



MARICOPA COUNTY COMMUNITY COLLEGE DISTRICT

REQUEST FOR PROPOSAL # 2960-5

Electronic Ticketing Services

Proposal Due Date
March 31, 2010 3:00 P.M. (MST)

MARICOPA COUNTY COMMUNITY COLLEGE DISTRICT

RFP # 2960-5

Electronic Ticketing Services for MCCCCD

A. SCHEDULE OF EVENTS

<u>ACTIVITY</u>	<u>DATE</u>
Release RFP	March 3, 2010
Proposals Due	March 31, 2010
Proposed Contract Award (Estimated)	May, 2010

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ACKNOWLEDGMENT OF RECEIPT

Description: **Electronic Ticketing Services for MCCCCD**

RFP #: 2960-5

Please fill in the requested information below as acknowledgment that you have received the Request for Proposal noted above. If your firm is interested in participating, it is **highly recommended** that this sheet be completed and returned or Faxed as soon as possible to MCCCCD Purchasing at (480) 731-8190. By doing this, we will be able to provide notification to you of any changes/amendments to the RFP.

Name of Firm: _____

Address: _____

Fax #: () _____ Tel. #: () _____

Name: (Print) _____ Title: _____

Signature: _____ Date: _____

E-Mail: _____

1. GENERAL

1.1 INTRODUCTION

Maricopa County Community College District (MCCCD) intends to engage the services of a qualified firm that can provide a comprehensive electronic ticketing system for a variety of venues/departments in the Maricopa Community College system. The ticketing system must be flexible, expandable and reliable while maintaining security and accountability. It will also offer an interface with Maricopa County Community College District (MCCCD) financial system to provide for collection of sales via credit card transactions.

1.2 MCCCD DISTRICT MAKE-UP

The Maricopa Community Colleges comprise ten colleges, two skill centers and numerous education centers dedicated to educational excellence, meeting the needs of businesses and the citizens of Maricopa County. Each college is individually accredited, yet part of a larger system, the Maricopa County Community College District. The District is one of the largest higher education systems in the world and the largest provider of health care workers and job training in Arizona, a major resource for business and industry and for individuals seeking education and job training. More than a quarter million students attend the Maricopa Community Colleges each year taking credit and non-credit courses. The Maricopa Community Colleges employs nearly 4,500 full-time faculty and staff and more than 9,000 part-time faculty and staff. Many management and staff positions (including clerical, crafts, food services, security, child care, maintenance and operations, custodial, grounds) become available throughout the year. All positions with the exception of certified safety officers are advertised individually as they occur.

1.3 HISTORY

MCCCD ranks as the nation's largest system of its kind and as the largest single provider of higher education in Arizona. MCCCD educates and trains more than 278,000 persons year round with approximately 71% enrolled in credit courses and 29% in non-credit special interest courses. Additionally, thousands of employees are enrolled in customized work force training programs for both local and relocating businesses and industries. Over 12,000 employees are employed by MCCCD.

A five member governing board governs MCCCD, elected from geographical districts in Maricopa County. The chief executive officer of MCCCD is the chancellor; and a president heads each of the colleges. The Maricopa Community Colleges is a political subdivision of the state, and the elected governing board has the power to levy taxes. Funding comes from property taxes, state aid appropriations, student tuition, and federal, state and private grants.

The Maricopa Community Colleges have developed partnerships with more than 1,000 corporations, government agencies and non-profit organizations. Former Maricopa Community College students make up nearly 67% of the baccalaureate degree recipients at Arizona State University.

1.4 BACKGROUND

Most, if not all, of the Maricopa Community Colleges offer various activities to the general public which requires a paid ticket for admittance. These events may include performing arts performances, athletic competitions and other activities. The current practice among the colleges lacks consistency and does not allow flexible payment and ticketing options.

2. PROPOSAL INSTRUCTIONS

2.1 PURPOSE OF RFP

The purpose of this Request for Proposal is to select a qualified firm to provide an electronic ticketing system throughout the Maricopa County Community College District that provides in-house and online interface throughout MCCCCD. MCCCCD requires a system that can provide reliable reporting and tracking in all aspects from beginning to end. MCCCCD wants to remain highly adaptable to our environment, to become more technologically effective and efficient, all with the ultimate goal of serving our community and our students while remaining a viable entity.

