

# LOS RIOS COMMUNITY COLLEGE DISTRICT

1919 Spanos Court, Sacramento, CA 95825  
Phone (916) 568-3071 FAX (916) 568-3145  
Purchasing Department



Sacramento City College American River College Cosumnes River College Folsom Lake College

---

## ADDENDUM NO. 2

ISSUE DATE: November 22, 2017

**Ticketing and Customer Relationship Management System for Harris Center for the Arts,  
Folsom Lake College**

### LRCCD RFP NO. 18015

Issued By:

LOS RIOS COMMUNITY COLLEGE DISTRICT  
1919 Spanos Court, Sacramento, CA 95825  
Phone (916) 568-3071 Fax (916) 568-3145

---

This addendum forms a part to the Contract Documents. The addendum items supersede and supplement all portions of the bidding documents with which it conflicts. All workmanship, materials, appliances and equipment which may be included in the following addendum items shall be of the same relative quality as described for similar work set forth in the general or main specifications of which these addendum items shall be considered a part.

This Addendum has been acknowledged in the space provided on the Bid Form and is considered part of the bid documents.

---

This Addendum consists of 8 pages:

1. I was wondering about the number of email sends for all campaigns in a typical year, rather than the number of email addresses in the system. For example if only 1 campaign was sent to the entire database each year than the number of sends would be 90,406, but I imagine that quite a few more campaigns are sent than just one a year. Would it be possible to receive that stat?

*Answer: For the past three seasons, we have ranged between 2.5 - 2.8 million emails per season for marketing campaigns through ConstantContact. However, we are only*

*engaging about half of our overall customer database. With better email management, these numbers could grow. Additional emails for ticket deliveries, performance reminders, and parking permits are sent from AudienceView and not included in the figures above.*

2. When does the system need to be operational in-house in order to prepare for use and the sales process?

**Answer:** *Projected data migration, system preparation, and training would take place between March - June 2018 with a go-live date between June - August 2018. We would like to discuss timeline in greater detail with Proposers during the interview process to understand what is typical and feasible.*

3. When do subscription renewals begin?

**Answer:**

*Folsom Lake Community Concert Association – March*

*Folsom Lake Symphony – May*

*Harris Center – May*

4. When do new subscriptions go on sale?

**Answer:**

*Folsom Lake Community Concert Association – April*

*Folsom Lake Symphony – June*

*Harris Center – June*

5. When do single tickets need to be on sale at the box office?

**Answer:** *We anticipate continuing single ticket sales in the existing system until such time as the new system is ready to go live. Single tickets are sold throughout the year. Single ticket sales for the 2018-19 season are scheduled to begin in June 2018.*

6. When do single tickets need to be on sale online?

**Answer:** *See #5.*

7. Are tickets sold year-round? If not, when are ticket sales NOT being sold?

**Answer:** *Tickets are sold year-round.*

8. For each of your venues, do you sell them as Reserved Seating, General Admission seating, or Both?

**Answer:**

- a. Stage 1 Proscenium Theatre: Both

*(Reserved seating has multiple configurations in the pit area including pit seating, standing room, and table seating.)*

- b. Stage 2 Studio Theatre: Both

*(Reserved seating has multiple configurations for optional left and right side sections.)*

- c. Stage 3 Recital Hall: Both

*In addition to the three stages, we have also ticketed a Black Box space (up to 142 seats) as a General Admission for limited events.*

9. For the Harris Center subscription activity, please indicate:
- a. How many subscriptions have been sold for each type of subscription package: Fixed subscription Packages, Create Your Own Packages, Flex Packages?

**Answer:**

- *Harris Center Fixed Subscription Packages: 698*
- *Harris Center Create Your Own Packages: 101*
- *Harris Center Flex Packages: 0*
- *FLCCA Fixed Subscription Packages: 737*
- *Folsom Lake Symphony Fixed Subscription Packages: 492*
- *Partner Non-Renewable Fixed Subscription Packages: 260*

- b. How many events are there per subscription package: Fixed subscription Packages, Create Your Own Packages, Flex Packages?

