

REQUEST FOR PROPOSAL - TICKETING
Global Spectrum, L.P dba Spectra Venue Management as agent on behalf of Everett Public
Facilities District
-Angel Of The Winds Arena-

Overview:

Angel Of The Winds Arena is a Spectra Venue Management account currently utilizing Paciolan for its ticketing services. The desired term of a new agreement is five-to-ten (5-10 years) beginning on January 1, 2021. Vendors responding to this request for quote should adhere to the guidelines and format described below. A proposal evaluation committee will select the ticketing and marketing solution which best meets the needs of the venue and its patrons.

Contact:

Please keep your contact to Spectra / Angel Of The Winds Arena limited to email so that we can share your responses easily with members of our evaluation group and simply track discussion points.

Please include the name of your company and “Angel Of The Winds Arena Ticketing RFQ” in the email subject line of any correspondence (example: Ticketing Company Angel Of The Winds Arena Ticketing RFQ).

Spectra / Angel Of The Winds Arena may contact you by phone for clarification on your responses.

Corey Margolis – General Manager, Angel Of The Winds Arena – Spectra
Corey.Margolis@spectrap.com

Thom Hancock – Box Office Manager, Angel Of The Winds Arena – Spectra
Thom.Hancock@spectrap.com

Jacquelyn Holowaty – VP of Client Experience & Ticketing – Spectra
Jacque.Holowaty@spectrap.com

Timeline:

Monday, March 30, 2020	Request for Proposal issued to vendors
Monday, April 6, 2020	Last day for clarification questions
Monday, April 20, 2020	Responses from vendors due at 5:00 PM Pacific
May, 2020	Notification to vendors on contract award (time TBD)

REQUEST FOR PROPOSAL - TICKETING
Global Spectrum, L.P dba Spectra Venue Management as agent on behalf of Everett Public
Facilities District
-Angel Of The Winds Arena-

Proposal Instructions:

Please send only as a digital copy via email through attachment or Dropbox.

Email Address for Proposals:

Corey Margolis – General Manager, Angel Of The Winds Arena – Spectra
Corey.Margolis@spectrarp.com

Thom Hancock – Box Office Manager, Angel Of The Winds Arena – Spectra
Thom.Hancock@spectrarp.com

Jacquelyn Holowaty – VP of Client Experience & Ticketing – Spectra
Jacque.Holowaty@spectrarp.com

Evaluation Process Overview:

Angel Of The Winds Arena requires ticketing technology to meet its operational and business objectives. A need also exists for an integrated database marketing system that satisfies the functional requirements of both marketing and ticketing needs. This Request for Proposal will allow the evaluation of potential ticketing solutions. This process will be overseen by the venue's management company, Spectra Venue Management, on behalf of the owner, the Everett Public Facilities District.

Evaluation Criteria:

A vendor will ultimately be chosen based on the vendor's ability to respond appropriately to the questions in this RFP, the vendor's ability to demonstrate the suitability of product functionality, and the vendor's ability to meet financial, operational, customer and consumer service expectations.

RFP Responses will be evaluated based on:

- Quality, reliability, and overall functionality of the vendor's product
- Cost effectiveness of the solution
- The ability to demonstrate and generate several revenue streams via the vendor's flexible business model
- The vendor's ability to supplement the marketing and sponsorship needs of Angel Of The Winds Arena
- The vendor's ability to provide Angel Of The Winds Arena with control and messaging of consumer touch points

REQUEST FOR PROPOSAL - TICKETING

Global Spectrum, L.P dba Spectra Venue Management as agent on behalf of Everett Public
Facilities District

-Angel Of The Winds Arena-

- The vendor's ability to meet the implementation date required, and facilitate a smooth transition to their system
- The vendor's ability to provide the necessary support for implementation, ongoing maintenance and upgrades
- Overall business and financial viability of the vendor
- The vendor's experience in providing integrated ticketing and marketing solutions for buildings similar in nature to Angel Of The Winds Arena
- Additional company resources and overall industry resources and consultation provided by the vendor
- Clarity and completeness of the vendor's response to the RFP

During the evaluation process, an analysis will be performed to assess the response given for each requirement. In situations where the vendor's base product does not completely meet the requirement, it is critical that the vendor provide alternate methods and customization estimates where appropriate. Furthermore, methods that require a partnership between the vendor and a third party should be described. If the requirement will be satisfied in a future software release, the vendor should provide the target release date.

Angel Of The Winds Arena retains the right to reject or accept any proposals.

Contract Negotiations:

The preparation and submission of vendor response shall be made without obligation by Angel Of The Winds Arena to pay any development costs, to acquire any items included in the response, or to discuss the reason why the vendor is/is not recommended.

