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Portland State
UNIVERSITY

May 15, 2012

TO: POTENTIAL PROPOSERS

FROM: BILL TERRY

SUBJECT: QUESTIONS AND ANSWERS FOR RFP #19808, TICKETING SOFTWARE SYSTEM ATTACHED

TO ALL;

THIS POSTING CONTAINS THE QUESTIONS RECEIVED, AND THE RESULTING ANSWERS PROVIDED BY OUR BOX OFFICE TEAM THAT WILL BE EVALUATING THE PROPOSALS.

THANK YOU FOR TAKING THE TIME TO DIGEST THIS ADDITIONAL INFORMATION IN THE PREPARATION OF YOUR PROPOSALS.

SINCERELY,
BILL

Ticketing Software RFP 19808 Questions

The following are a list of questions related to the Ticketing Software System for the Portland State University Request for Proposal - RFP #19808. Please provide a response to the information below associated with your operation:

NOTE: All answers are in green text

Background, Paragraph 6 (pg. 4). Can you please provide a breakdown in percentage of actual sales of the 25,000 tickets sold through the following method of sale:

-Online Estimated 5%

-Phone Estimated 60% through the PSU Box Office phone line, not through any Vendor supplied phone services.

-Box Office Estimated 35% This is through walk up sales at events and walk up at the main PSU Box Office site.

Background, Paragraph 6 (pg. 4). Regarding the 25,000 tickets sold, does this number include each individual ticket sold?
YES.

Background, Paragraph 6 (pg. 4). Regarding 25,000 tickets sold, does the 25,000 include each ticket in a season ticket subscription? Ex: 20 events in package at 2 seats per package; does this count for 40 tickets in the above number stated or is each package count for a single ticket?
This number is total individual tickets and includes individual tickets in packages.

Background, Paragraph 6 (pg. 4). Regarding season ticket purchasers and the 25,000 tickets sold, what is the average number of tickets in a season ticket package?
14 individual game tickets in a basketball series package.

Background, Paragraph 6 (pg. 4). Regarding season ticket purchasers and the 25,000 tickets sold, what is the percentage buyers of season ticket sales sold?
PSU does not understand the question and as a result cannot answer.

Background, Paragraph 6 (pg. 4). Do you offer series event packages? Ex: 3 football games, 3 volleyball games, 3 basketball games?
Not at this time. We have in the past, but then only for Women's sports.

Background, Paragraph 6 (pg. 4). Regarding the 20,000 'comped' student tickets, what is the percentage of the comped tickets done online?
None, however, the Box Office may be interested in doing so in the future.

Background, Paragraph 6 (pg. 4). Regarding the 20,000 'comped' student tickets, do these tickets need scanned? Yes, depending on the type of event. For example, tickets for Peter W. Stott Center athletic events will need to be scanned.

Background, Paragraph 7 (pg. 4-5). Can you please confirm if additional PC's are needed or not needed? If so, how many? All PCs will be provided by PSU and will NOT be a part of the RFP costs. PSU may desire to install the software on additional PCs not listed in the RFP.

Background, Paragraph 7 (pg. 4-5). Can you please confirm if Printers are needed or not needed? Is so, how many? PSU Box Office will need to Purchase a minimum of 8 ticket printers for its various offices. We may also want to purchase a smaller portable printer to assist with remote ticket sales. We will need 8 stationary ticket printers and possibly 1 or more small portable printers.

Scope of Work, III. Desired Features, #4 Access Management, C. (pg. 16). Can you please state the number of scanners needed? Four scanners are anticipated to be needed.

1. Question: Can a MS Word version of the RFP be provided? - YES
2. Item "h" under Part 3 – Ticketing in Section II – REQUIRED Features (page 13 of RFP document)
 - Define your ticketing for variously sized venues from 75 to 30,000 seats.

Question: Is PSU simply asking if the system is capable of managing ticketing in venues of both very small and very large sizes? Please provide more detail on what is being asked for clarification.

The box office will ticket any space on campus or off where the university may extend itself. This might be a 75 seat black box theater in Lincoln Hall or the 20,000 seats at the Rose Garden for the Commencement Ceremony. The average event seats 500.

3. Item "a" under Part 5 – Interface with University systems in Section III – Desired Features (page 16 of RFP document)
 - Ability to integrate with SungardHE Luminis Portal (the 'myPortlandState' student Web portal).

Question: What kind of integration does PSU desire to have with 'myPortlandState' student Web portal?

It is desirable to have the software provide a data feed to the Luminis portal to promote events sold by the Box Office with an option to purchase.

4. Item "a" under Part 7 – Security in Section III – Desired Features (page 17 of RFP document)
- System should never e-mail passwords.

Question: In what way does PSU envision online customers obtaining passwords when they are forgotten?

The software system should never e-mail passwords to internal system users (these types of password resets should be handled by the system administrator). An option for granting online customers access to the Web portal when they have forgotten their password is to present them with a series of challenge questions, the answers to which the user entered when they first established their Web portal account. Another method is for the system to e-mail a randomly generated password to the user's e-mail address already on record then require the user to change that password on first log-in; it would be preferable if this random password expired after a short amount of time (e.g. 1 hour). The system should never e-mail a user's original password. These are only two examples; we are looking for vendors to demonstrate that they have addressed this problem using a secure method.

Under requirement 3, Ticketing on page 13 of the RFP states: "PSU hosts external clients who have existing software contracts with other vendors; PSU has the need to accurately move manifest information from other systems to whatever ticketing solution is selected by PSU. Provide details on how your system will accomplish this task." **Please clarify what "move manifest information from other systems" means and include a list of existing and/or potential external clients.**

"Moving manifest information from other systems" means specifically Consigning seats back and forth from one system to another. We will need to identify which seats these external vendors wish to give us for individual sale and open those seats in our system. Currently we are using this process with Whitebird, LLC, NW Chamber Music, Friends of Chamber Music, NW Professional Dance Project.

Under requirement 5, Interface with University systems, page 16 of the RFP states " a. Ability to integrate with SungardHE Luminis Portal (the 'myPortlandState' student Web portal)." **What does PSU want to achieve with this integration?**

It is desirable to have the software provide a data feed to the Luminis portal to promote events sold by the Box Office with an option to purchase.

1. Venue Capacity:

Venue #1: <u>Lincoln Performance Hall</u>	<u>460</u>
Venue #2: <u>Lincoln Recital Hall</u>	<u>220</u>
Venue #3: <u>SMSU Ballroom</u>	<u>850</u>

Venue #4: Stott Center 1500
 Venue #5: Rose Garden 20,000
 Venue #6: First United Methodist Church 700

2. # of Performances per Year: (Actual 2011/12)

Venue #1: Lincoln Performance Hall 81
 Venue #2: Lincoln Recital Hall 6
 Venue #3: SMSU Ballroom 17
 Venue #4: Stott Center 44
 Venue #5: Rose Garden 1
 Venue #6: First United Methodist Church 5

3. Average Annual % Paid Attendance by Venue (Average Occupancy [% of total paid tickets excluding Comps divided by total available seats in the venue]): Due to the way PSU tracks event data, these percentages are not available.

Venue #1: Lincoln Performance Hall _____
 Venue #2: Lincoln Recital Hall _____
 Venue #3: SMSU Ballroom _____
 Venue #4: Stott Center _____
 Venue #5: Rose Garden _____
 Venue #6: First United Methodist Church _____

4. Total number of Subscribers & Average number of Subscriber Events by Series (if applicable):

	# Subs	Avg. # Sub Events per Package
Series #1: <u>Lincoln Performance Hall</u>	<u>0</u>	<u>0</u>
Series #2: <u>Lincoln Recital Hall</u>	<u>0</u>	<u>0</u>
Series #3: <u>SMSU Ballroom</u>	<u>0</u>	<u>0</u>
Series #4: <u>Stott Center</u>	<u>404</u>	<u>12</u>
Series #5: <u>Rose Garden</u>	<u>0</u>	<u>0</u>
Series #6: <u>First United Methodist Church</u>	<u>0</u>	<u>0</u>