**Answer:**

- *Harris Center Fixed Subscription Packages: 3-5, depending on package*
- *Harris Center Create Your Own Packages: Approx. 35*
- *Harris Center Flex Packages: 0*
- *FLCCA Fixed Subscription Packages: 5*
- *Folsom Lake Symphony Fixed Subscription Packages: 5\**
- *Partner Non-Renewable Fixed Subscription Packages: 2-4, depending on package*

- c. What is the total number of tickets sold for each subscription package: Fixed subscription Packages, Create Your Own Packages, Flex Packages?

**Answer:**

- *Harris Center Fixed Subscription Packages: 3,056*
- *Harris Center Create Your Own Packages: 427*
- *Harris Center Flex Packages: 0*
- *FLCCA Fixed Subscription Packages: 3,685*
- *Folsom Lake Symphony Fixed Subscription Packages: 2,445*
- *Partner Non-Renewable Fixed Subscription Packages: 1,038*

*The Harris Center manages its own subscriber base for its Presenting program performances through several renewable fixed packages and a non-renewable CYO package. In addition, the Center manages separate renewable subscriptions for community partners: the Folsom Lake Community Concert Association (FLCCA) and Folsom Lake Symphony. The Center also sells several non-renewable community partner subscriptions for El Dorado Musical Theater, Sacramento Baroque Soloists, Sacramento Guitar Society, and VITA Academy. Season 17/18 Subscription numbers for each of these subscription types is provided below.*

*While the current model is to build a renewable, fixed package subscriber base for the Harris Center Presenting program, strategies in past seasons have varied, including the offering of flex packages of 3-5 performances.*

*\*Folsom Lake Symphony does offer some flex in the package. Two out of five performances offer either a Saturday evening or Sunday matinee choice.*

10. What is the total number full time employees?

**Answer:** Ticket Office: 1 full time, 1 employee at 60%

11. What is the total number of seasonal/work-study student employees?

*Answer: Ticket Office: 15-20 part-time*

12. What is the total number of tickets sold annually?

*Answer: 130,935 (Season 16/17); 133,930 (Seasonal Average)*

13. Of these ticket sales annually, How many tickets do you sell by ticket type:

*Answer:*

- a. Total Single Tickets: 108,210
- b. Total Group Tickets: 1,393
- c. Total Subscription Tickets\*: 10,651
- d. Total Complimentary Tickets: 8,067
- e. Total Consignment Tickets: 1,708

For single ticket prices, please provide the following:

*Answer:*

- f. Most expensive Single Ticket Price: \$175.00
- g. Most inexpensive Single Ticket Price: \$2.00
- h. Most Popular Single Ticket price: \$39.00
- i. The Average Single Ticket price: \$40.94

14. For subscription ticket prices, please provide the following:

*Answer:*

- a. Most expensive subscription Price\*: \$79.90
- b. Most inexpensive subscription Price\*: \$12.50
- c. Most Popular subscription price\*: \$18.00
- d. The Average subscription price\*: \$33.25

15. For group ticket prices, please provide the following:

*Answer:*

- a. Most expensive group Price: \$72.25
- b. Most inexpensive group Price: \$16.15
- c. Most Popular group price: \$26.35
- d. The Average group price: \$37.35

16. What is your current ticketing system?

*Answer: AudienceView*

*Figures in answer numbers 13-16 are from the 16/17 season, except for subscription figures marked with an asterisk (\*) which reflect tickets sold to 17/18 subscriptions. Between 16/17 and 17/18 Seasons, the Harris Center made significant changes to its subscription model, causing the 16/17 subscription figures to be unrepresentative of current strategies.*

17. How many years of ticketing data do you want to move to the new system?

*Answer: Eight*

18. What is your current Development system?

*Answer: Development data is stored in both Raiser's Edge and AudienceView systems. Raiser's Edge is used by our parent organizations to track development efforts over four colleges including Folsom Lake College.*

19. How many years of fundraising data do you want to move to the new system?

*Answer: Twelve (includes Capital Campaign funding to support building of the Center).*