The vendor will be required to agree to the inclusion of warranties in offers of commitments made in the response or in subsequent information supplied. Angel Of The Winds Arena expects that each statement of fact and of future performance will be incorporated within the contract as a warranty. Therefore, any statement of fact or of future performance not intended to be a warranty should be clearly identified. The vendor's response to the RFP will be included as an addendum to the final contract.

Confidentiality:

Information disclosed to vendors and vendor employees by Angel Of The Winds Arena will be considered confidential and proprietary when it pertains to past, present and future ticketing activities and/or is not readily available to the public.

REQUEST FOR PROPOSAL - TICKETING

Global Spectrum, L.P dba Spectra Venue Management as agent on behalf of Everett Public Facilities District

-Angel Of The Winds Arena-

Projected Sales Volume:

Angel Of The Winds Arena (www.AngelOfTheWindsArena.com) is a 10,000-seat arena located in Everett, WA – 30 minutes north of Seattle. Angel Of The Winds Arena is home to the Everett Silvertips Hockey Club of the Western Hockey League and is currently the secondary home of the Seattle Storm of the WNBA. In addition to the main arena, the site boasts an 11,000 square foot Conference Center and a second ice rink serving largely for community usage.

Please note: The Everett Silvertips presently process season tickets, group sales and other promotional ticket sales through their own independent ticketing provider. Single ticket sales are included in the numbers listed below.

Vendors can reasonably assume the following annual sales volumes by channel based on historical data:

# of internet/mobile/phone tickets sold:	95,000
# of box office tickets sold:	50,000

Ticketing Hardware:

The following ticketing hardware is required:

Workstations Computers:	5
Credit Card Swipers:	20
BOCA Thermal Ticket Printers:.....	12
Access Control Scanners:	25
Access Control Servers:	1

Response Format:

Proposals should be limited to ten pages in length. Financial Proposals should be limited to a single page. Additional addendums and exhibits with other information will not be reviewed as a part of this evaluation process at this time. The response should contain the following sections (details on the following page):

1. Cover Letter
2. Financial Proposal
3. Response to Scope of Services
4. References

REQUEST FOR PROPOSAL - TICKETING

Global Spectrum, L.P dba Spectra Venue Management as agent on behalf of Everett Public
Facilities District

-Angel Of The Winds Arena-

Response Details:

1. **Cover letter:** Please explain the scope of your proposal and your proposed services to Spectra / Angel Of The Winds Arena. Please make clear who the main point of contact will be for negotiations with your company.

2. **Financial Proposal:** *In a single page*, please detail your financial offer to Spectra / Angel Of The Winds Arena, including the following details:

Fees to Spectra / Angel Of The Winds Arena:

- \$ _____ Annual license Fee
- \$ _____ Internet season ticket or package ticket
- \$ _____ Internet/phone single reserved seat ticket \$100.00 & above
- \$ _____ Internet/phone single reserved seat ticket \$75.00 - \$99.99
- \$ _____ Internet/phone single reserved seat ticket \$55.00 - \$74.99
- \$ _____ Internet/phone single reserved seat ticket \$40.00 - \$54.99
- \$ _____ Internet/phone single reserved seat ticket \$25.00 - \$39.99
- \$ _____ Internet/phone single reserved seat ticket \$15.00 - \$24.99
- \$ _____ Internet/phone single reserved seat ticket \$10.00 - \$14.99
- \$ _____ Internet/phone single reserved seat ticket \$0.01 - \$9.99
- \$ _____ Internet reserved seat Group ticket
- \$ _____ per box office or phone ticket sold by venue
- \$ _____ Internet General Admission ticket
- \$ _____ Internet single reserved seat ticket \$0.00 (complimentary ticket online)
- \$ _____ per electronic ticket delivery
- \$ _____ per ticket transfer
- \$ _____ per order fulfilled (printed & mailed) by Service Provider
- \$ _____ per two-day express mail order fulfilled by Service Provider
- % _____ for Credit Card Processing (Visa, MC, Amex, Discover)

Please indicate which fees are fixed and which, if any, are variable – for example does the venue have an opportunity to increase convenience fees to cover unreimbursed event costs such as credit card fees?

As part of your response to this section, specifically include your ability to provide Angel Of The Winds Arena with venue controlled consumer charges at each point of sale:

- Per ticket
- Per order
- Fulfillment
- Online renewal
- Miscellaneous items

REQUEST FOR PROPOSAL - TICKETING

Global Spectrum, L.P dba Spectra Venue Management as agent on behalf of Everett Public
Facilities District

-Angel Of The Winds Arena-

Are there any shows, artists, or promoters that you have agreements with whose terms you are obligated to follow and may impact the standard ticketing agreement if you are awarded the ticketing at Angel of the Winds Arena? If Yes, please explain.

