

eTicketing Services for the New York State Fair

RFP #0133

Addendum 1

Issued May 26, 2016 (Updated June 3, 2016)*

Questions and Answers

**Please note that the questions that follow are taken directly from the emails received by the Department. Questions regarding this RFP must be submitted by May 31, 2016 by 3:00 p.m. The Department will update this list of questions no later than June 3, 2016. It is the responsibility of the Bidder to continue to check the Department's website at <http://www.agriculture.ny.gov/RFPS.html> for any updates to the list of questions submitted. No individual written responses will be provided.*

1. Does this RFP include the ticketing for Grandstand Concerts?
 - a. **No, Grandstand concerts will no longer be held as the venue has been removed from the Fairgrounds.**

2. If so can you please provide a breakdown of online and Box Office tickets sold?
 - a. **Refer to response to question #1.**

3. On Exhibit 1 it states ticket counts with a yes under each rate. Are these tickets that were sold online via your current ticketing provider?
 - a. **They are the ticket counts sold by the Fair through the ticketing provider in 2015.**

4. We are in receipt of the above mentioned RFP and have one initial question I was hoping you could answer for me. On page 5 of the eTicketing RFP under 3.3 Minimum Qualifications it states the Proposer must provide two verifiable references for a fair, festival or equivalent event that lasted a minimum of two consecutive days with a minimum of 100,000 attendees or more. We can provide one state fair that had over 400,000 attendees over a ten day period but our other fairs are not quite as large. We have one that had over 80,000 attendees over a seven day period and one that had over 50,000 attendees over a five day period. Will these references be sufficient enough for us to be considered a qualified Proposer for the purpose of the solicitation?
 - a. **No, per Section 3.3 of the RFP, to be considered, "The Proposer must provide the name, title, address, telephone number and email address for at least two (2) verifiable references. References must be customers that the Proposer has provided an eTicketing system for capable of providing real time attendance reporting by ticket type within the last three (3)**

calendar years preceding submission of this bid for a fair, festival or equivalent event that lasted a minimum of two (2) consecutive days with a minimum of 100,000 attendees or more over the course of the event.”

***Updated June 3, 2016**

5. Are you looking for a on premise or hosted solution?
 - a. **Per Section 2.2 of the RFP, the selected Contractor will be responsible for providing a turnkey eTicketing system in support of the Fair. This system must be independent of any other network that supports the Fair. The eTicketing solution should address the requirements in Section 2.2 and 3.5 of the RFP.**

6. Can you provide any data with regard to call center volumes?
 - a. **In 2015, the call center processed 1,597 tickets through the phone sales channel for a total of \$47,544. These tickets included general admission, Wades and Grandstand shows. Please note the Grandstand is no longer a venue at the Fairgrounds.**

7. Can you provide clarification regarding the database list?
 - a. **The term “database list” is not present in the RFP (unable to provide a response as the question is unclear).**

8. Do you require access to external databases to access information or do you require the ability to access the data you collect from an on premise database?
 - a. **The solution must allow NYS Fair access to system data for marketing, reporting and internal audit review purposes, as described in the RFP.**

9. Can you disclose the current call center being used for services?
 - a. **The 2016 vendor, Etix.**

10. Can you provide specifics of the hardware requirements?
 - a. **The Bidder should provide specifics of the hardware it will provide to meet the requirements set forth in Sections 2.2 and 3.5 (C) of the RFP.**

11. Is it possible to see the bid results from last year?
 - a. **The Pilot program for 2015 gate ticketing at the Fair’s Main Gate was a discretionary purchase pursuant to Section 163 of the State Finance Law.**

12. We understand that the selected contractor will be provided a list of POS equipment by March 1 of each year and access control equipment by May 1st of each year. However, could you please provide the total **estimated** hardware requirements for 2017 on the below items at the Fairgrounds and the retail locations:
 - a. Ticket Printers – **approximately 20**
 - b. POS Workstations (includes computer, monitor, mouse, keyboard, credit card swipe) – **approximately 20**
 - c. Access Control Scanners -

- i. Wired –
- ii. Wireless –

In 2015 approximately 35 handheld scanners operated off wireless network. Per Section 2.2 of the RFP, the point of sale equipment must provide the ability to operate off both wired and wireless connections.

13. Is any of the above hardware permanently required year round? If so, please provide an estimated list.

a. No, none of the above hardware is permanently required year round.

14. Will the 6 kiosks be located indoors or outdoors?

a. Both.

15. How many tickets were sold via phone/call center in 2015?

a. Refer to response to question #6.