5. Total # Tickets Sold Annually by Venue: - PSU does not record data in this manner

Venue #1:	<u>Lincoln Performance Hall</u>
Venue #2:	<u>Lincoln Recital Hall</u>
Venue #3:	<u>SMSU Ballroom</u>
Venue #4:	<u>Stott Center</u>
Venue #5:	<u>Rose Garden</u>
Venue #6:	<u>First United Methodist Church</u>

PSU collects data by departmental clients rather than by venue. Below is the total number of tickets sold annually by department:

<u>ARTS:</u>	<u>4307</u>
<u>Student Activities and Leadership Programs:</u>	<u>3377</u>
<u>Non-Football Athletics:</u>	<u>6618</u>
<u>Other PSU Internal Departments:</u>	<u>10528</u>
<u>External Users:</u>	<u>4668</u>

6. Average Ticket Price:

Venue #1:	<u>Lincoln Performance Hall</u>	\$	<u>18.00</u>
Venue #2:	<u>Lincoln Recital Hall</u>	\$	<u>20.00</u>
Venue #3:	<u>SMSU Ballroom</u>	\$	<u>14.00</u>
Venue #4:	<u>Stott Center</u>	\$	<u>10.00</u>
Venue #5:	<u>Rose Garden</u>	\$	<u>5.00</u>
Venue #6:	<u>First United Methodist Church</u>	\$	<u>8.50</u>

7. Please provide a breakdown of how tickets are sold as follows:

	Paid Tickets vs. Comp Tickets		Percent (%) Ticket Sold by Sales Mode				
	Total Paid Tickets Sold	Total Comp Tickets	Ticket Sales via Web	Ticket Sales via Phone	Ticket Sales via Box Office Walk-up	Ticket Sales via Outlet	Ticket Sales via (Other)
Portland State University Venues / Reported by Department – Not Venue for 2010-11							
Venue #1: ARTS	4307	2395	3%	70%	20%	.5%	1.5%
Venue #2: Lincoln Recital Hall*			3%	25%	70%	0%	2%
Venue #3: Student Activities and Leadership Programs	3377	1725	3%	40%	55%	.5%	1.5%
Venue #4: Athletics	6618	8495	5%	50%	40%	.5%	4.5%
Venue #5: Commencement & other internal	10528	10669	0%	15%	85%	0%	0%
TOTAL	24830	23284	N/A	N/A	N/A	N/A	N/A
*Best Estimate							

8. What is the average # of tickets sold per transaction for each venue?

Venue #1: Lincoln Performance Hall	2
Venue #2: Lincoln Recital Hall	2
Venue #3: SMSU Ballroom	1
Venue #4: Stott Center	4
Venue #5: Rose Garden	15
Venue #6: First United Methodist Church	2

9. For box office walk-up sales, what percentage of these sales are sold by credit card vs. cash/check?

Venue #1: Lincoln Performance Hall 75% Credit Card
 Venue #2: Lincoln Recital Hall 23% Credit Card
 Venue #3: SMSU Ballroom 40% Credit Card
 Venue #4: Stott Center 80% Credit Card
 Venue #5: Rose Garden 80% Credit Card
 Venue #6: First United Methodist Church 70% Credit Card

10. What are the current ticket transaction fees charged by the Portland State University to the General Public? (i.e.; Restoration Fee, Service Fee, Handling Fee, Mailing Fee, etc.)

	Internet	Phone	Box Office/ Walk-up	Outlet	Other
Single Ticket SERVICE FEE (per Ticket)	Set by Vendor	\$1.00 - \$2.00	\$1.00 - \$2.00	Set by vendor	N/A
Single Ticket HANDLING FEE (per Order)	\$4.05	\$2.00, \$5.00	N/A	\$4.05	N/A
Group Ticket SERVICE FEE (per Ticket)	N/A	\$0.00	\$5.00	N/A	N/A
Group Ticket HANDLING FEE (per Order)	N/A	\$5.00	N/A	N/A	N/A
Season Ticket SERVICE FEE (per Ticket)	N/A	\$0.00	\$0.00	N/A	N/A
Season Ticket HANDLING FEE (per Order)	N/A	\$5.00	\$5.00	N/A	N/A
Single Ticket MAILING FEE (per Ticket)	Set by vendor	\$0.00	N/A	N/A	N/A
Single Ticket MAILING FEE (per Order)	Set by vendor	\$2.00, \$5.00	N/A	N/A	N/A
Single Ticket FACILITY FEE on ALL SALES (per Ticket)	\$0.00	\$0.00	\$0.00	\$0.00	N/A
Single Ticket RESTORATION FEE on ALL SALES (per Ticket)	Set by vendor	\$0.00	\$0.00	\$0.00	N/A
OTHER: RESTORATION FEE on ALL SALES (per Order)	Set by vendor	\$5.00	\$5.00	Set by vendor	N/A
OTHER:	N/A	N/A	N/A	N/A	N/A

11. Hardware, System Location & Concurrent Usage: Please breakdown the expected location of each workstation that will access the system software by department/location and (if required) include how many ticket printers, credit card readers and/or Bar Code Readers will be required at each location/workstation (if a piece of hardware already exists, please place an "(E)" next to the number to show that they are currently onsite)

Department/Management	# Workstations	# TicketPrinters«	# Credit CardReaders«	# Bar Code Scanners«
Box Office Window Workstations	6 (E)	6	5	0
Box Office Management Workstations	2 (E)	2	0	0
Group Sales Management Workstations	1 (E)	0	0	2
Call Center Operator Workstations	0	0	0	0
Marketing Management Workstation	0	0	0	0
Development Management Workstations	0	0	0	0
Membership Management Workstations	0	0	0	0
Event Coordination Management Workstations	0	0	0	0

ATHLETICS

CATEGORY	FY 2009	FY 2010	FY 2011
Season Ticket Revenue	\$ 18,851.00	\$ 26,510.00	\$ 25,628.00
# of Season Tickets	440	501	463
# of Season Accounts	unavailable	unavailable	unavailable
# of Accounts renewed online	0	0	0
Single Ticket Revenue	\$ 24,489.00	\$ 43,262.00	\$ 43,115.00
# of Single Tickets sold online	222	142	241
# of Single Tickets sold PSU phone & window sales*	3915	5233	6188
*PSU does not have data delineating phone and window sales			
TRANSACTION FEES			
Season Account Renewal Fee - online	NA	NA	NA
Season Account Renewal Fee - phone	\$5.00	\$5.00	\$5.00
Season Account Renewal Fee - mail	\$5.00	\$5.00	\$5.00
Season Account Renewal Fee - window	\$5.00	\$5.00	\$5.00
Per Single Ticket Fee online	*	*	*
Per Single Ticket Fee phone	\$2.00	\$2.00	\$2.00
Per Single Ticket Fee window	\$2.00	\$2.00	\$2.00

Show dollars
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NON-ATHLETIC EVENTS

CATEGORY	FY 2008	FY 2009	FY 2010
Season Ticket Revenue	\$ -	\$ -	\$ -
# of Season Tickets	\$ -	\$ -	\$ -
# of Season Accounts	\$ -	\$ -	\$ -
# of Accounts renewed online	\$ -	\$ -	\$ -
Single Ticket Revenue	\$182,633.00	\$200,716.00	\$240,009.00
# of Single Tickets sold online	476	543	487
# of Single Tickets sold PSU phone & window sales*	16,551	36,265	32,517
*PSU does not have data delineating phone and window sales			
TRANSACTION FEES	0	0	0
Season Account Renewal - online †	0	0	0
Season Account Renewal - phone †	0	0	0
Season Account Renewal - mail †	0	0	0
Season Account Renewal - window †	0	0	0
† Only Athletics does season/series sales at this time			
Per Single Ticket Fee online	*	*	*
Per Single Ticket Fee phone	2	2	2
Per Single Ticket Fee window	2	2	2

Show dollars
 Show quantity
 Show quantity
 Show quantity
 Show dollars
 Guestimated and used 1.5% of total sales
 Show Avg Fee
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 Show Avg Fee

NOTE: * On line fees are set and kept by our current ticketing vendor. The amount of the fee is set by the base ticket value and per contract specifications.