2.2 PROPOSAL QUESTIONS

All questions regarding this Request for Proposal should be directed to:

Mr. Chris Mandel, CPPB, Purchasing Buyer
(480) 731-8521 FAX (480) 731-8190
E-Mail: chris.mandel@domail.maricopa.edu

Questions must be sent by mail or e-mail. Questions will only be accepted until 12:00 noon (MST), March 17, 2010. We will not respond directly to the company/person asking the question. Questions we feel need to be responded to will be answered in the form of an addendum and sent to all potential respondents on/about March 22, 2010.

2.3 PROPOSAL SUBMISSION

It shall be the responsibility of the Proposer to assure that Proposals are received as follows:

The Proposal packet must contain one (1) original and six (6) copies of the proposal. In addition to the hard copies, a CD/DVD or Flashdrive containing the proposal should be included in all seven packages. The original must be clearly marked "Original" and the Proposal packet must be delivered Sealed.

The Proposals must be addressed to and received at the Main Reception Desk of MCCCCD, address 2411 West 14th Street, Tempe, AZ, 85281, **no later than 3:00 P.M. (MST), March 31, 2010.** Proposals received after this time and date shall not be considered and will be returned unopened.

The following information must be clearly visible on the outer most Proposal Packaging:

Request for Proposal # 2960-5, Electronic Ticketing Services

Proposal Closing Date: March 31, 2010 Time: 3:00 p.m. (MST)

NOTE: If you are hand carrying or having a proposal package hand delivered, you or the delivery agent should allow sufficient time to arrive, park, and go through security prior to dropping off your proposal package. This applies to any other method of delivery (FedEx, UPS, USPS, etc.) as well. Late proposals will not be accepted or considered for award. **Regardless of the method of delivery, it is your responsibility to insure on-time delivery of the proposal package.**

2.4 PROPOSAL EVALUATION

This Request For Proposal does not constitute a commitment by the District to award a contract. The District reserves the right to waive any informalities and to reject any or all proposals and/or to cancel the Request For Proposal. The award shall be made on the proposal(s) that serves the best interest of the District and will not be evaluated solely on a monetary basis. No contract award shall exist until executed in writing.

2.5 PROPRIETARY INFORMATION

In the event any Proposer shall include in the Proposal any information deemed "proprietary" or "protected", such information shall be separately packaged from the balance of the proposal and clearly marked as to any proprietary claim. The District discourages the submission of such information and undertakes to provide no more than reasonable efforts to protect the proprietary nature of such information. The District, as a public entity, cannot and does not warrant that proprietary information will not be disclosed. The District shall have the right to use any or all information included in the proposals submitted unless the information is expressly restricted by the Proposer.

2.6 PROPOSAL FORM

All proposals must be submitted in writing. Oral, telephone, facsimile (fax machine) or computer data transfer proposals **will not** be accepted. Each proposal shall be prepared simply, providing the straightforward, concise description of the proposer's ability to meet the requirements of the RFP. Emphasis should be on completeness and clarity of contents. No proposal shall exceed fifty (50) typewritten pages in length plus any pricing schedule(s), exhibits, resumes, or attachments.

2.7 MODIFICATIONS TO PROPOSALS

No oral, telephone, telegraphic, facsimile or computer data transfer proposals or modifications will be considered.

2.8 WITHDRAWAL OF PROPOSALS

Any Proposer may withdraw their proposal by written request at any time **prior** to the deadline set for receipt of proposals. No proposal may be withdrawn or modified after that deadline and shall be binding upon Proposer for a period of ninety (90) days after due date. Withdrawn Proposals may be resubmitted up to the time designated for the receipt of Proposals provided that they are then fully in conformance with the general terms and conditions of the RFP.

2.9 NON-WAIVER. MCCCCD's failure to notify the contractor or to object to the contractor's non-compliance with the terms of the contract shall not be deemed a waiver of MCCCCD's right to demand compliance with the contract or to terminate the contract for breach for the contractor's subsequent non-compliance with any term of the contract, or its repeated failure to perform according to the contract.