16. Are comps sold/distributed online? If so, how many were sold/distributed in 2015?

a. In 2016 approximately 15,000 comps will be sold/distributed online. In 2015, no comps were sold/distributed online.

17. Could you please provide a breakout of the credit card revenue by card present vs. non-present (Internet vs. non-internet)?

a. This information is not available at this time, however using Exhibit 1, the Gate Admissions (Main Gate 1 and Gates 3, 4, 9, 10, 11, 12) were the only non-internet activity for 2015. The Fair will no longer have a box office.

18. What are the existing per ticket/per order service fees (online, phone and box office)?

a. \$.15 advance sale; \$.125 Fairtime; \$4.50 per standard shipping/\$19.95 for overnight express shipping (shipping fees apply to online and phone; no box office)

19. In Section 3.5 B., the RFP reads, "Provide outside vendor unique bar codes for all items sold, both in advance and at Fairtime". Please explain further and provide a use case.

a. For the 2016 Fair, the 13 Advanced Sale Outlets are provided with hard stock tickets with unique bar codes printed on each of them, which are supplied by the electronic ticketing vendor. These tickets are sold through the outlets, and settlement is made with each outlet after the Fair.

20. Please provide annual ticket sales volume, similar to the following if possible:

Responses are bolded next to each item:

- a. # sold by internet – **volume 51,100**
- b. # sold by phone (vendor inbound call center – not venue ticket office) **unknown**
- c. # sold by outlet – **volume 256,000**
- d. # sold at box office – **included in internet volume, no future box office**
- e. # of season tickets (# of tickets, not accounts if possible) - **none**

- f. # of comp tickets – **volume 11,500**
- g. # of student tickets (if applicable and ticketed and separate from comp) - **none**
- h. # of group tickets – **volume 17,000**
- i. # of parking tickets – **volume 188,000**
- j. # of other tickets – **volume 667,500 (includes non-paid, Gates, and group vendor)**

The volume requested was extracted from Exhibit 1. Please note that Rate Two Tickets Sold in the amount of 41,500 in Exhibit 1 was not carried into the total. The actual total ticket sold in 2015 was 1,179,600.

21. Please list the equipment volumes and details on make/model.
Equipment is provided by the current vendor, Etix. Please refer to question #12 for equipment volume.
- a. Ticket printers
 - i. If BOCA's – FGL or PCL language
 - b. PC's for back office
 - c. PC's for box office
 - d. Do Box Office window PC's have touchscreen monitors? **There is no box office.**
 - e. Handheld Scanners
 - f. Wireless Access Points
22. Are there any factors that would significantly change (increase or decrease) ticketing volume in future years?
- a. **The attendance at the Fair in the last five years has consistently averaged 900,000 people. The Fair is completing Phase I of a major capital investment that includes a new midway, RV park, vendor space as well as building and infrastructure upgrades. AGM cannot speculate future effects on ticketing volume.**
23. Regarding the information security requirements listed in Exhibit 4 - we are the festival ticketing arm under the Ticketmaster umbrella and are in the compliancy integration process with Ticketmaster. Does this suffice? If not, we can most likely be independently compliant by next year's fair. Is this acceptable?
- a. **The proposed solution needs to be compliant with the sections in Exhibit 4. If parts of the solution are outsourced to a third party, it is the primary vendor's responsibility to ensure that the entire solution is compliant.**
24. Exhibit 4, S-12 mentions NYS's Mandatory OFT Technology Policy (NYS-P08-005). Where might we find a copy of this policy?
- a. **NYS ITS policies can be found on the New York State ITS website. The current URL is <https://www.its.ny.gov/tables/technologypolicyindex>.**
25. In section 2.2 the RFP states the contractor must have staff on call and arrive on site within 30 minutes of notification in case of emergency. As long as staff lodging is within

15 minutes of fairgrounds, we can meet this requirement. Does this suffice?

a. **Yes.**

26. In section B. the RFP states the contractor must provide static barcodes for use in admissions and accounting for attendees who are admitted to the Fair free of charge. Is this needed for all vendors involved?

a. **Any vendor that is submitting a bid must provide a method of providing static bar codes for the Fair's use as needed.**

27. In section C. the RFP mentions the need for remote kiosks for advance ticket sales. We are able to provide the equipment and training on the technology, but we do not provide staff to manage these kiosks. Does this suffice?

a. **Yes, in the event remote kiosks are utilized in advanced sale outlets, providing the equipment and training on the technology will suffice.**