20. What is your current email marketing system?

*Answer: Primarily ConstantContact with some legacy marketing email history and current ticketholder-related emails (performance reminders, cancellations) generated from AudienceView.*

21. How many contacts/records in your current email marketing system?

*Answer: 91,223 contact emails; (48,895 opted-in to email marketing)*

22. How many contacts/records in your current Total Database in:

*Answer:*

- a. Ticketing 111,442 households; 114,007 contacts
- b. Fundraising 1,132 households

23. What is the optimum timing to move into the new system (Choose one)

- a. In time to process next year's subscription renewals

*Answer: Subscription renewals would take place between March-May 2018. While it would not be possible to be ready in time for March renewals, May renewals could be possible.*

- b. In time to sell new subscriptions, after renewals

*Answer: New subscriptions would be sold between April-June 2018. It could be challenging to be ready in time to support April sales, but more possible for June.*

- c. In time to sell single tickets, after new subscriptions go on sale

*Answer: Single tickets are sold year-round, but there is an increase starting in June 2018 when tickets for the majority of the 2018-2019 season go on-sale.*

*Our target go-live date of June-August 2018 assumes 3-4 months of data migration, system prep, and training after a contract is signed. Under this timeline, it would be difficult to support renewal subscriptions (a), but possibly new subscription sales and single tickets sold in June (b) and (c). The Proposer's plan for transitioning existing data to a new system and ongoing support for our website will be key in determining the ideal timeline. We have allowed for a go-live date as late as August 2018 to consider options that would permit more transition time and defer coinciding with our peak sales period of June-July.*

24. Do you have a membership program?

- a. If yes, please indicate how many members you have by member level.

*Answer:*

<i>Donor (\$0-149)</i>	<i>161</i>
<i>Friend (\$150-299)</i>	<i>242</i>
<i>Patron (\$300-499)</i>	<i>84</i>
<i>Associate (\$500-999)</i>	<i>71</i>

<i>Supporter (\$1,000-2,499)</i>	32
<i>Advocate (\$2,500-4,999)</i>	4
<i>Composer (\$5,000-9,999)</i>	5
<i>Designer (\$10,000+)</i>	4

b. If yes, how many years of membership data do you want to move to the new system?

**Answer:** *Eight*

c. If yes, please provide the following:

**Answer:**

- i. Most expensive membership Price: *No Limit*
- ii. Most inexpensive membership Price: *\$150 to earn benefits*
- iii. Most Popular membership price: *\$150*
- iv. The Average membership price: *\$392*
- v.

25. How many fundraising contributions/gifts do you receive each year?

**Answer:** *Since 2010/2011, we have received an average of 635 gifts per year.*

26. What is your average contribution?

**Answer:** *Since 2010/2011, we have received an average contribution of \$358.*

27. From a Single Ticket Sales Standpoint, what percentage of sales are made by:

- a. % Internet:
- b. % Phone:
- c. % Mail:
- d. % Walkup at the ticket Office:
  - i. Of Walkup and Mail sales, What Percentage of these sales are made by credit card?

**Answer:**

<b><i>SINGLE TICKET SALES</i></b>	<b><i>% Single Count</i></b>
<b><i>Internet</i></b>	<i>62.2% (All Seasons)</i> <i>65.0% (16/17 Season)</i>
<b><i>Phone</i></b>	<i>20.9% (All Seasons)</i> <i>18.7% (16/17 Season)</i>
<b><i>Mail</i></b>	<i>*</i>
<b><i>Walk-up</i></b>	<i>16.9% (All Seasons)</i> <i>16.3% (16/17 Season)</i>

<b><i>SINGLE CREDIT CARD SALES</i></b>	<b><i>% of Sales Mode Count</i></b>
<b><i>Phone</i></b>	<i>91.1% (All Seasons)</i> <i>95.7% (16/17 Season)</i>
<b><i>Mail</i></b>	<i>*</i>
<b><i>Walk-up</i></b>	<i>83.2% (All Seasons)</i> <i>85.9% (16/17 Season)</i>

*\* Although we have engaged in very limited mail-order sales, for PCI compliance, all mail-order credit card sales are completed by phone or in-person. The amount of mail-order sales we plan to offer in the future is extremely limited to none.*