2.10 CONTRACT EXTENSION. MCCCCD will provide the contractor with written notice of any intent for continuation of the contract (exercise of the option periods) ninety (90) days before the end of the initial or subsequent contract period. MCCCCD reserves the right to unilaterally extend the period of any contract for sixty (60) days beyond the stated expiration date.

2.11 COST OF PREPARING PROPOSALS

Any and all costs associated with the preparation of responses to this Request For Proposal, including site visits, oral presentations and any other costs shall be entirely the responsibility of the Proposer and shall not be reimbursable in any manner by the District.

2.12 ORAL PRESENTATIONS

Proposers may, after opening and prior to award, be required to make oral and visual presentations at the request of the District. The District will schedule the time and location for any presentations as requested. Oral presentations will be evaluated and may be subjected to a points-earned scoring matrix.

2.13 AWARD WITHOUT DISCUSSION

The District reserves the right to make an award(s) without further discussion of the proposals received. It is therefore critical that all proposals be submitted initially in the most favorable terms possible, both economically and technically.

2.14 CONTRACT COMMENCEMENT/TERM

It is the intent of the District to commence the resulting contract as soon as possible after evaluation of the proposals. A written Notice of Award will be made prior to commencement of performance. Initial performance period will be from date of award through June 30, 2011. MCCCCD may at its discretion and with the concurrence of the successful proposer, exercise up to 4 one-year option periods for a total contract period not to exceed five and one-half years.

2.15 CONTRACT ASSIGNMENT

This contract, in part or in whole, shall not be subcontracted or assigned to another contractor without prior written permission of the appropriate District Legal authority.

2.16 MCCCCD MODIFICATIONS TO PROPOSALS

Any interpretation, correction, or change of this RFP will be made by written Addendum. Interpretations, corrections, or changes of this RFP made in any other manner will not be binding, and Proposers shall not rely upon such interpretations, corrections, and changes. Any changes or corrections will be issued by MCCCCD Purchasing. Addenda will be mailed or faxed to all that are known to have received a copy of the RFP. **Since failure to acknowledge any addendum(s) may be cause for rejection, Proposers must return the addendum-completed acknowledgment(s) prior to or with the proposal.**

3. GENERAL TERMS AND CONDITIONS

The following General Terms and Conditions, which become part of any award made from this RFP, constitute the provisions of the agreement to be executed between the District and successful Proposer. The District reserves the right to negotiate with the successful Proposer and modify any of the provisions of the agreement upon mutual agreement of the parties.

3.1 Parties to Agreement The contract shall be between the Maricopa County Community College District, hereafter referred to as District, and the successful Proposer, hereafter referred to as Contractor.

3.2 Liability for Taxes The Contractor assumes complete liability for all taxes applicable to the operations, income, and transactions of the Contractor. The District shall not be liable and will not make reimbursement to the Contractor for any tax imposed either directly or indirectly upon the Contractor by any authority by reason of the contract or otherwise.

3.3 Catastrophe If, because of riots, war, public emergency or calamity, fire, earthquake, Act of God, government restriction, labor disturbance or strike, business operations at the District shall be interrupted or stopped, performance of this contract, with the exception of monies already due and owing, shall be suspended and excused to the extent commensurate with such interfering occurrence; and the expiration date of this contract may by mutual agreement of both parties be extended for a period of time equal to the time that such default in performance is excused.

3.4 Contract Assignment This contract shall not be subcontracted or assigned to another contractor.

3.5 FERPA If Contractor has access to students' educational records, Contractor shall limit its employees' access to the records to those persons for whom access is essential to the performance of this contract. At all times during this contract, Contractor shall comply with the terms of the Family Educational Rights and Privacy Act of 1974 in all respects.

3.6 Insurance Requirements When required, the Contractor shall maintain during the term of that work the following insurance policies issued by companies licensed in Arizona with a current A.M. Best rating of A:VIII or better. Prior to commencing work or services, Contractor shall furnish the District Risk Manager with certificates of insurance evidencing the required coverage, conditions, and limits required by the Contract. The insurance policies, except Workers' Compensation and Professional Liability, shall be endorsed to name Maricopa Community Colleges, its agents, officers, officials, employees, and volunteers as additional insured. In the event any insurance policy(ies) required by the Contract is(are) written on a "claims made" basis, coverage shall extend for two years past completion and acceptance of the Contractor's work or services and must be evidenced by annual certificates of insurance. The insurance policies shall be endorsed stating that they shall not expire, be cancelled, suspended, voided, or materially changed without 30 days written notice by certified mail to the District Risk Manager. The Contractor's insurance must be primary, and any insurance or self-insurance maintained by the District shall not contribute to it. If any part of the Contract is subcontracted, these insurance requirements also apply to all subcontractors.

- **Commercial General Liability** insurance with a limit of not less than \$1,000,000 per occurrence for bodily injury, property damage, personal injury, products and completed operations, and blanket contractual coverage, including but not limited to, the liability assumed under the indemnification provisions of this contract.
- **Automobile Liability** insurance with a combined single limit for bodily injury and property damage of not less than \$1,000,000.00 each occurrence with respect to the contractor's owned, hired, and non-owned vehicles.
- **Worker's Compensation** insurance with limits statutorily required by any Federal or State law and **Employer's Liability** insurance of not less than \$100,000 for each accident, \$100,000 disease for each employee, and \$500,000 disease policy limit.
- **Professional Liability** insurance covering acts, errors, mistakes, and omissions arising out of the work or services performed by the Contractor, or any person employed by the contractor, with a limit of not less than \$1,000,000 each claim.

3.7 Indemnification To the fullest extent permitted by law, Contractor shall defend, indemnify, and hold harmless the District, its agents, officers, officials, employees, and volunteers from and against all claims, damages, losses, and expenses (including but not limited to attorney fees and court costs) arising from the negligent acts, errors, mistakes, omissions, work or service of the Contractor, its agents, employees, or any tier of Contractor's subcontractors in the performance of the Contract. The amount and type of insurance coverage requirements set forth above will in no way be construed as limiting the scope of indemnification in this paragraph.

3.8 Permits The Contractor shall be financially responsible for obtaining all required permits, licenses, and bonding to comply with pertinent municipal, county, State and Federal laws, and assume liability for all applicable taxes including but not restricted to sales, and personal property.

3.9 Provision of Supplies, Materials and Labor The Contractor shall furnish all supplies, equipment, and all management and labor necessary for the efficient and sound provision of the services included in this contract, subsequent extensions and amendments.

3.10 Conflict of Interest Pursuant to A.R.S. 38-511, the Contract and/or any Purchase Order(s) issued against it is subject to cancellation by MCCCCD if any personnel significantly involved in this contract are found to be in conflict of interest.

3.11 Safekeeping of Records Contractor shall keep in a safe place all financial records and statements pertaining to the operations of this contract for a period of three (3) years from the close of each years operation.

3.12 Audits Contractor shall make available all records pertaining to the contract for purposes of audit by MCCCCD staff or other review agencies.

3.13 Charges Outside Scope of Agreement Charges of the contractor for services not permitted by or beyond the scope of this contract shall be an expense of the contractor and not of or reimbursable by MCCCCD.

3.14 Non Discrimination. In connection with the performance of work under this contract, the Contractor agrees not to discriminate against any employee or applicant for employment because of race, color, religion, national origin, sex (including sexual harassment and pregnancy), sexual orientation, handicap/disability, age and disabled or Vietnam era veteran status. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. The Contractor further agrees to take affirmative action to insure equal employment opportunities for persons with disabilities. The Contractor shall at all times maintain compliance with the Americans with Disabilities Act.

3.15 Compliance with Laws The Contractor shall at all times comply with the Federal Immigration Reform and Control Act of 1986 (and by any subsequent amendments thereto) and shall indemnify, hold harmless, and defend the District from any and all costs or expenses whatsoever arising out of Contractor's compliance or noncompliance therewith.

3.16 Non-Collusion MCCCCD encourages free and open competition. Whenever possible, specifications, proposal invitations and conditions are designed to accomplish this objective, consistent with the necessity to satisfy MCCCCD's needs and the accomplishment of a sound economical operation.

The Proposer's signature on this proposal guarantees that any prices offered have been established without collusion with other eligible Proposers and without effort to preclude MCCCCD from obtaining the lowest possible competitive price. The award will be made to the responsible Proposer whose proposal is determined to be most advantageous to MCCCCD based on the evaluation factors in this RFP.

3.17 Contract Termination MCCCCD may terminate this Contract for convenience by giving Contractor 15 days written notice of termination. A non-breaching party may terminate this Contract for the failure of the other party to comply with this Contract by giving that other party 10 days' written notice of the failure to comply. MCCCCD may terminate this Contract immediately if the Contractor files for bankruptcy or receivership, or takes any actions relating to insolvency, such as an assignment for the benefit of creditors. MCCCCD may terminate this Contract under A.R.S. Section 38-511 for a violation of that statute.

3.18 Interpretation The parties intend this Contract to express their complete and final agreement.

3.19 Risk The Contractor assumes all risks encountered that are due to any conditions within the Contractor's direct control. Additionally, the Contractor assumes all risk for difficulties in the nature of the project or the work that the Contractor knew or should have known about at the time of submission of each individual project proposal resulting from this solicitation.

3.20 Confidential Information/Privacy Laws MCCCCD is subject to various federal and state laws mandating that it keep certain information confidential. The Contractor may receive or have access to confidential information during the performance of this contract. The contractor agrees that it will not disclose, publish, reproduce, or otherwise make available information that MCCCCD identifies to it as confidential without the written authorization of MCCCCD. This requirement survives the termination or cancellation of the contract.

3.21 Work to be Performed by Others MCCCCD reserves the right to perform any and all services in-house or may utilize the services of other firms on unrelated projects.

3.22 Extended Contract The Maricopa County Community College District (MCCCCD) has entered into Cooperative Purchasing Agreements with Arizona State University, Maricopa County, and other public entities. MCCCCD is also an active member of the Strategic Alliance for Volume Expenditures (SAVE) Cooperative agreement. Under these Cooperative Purchasing Agreements, and with the concurrence of the successful Proposer, these organizations, or any other campus within MCCCCD, may access any subsequent agreement/contract resulting from a solicitation done by MCCCCD. If the Proposer does not want to grant such access, it must be stated in the Proposal. In the absence of a statement to the contrary, MCCCCD will assume that access is granted by the Proposer to any subsequent agreement/contract.

3.23 Legal Worker Requirements As mandated by Arizona Revised Statutes § 41-4401, MCCCCD is prohibited after September 30, 2008 from awarding a contract to any contractor who fails, or whose subcontractors fail, to comply with Arizona Revised Statutes §23-214-A. That statute requires that employers verify the employment eligibility of their employees through the federal E-verify system. An "employer" is an independent contractor, a self-employed person, the State of Arizona or any of its political subdivisions, or any individual or type of organization that transacts business in the State of Arizona, that has a license issued by an agency in the State and that employs one or more employees in the State. (See A.R.S. §23-211-4.) Therefore, in signing or performing any contract for MCCCCD, the Contractor fully understands that:

- A. It warrants that both it and any subcontractors it may use comply with all federal immigration laws and regulations that relate to their employees and with A.R.S. § 23-214-A;
- B. Any breach of that warranty is material and is subject to penalties up to and including immediate termination of the contract; and
- C. MCCCCD or its designee is authorized by law to randomly inspect the records relating to an employee of the Contractor or any of its subcontractors who works on the contract to ensure compliance with the warranty made in Paragraph A above.

3.24 Payment After services have been provided, partial payments may be requested by submitting an itemized invoice (clearly referencing a Purchase Order number) and any supporting documentation that may be required. IN NO INSTANCE, HOWEVER, SHOULD ANY SERVICES BE PROVIDED NOR WILL ANY PAYMENT BE MADE WITHOUT A SIGNED PURCHASE ORDER HAVING BEEN ISSUED FOR THOSE SERVICES BY THE MCCCD PURCHASING DEPARTMENT.

3.25 Sudan and Iran Pursuant to Arizona Revised Statutes §§ 35-391.06 and 35-393.06, Contractor certifies that it does not have a scrutinized business operation in either Sudan or Iran.

4. PROPOSAL REQUIREMENTS

Paragraphs 4.1 & 4.2 below require specific, written responses or confirmations. To be considered for selection, respondents shall meet/provide the following requirements:

4.1 MINIMUM REQUIREMENTS

The Proposer:

- 4.1.1 Must be licensed by the State the business is in, if services requested require such licensure.
- 4.1.2 Must provide a completed pricing schedule (Section 8, Pages 15 & 16) signed by an authorized company signatory.
- 4.1.3 Must have carefully read and understand all parts of the RFP and certify that the Proposal is made in accordance therewith.
- 4.1.4 Must submit written answers to the respondent questionnaire (Section 7). All answers must be in the order in which the questions were asked.

4.2 SPECIFIC REQUIREMENTS

- 4.2.1 Must be able to track all ticket sale types, which are credit cards, cash, checks, and comps.
- 4.2.2 Must have the ability to do on location (or in house) online sales.
- 4.2.3 Must have the ability to do outdoor sales (different areas on campus).
- 4.2.4 Must be able to provide general admission and reserved seating capabilities.
- 4.2.5 Must be able to easily create discounts and various price points.
- 4.2.6 Must be able to provide detailed, flexible, and reliable reporting (by patron, payment type, show, monthly, pre-sales, at door sales, salesperson, etc).
- 4.2.7 Must have the ability to capture patron information and securely store in database within system.
- 4.2.8 Must have unlimited site access and ability to limit access for various approved users.
- 4.2.9 Must be compatible with both Mac & PC formats.
- 4.2.10 Must have exchange/refund options.
- 4.2.11 Must have reliable tech services (24 hours) and manual emergency sales if loss of internet, computer, software, etc.
- 4.2.12 Must have little or no ticket stock costs.
- 4.2.13 Must be able to track actual patrons who attended the show versus purchased tickets – seats occupied.

- 4.2.14 Must have the ability to add other colleges or departments afterwards (ease, costs, discounts, etc).
- 4.2.15 Must be PCI compliant.
- 4.2.16 Must have ability for patron to make online donations.
- 4.2.17 Must have integrated PR/Marketing tools beyond spreadsheets i.e. e-marketing/email campaigns.
- 4.2.18 Must be able to show patrons all district events in one searchable web location.
- 4.2.19 Must have low cost-fees in line with season use, especially during “dark” months.
- 4.2.20 Must have a way to manage free events without per ticket charges.
- 4.2.21 Must have the set up include; scanner, printer, credit card slider costs, virtual seating map (other hardware as necessary).
- 4.2.22 Must have the ability for Maricopa County Community Colleges to use their own merchant account number to receive money directly into a Maricopa County Community College bank account.

4.3 DEVIATIONS FROM RFP

Proposers must specifically provide a separate listing of each circumstance in which their proposal differs from any terms or conditions of the request for proposal. Failure to list such a deviation will result in that terms of the proposal being disregarded in favor of the correlative term(s) of the RFP.

4.4 SIGNATURE

The Contractor shall furnish and include all requested information with their proposal. Statements are required to be complete and accurate, and the proposal shall be signed by an authorized signatory of the company (sworn to and notarized, if requested). A proposal submitted by an agent will have a current Power of Attorney attached certifying the agent’s authority to bind the Proposer. Omission, inaccuracy, or misstatement may be sufficient cause for rejection of the proposal.

4.5 AWARD CONSIDERATION

From the total information requested, determination shall be made of the Proposer's ability to serve the District. Only proposals from responsible organizations or individuals, as determined by MCCCDC, which have the capability of providing the required services under this RFP, shall be considered. Representatives from the District reserve the right to conduct interviews with the individual proposers for clarification of the proposals presented. The District reserves the right to negotiate any and all provisions presented in the proposals.

4.6 ESCALATION

The District may review a fully documented request for a price increase only after the contract has been in effect for a minimum of one (1) full year. A price increase adjustment shall only be considered at the time of a contract extension and shall be a factor in the extension review process. The requested increase shall be based upon a cost increase to the contractor that was clearly unpredictable at the time of the offer and is directly correlated to the price of the product or service concerned. The District shall determine whether the requested price increase or an alternate option is in its best interest.

5. SCOPE OF WORK

Provide a comprehensive electronic ticketing system for a variety of venues/departments in the Maricopa Community College system. The ticketing system must be flexible, expandable and reliable while maintaining security and accountability. Ticketing system must allow for: on-line marketing, sales and tracking; at home, off-location, and at location sales and printing; technological support system that is available 24/7. The system must also interface with Maricopa County Community College District financial system to provide for collection of sales via credit card transactions.

Major components of the scope of this project include:

- 5.1 Creating set up diagrams of all needed venues for individual ticket sale and tracking i.e. auditorium set ups with assigned seating and general admission options, black box/multipurpose spaces with flexible seating numbers. General seating for athletic events at individual campuses.
- 5.2 Providing an active interfacing program for the venue/event to enter specific information for each activity/event/performance
- 5.3 Provide a marketing component that allows for all partnered venues to utilize a centralized location to promote all events and to sell tickets on-line. This marketing site must be sortable from a variety of perspectives but not limited to: date, location, type, title, and price. It should include the option of displaying graphics, written descriptions, and sound bytes or video clips.
- 5.4 Provide professional looking tickets printed with specific information as designed in step 2 at all points of sale (may be different format for at home printing but standard must be met). Ticket stock must be provided free of charge or at a low cost.
- 5.5 Multi –sales points limited only by equipment availability. The proper equipment for on-site use is to be identified by the successful bidder.
- 5.6 Ability to electronically account for tickets redeemed and to track in and out movement of patrons.
- 5.7 Ability to discount, refund, or comp tickets at a manager's discretion
- 5.8 Full range of reporting, sorting, and printing at the discretion of the manager.
- 5.9 Ability to handle both credit/debit card sales.
- 5.10 Service charges must be negotiable and flexible due to the different needs of each venue/college/location.
- 5.11 Ability to accept and track donations (at the time of purchase and otherwise) and direct to appropriate funds/accounts.
- 5.12 Maintain a comprehensive and searchable patron data list and mailing distribution lists from previous purchases by authorized requestors.

6. EVALUATION CRITERIA

The following is a listing of general and specific criteria used for the evaluation of this RFP. The areas include, but are not limited to :

- 6.1. General quality of responsiveness of proposer:
 - A. Ability to meet all terms and conditions
 - B. Completeness and thoroughness of proposal
 - C. Grasp of scope of work to be performed
 - D. Description of approach to be taken
 - E. Evidence of effective organizational and management practices
 - F. Qualifications of personnel
 - G. Experience and past performance
- 6.2 Specific areas that will be evaluated and scored:
 - A. The professional, technical and managerial qualifications and experience of the firm and the personnel to be assigned to this program.
 - B. Past experience in providing comparable services to other clients.
 - C. Responses to Minimum and Specific Requirements.
 - D. Respondent Questionnaire responses.
 - E. Pricing.

Proposals will be evaluated in accordance with the following three-step process:

STEP ONE - Verification of each proposer's compliance with the RFP general terms and conditions as listed in Section 1, 2 and 3 of this RFP.

STEP TWO - Verification of each proposer's compliance that all required written responses/confirmations are thoroughly submitted.

STEP THREE – All proposals meeting the criteria as presented in Steps One and Two will then be subjected to a "points-earned compliance matrix". An evaluation committee will evaluate and score the proposals. The proposals will be ranked on a "points-earned" technical, service and financial compliance matrix. Due to this type of evaluation procedure, the lowest dollar priced service **may** or **may not** indicate the successful proposer. Price constitutes only one of several evaluation criteria. Should MCCCCD not be able to determine a successful proposer at this point, some proposers may be requested to make oral presentations to the evaluation committee. These presentations will be scored and that scoring may be added to the initial scoring of the proposal to determine the successful proposer.

7. RESPONDENT QUESTIONNAIRE

- 7.1. Describe your company history in successfully providing the services requested (in this document) to previous higher educational clients.
- 7.2. Describe your company history in successfully providing the services requested (in this document) to previous performing arts organizations, performing arts venues, athletic venues, and/or other higher education venues and facilities.
- 7.3. Provide the name and qualification of the person(s) who will be assigned to Maricopa County Community College District on behalf of any resultant contract. Submit resumes for key personnel who may be involved with the contract.
- 7.4. Provide names, addresses, telephone numbers, and email addresses for three (3) higher education institutions for which you have provided similar services.
- 7.5. Provide information regarding your experience with computerized/online ticketing software.
- 7.6. Provide information regarding how both system users and patrons will access your ticketing system.
- 7.7. Provide examples of how your company provides the following:
 - Online/Website ticket sales.
 - Box Office ticket sales
 - Remote site ticket sales
 - The ability to print tickets “at home” and in the box office
 - The ability to sell assigned and general admission seating to all events
 - The ability for patrons to select their own seat when appropriate
 - The ability to provide various price points, ticket promotions, ticket discounts
 - The ability to vary “on sale” date and time to encourage presales
 - Tracking and reporting of all transaction types (cash, cc, check, comp, voucher, etc)
 - Tracking and reporting of all show data by patron, show, sales type, and salesperson
 - The ability to capture patron data and store within a fully integrated database
 - The ability to create and distribute email marketing materials from the integrated patron database
 - The ability to control or manage the refund and exchange policy
 - The ability to assign system users access to the ticketing system
 - The ability to control the level of system access by approved users
 - The ability to use ticketing system on both Mac and PC platforms
 - Customer service and technical support for system users
 - Emergency policy and procedures when ticketing system is inoperable
 - System start-up and set-up costs for all required equipment and materials
 - System start-up and set-up costs for all optional equipment and materials
 - The ability and cost to expand the ticketing system to additional campus users
 - The ability to accept and track donations
 - The ability to display all Maricopa County Community College District events using the ticketing system in one location.

- 7.8. Provide information regarding the ability of the ticketing system to link to existing college websites and list which company employees would need access to Maricopa County Community College District web accounts.
- 7.9. Provide information regarding the receipt of donations through the online ticketing system.
- 7.10. Provide information that proves your company is PCI compliant.
- 7.11. Provide information regarding how patron financial information is secured.
- 7.12. Provide information that outlines all ticketing fees for online and box office sales.
- 7.13. Provide information regarding the payment of fees to your company.
- 7.14. Provide information regarding the receipt of payment by Maricopa County Community College District.
- 7.15. Provide information regarding the maintenance of your ticketing system and how and when additional modules are created and implemented.
- 7.16. Provide information regarding any design standards that are followed by your company.
- 7.17. Provide information regarding the ticketing system's ability to incorporate existing Maricopa County Community College District design standards into the ticketing system.
- 7.18. Provide information regarding the expansion of the ticketing system to include new venues and campuses.
- 7.19. Maricopa County Community College District intends to utilize an existing merchant account currently with Wells Fargo. Please provide information regarding the billing and reconciliation process.
- 7.20. Please provide specific information regarding the ability of your company to alter current billing and reconciliation practices to meet the needs of Maricopa County Community College District.
- 7.21. Provide any other examples of your abilities to provide all the services requested.

NOTE: When responding to this section, clearly identify in your proposal response each question number shown above and your response to that question.

8. PRICING SCHEDULE

The undersigned has read and understands all conditions and terms of RFP 2960-5, is authorized to submit this proposal on behalf of the company, and hereby offers to perform the services for the **firm fixed pricing** indicated below:

8.1 Ticket fees for online/box office sales \$ _____/ticket

Costs/Fees listed above shall include all overhead and profit. No billing will be accepted if it contains any costs other than those listed above. This includes, but is not limited to, travel, fuel, meetings, account servicing costs, secretarial, printing, delivery rent, phone calls, postage, overnight mail service, accounting, etc.

8.2 Other required services/fees not specifically requested in the RFP (list below)

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

You may submit a more detailed pricing schedule in lieu of the above as an attachment to this page, but the next page must be completed, signed and included with your proposal.

Costs/Fees listed above shall include **all** overhead and profit. No billing will be accepted that shows any other costs than those listed above. This includes, but is not limited to, travel expenses, any out-of-pocket costs, meetings, secretarial, printing, delivery, rent, phone calls, postage, overnight mail service, accounting, fuel charges, office supplies, copy services, etc.

(CONTINUED)

Pursuant to Arizona Revised Statutes 35-391.06 & 35.393.06, proposer certifies that it does not have a scrutinized business operation in either Sudan or Iran.

SIGNATURE _____

(PRINTED NAME) _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY, STATE, ZIP _____

TELEPHONE _____

FAX NUMBER _____

E-MAIL _____

Is your firm a:

() Corporation* () Partnership () Individual () Joint Venture

* If a corporation, answer the following:

(a) