOLD OUT OF TICKET BOOTHS	1	4	4	3	0
GATE # 4	INDIAN VILLAGE	X			TICKETS SOLD OUT OF TICKET BOOTHS	1	4	4	3	0
GATE # 5	MAINTENANCE			X	EMERGENCY / RESTRICTED EMPLOYEE ENTRANCE ONLY	0	1	0	0	0
GATE # 9	POLE BARN	X			TICKETS SOLD OUT OF TICKET BOOTHS	0	2	2	2	0
GATE #10	BEEF BARN		X		TICKETS SOLD BY SELLERS WORKING OUT OF APRONS & TICKET BOOTHS	1	7	3	3	4
GATE # 11	STABLE/DISABLED	X			TICKETS SOLD BY SELLERS WORKING OUT OF APRONS	0	3	1	0	3
GATE # 12	BRIDGE STREET			X	VEHICLE GATE ONLY	0	1	0	0	1
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GRANDSTAND (EAST END)	EAST END OF GATE	X			TICKETS TO BE SOLD AT BOX OFFICE ONLY	0	7	7	0	0
GRANDSTAND (WEST END)	WEST END OF GATE	X			TICKETS TO BE SOLD AT BOX OFFICE ONLY	0	5	5	0	0
<hr/>										
ADMIN	ADMINISTRATION BUILDING - ADJACENT TO GATE 1.				INDIVIDUAL WHO ISSUES ALL NON-PAID TICKETS	0	0	0	1	0
BOX OFFICE (MAIN GATE)	ADJACENT TO GATE 1 - ACCESS FROM BOTH INSIDE AND OUTSIDE GATE 1				FOUR TICKET SELLERS FROM BOX OFFICE LOCATED ADJACENT TO GATE #1. ***WOULD NEED 1 LASER PRINTER FOR ALL REPORTS. ONLY LOCATION WHERE GRANDSTAND CONCERT TICKETS WILL BE SOLD ON THE FAIRGROUNDS.	0	0	0	4	0
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REMOTE KIOSKS	LOCATIONS TBD AROUND STATE				Total of 10 2012; Total of 13 FOR 2013; Total of 15 FOR 2014; Total of 17 FOR 2015; Total of 20 FOR 2016	5 Remote locations	0	0	0	0

NOT TO SCALE

**GATE SCHEMATIC
NEW YORK STATE FAIR FOR BOTH GATE #3 AND #4**

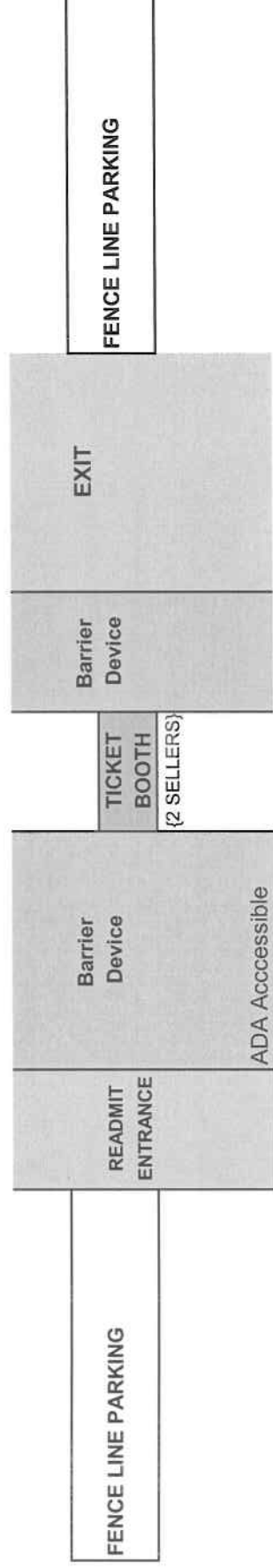


Both Gates are to have 3 ticket sellers plus 1 Kiosk
The Kiosk's preferred location would be on the gate's right side,
however an alternative spot on the left side would be acceptable

**GATE SCHEMATIC
NEW YORK STATE FAIR GATE # 9**

NOT TO SCALE

STATE FAIR PARKING LOT



Gate # 10 and # 11

STATE FAIR PARKING LOT