28. Whether companies from Outside USA can apply for this? (like, from India or Canada)  
**Answer:** *To first order, there are no restrictions. Our existing vendor is a Canadian company.*

29. Whether we need to come over there for meetings?  
**Answer:** *The Proposer should clarify its role in setup and training and whether on-site visits by Proposer's team are needed for this.*

30. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)  
**Answer:** *To first order, there are no restrictions. Our existing vendor is a Canadian company.*

31. Can we submit the proposals via email?  
**Answer:** *No, submit per RFP directions.*

32. Bid Threshold: Can you provide some additional clarification on bid threshold? Is it on the annual cost?  
a. Is it inclusive of start-up costs? (ie. Training, data conversion)  
b. Is it inclusive of hardware? (ie. Scanners & printers)?  
c. Is it inclusive of add-on services? (ie. Email marketing)  
**Answer:** *The bid threshold is \$88,300. It is on the proposed cost for the term of the contract.*

33. Of the single tickets, how many are sold online?  
**Answer:** *For the 16/17 Season, 70,360 single tickets (approximately 65% of total single tickets) were sold online.*

34. Hardware

a. How many Point-of-Sale stations do you have?

**Answer:** *Currently the Harris Center utilizes two workstations at the Ticket Office Windows for walk-up sales that have dedicated cash drawers, credit card readers, and BOCA printers. Future expansion may support a third window, in-lobby, or off-site sales, so Proposer's options for supporting existing infrastructure and expansion will be considered. Additional computer-only workstations are used in the Call Center and administrative offices to conduct phone sales. Currently the Harris Center does not have any self-service kiosks, nor is Point-of-Sale in use for merchandise or concession transactions within the Ticket Office.*

b. It states in the RFP that you have 6 BOCA Lemur-S printers, is the intention to re-use the existing Bocas or do you want to replace them?

**Answer:** *First preference would be to continue using existing BOCA printers.*

c. How many wireless scanners do you have/need?

**Answer:** *Currently the Harris Center uses six wireless scanners supported by a WIFI network in the Harris Center Lobby and Ticket Office. Future expansion to 12 scanners is expected to reach full service capacity.*

i. What make and model are your wireless scanners?

**Answer:** *Motorola MC5590 with Windows Mobile 6 Classic.*

ii. Is the intention to re-use the existing wireless scanners or do you want to replace them?

**Answer:** *The interface and ease-of-use of the current scanners is not well-liked. Proposals for using existing hardware or including an add alternate for up to 12 wireless scanners using modern hardware technology will both be considered.*

- d. How many credit card swipes do you have?

**Answer:** *There are currently two credit card swipers in use at the Ticket Office Windows for walk-up sales. Proposer's options for using strip readers and EMV chip readers will be considered.*

35. Phone Sales

- a. Does The Harris Center currently fulfill their own phone sales internally, or is a third party used to facilitate?

**Answer:** *The Harris Center fulfills phone sales internally using part-time employees of the Ticket Office. Phone queues are managed using NEC UCB TouchPoint software.*

- b. How many tickets are sold over the phone?

**Answer:** *For the 16/17 season 31,680 tickets were sold over the phone.*

- i. How many are part of a subscription?

**Answer:** *Between 16/17 and 17/18 Seasons, the Harris Center made significant changes to its subscription model, causing the 16/17 subscription figures to be unrepresentative of current strategies. For the 17/18 season, approximately 6,799 subscription admissions were paid for via telephone.*

- ii. How many are single tickets?

**Answer:** *For the 16/17 season 20,176 single tickets were sold over the telephone.*

36. Clarification on “Disqualified Employees” section, 1<sup>st</sup> sentence:

- a. While we do not anticipate any issues or employees being in violation, can you clarify what “property” means? Our legal team is asking as they haven't seen this terminology before.

**Answer:** *Property by definition is real or personal.*

37. Multiple requests have been made to change terms to Los Rios service agreement in Appendix A of the RFP.

**Comment:** *Contract terms to be negotiated with awarded vendor.*

END OF SECTION.