Financial Incentives for Angel Of The Winds Arena:

- Signing Bonus?
- Annual Marketing & Sponsorship spend, including ticket inventory purchase?
- Other incentives?

Settlement:

Describe in detail your policy regarding settlement. How often will you be remitting payments and ticket sales proceeds? Explain in detail your monetary control functions which may include but are not limited to event settlements and funds distribution, deposit procedures, maintenance of an escrow account established specifically for Angel Of The Winds event ticket sale proceeds, and various other guarantees you will provide that assures that Angel Of The Winds Arena will have absolute, total, and timely control over all event proceeds until the event has taken place.

3. Scope of services:

3.1: Ticketing Services: Please respond to the following questions with "Yes" or "No":

- 3.1.1 Ticketing Vendor builds, tests and deploys all events for sale:
- 3.1.2 Ticketing Vendor handles all mailing of advanced sale orders:
- 3.1.3 Vendor handles all returns of canceled or rescheduled events:
- 3.1.4 Ticketing Vendor supplies year-round dedicated client support representative:
- 3.1.5 All Ticketing hardware provided by Ticketing Vendor:
- 3.1.6 All Ticketing hardware installed by Ticketing Vendor:
- 3.1.7 All Ticketing hardware maintained by Ticketing Vendor for life of contract:
- 3.1.8 All ticket stock provided by Ticketing Vendor:
- 3.1.9 The ticketing license allows for ticketing of Angel Of The Winds Arena managed events at other facilities (local festivals, fan fests, outdoor concerts):

3.2 Describe, briefly, any other specific services offered to Angel Of The Winds Arena and your stated value of each service on an annual basis.

3.3 Describe, briefly, the marketing services offered to Angel Of The Winds Arena and your stated value of these services on an annual basis.

4. Ticketing System Functionality

Please respond in writing to your organization's ability to satisfy the following requirement, along with any costs associated with those services:

REQUEST FOR PROPOSAL - TICKETING

Global Spectrum, L.P dba Spectra Venue Management as agent on behalf of Everett Public
Facilities District

-Angel Of The Winds Arena-

4.1 Subscription and Package Sales

4.1.1 Does the system support subscriptions/packages containing events with different facilities and/or different manifests within the same package, without requiring separate packages to be transacted?

4.1.2 Does the system allow for prorated packages?

4.1.3 Does the system support full season, partial season, pick-a-plan, and flex plans via all sales channels?

4.1.4 Describe the capabilities in your system to allow for package seats to be held in an account as an unpaid reservation that will be reflected in the sales figures.

4.1.5 Does the system provide functionality that helps to reseat and/or upgrade subscribers? Please describe.

4.1.6 Does the system allow seats within a package to be returned, resold, exchanged, reprinted and/or cancelled without the entire subscription/package being affected?

4.2 Ticket Holder Renewal Process and Online Account Management

Describe the full range of your system ticket holder renewal capabilities, to include, but not limited to the following functionalities:

4.2.1 Log-in and ability to renew season/series/plans

4.2.2 Seat renewals (one season to next)

4.2.3 Ticket forwarding / Reissues

4.2.4 Ability to purchase merchandise during renewal process

4.2.5 Ability to add more items during the renewal process

4.2.6 Ability to make a donation during the renewal process

4.2.7 Capabilities to re-seat and /or upgrade subscriptions/package.

4.2.8 Ability to set up numerous automated bill plans

4.2.9 Capability for patron to manage their general contact information, including but not limited to updates of email, physical address and telephone numbers and all other information pertaining to a patron.

4.2.10 Ability to transfer tickets (either single events or multiple events at one time).

4.2.11 Ability to exchange tickets (either single events or events from a subscription).

4.3 Single Event/Concert Functionality

4.3.1 Describe how the system handles the building of Platinum seats and the reporting functionality available to the venue accurately account for the base price vs the uplift of the Platinum revenue.

REQUEST FOR PROPOSAL - TICKETING

Global Spectrum, L.P dba Spectra Venue Management as agent on behalf of Everett Public
Facilities District

-Angel Of The Winds Arena-

4.3.2 Describe how the system handles VIP Packages and the reporting functionality available to the venue to accurately account for the base price vs the uplift of the VIP revenue

5. **References:** Please provide three (3) references for Angel Of The Winds Arena to call to discuss your service offering, including the following information:

Facility Name:

Contact name:

Title:

Email address:

Phone number:

Website:

Products Used: (example, ticketing, access control, kiosks, marketing services)

Number of years in service on current platform:

Please do not have references contact Angel Of The Winds Arena on your company's behalf. Please do not submit letters of reference with your response. Note that your references may not be contacted during the initial evaluation period.

6. **Vendor meetings and product demonstrations:** Angel Of The Winds Arena may contact vendors for meetings and product demonstrations upon completion of its initial evaluation of proposals.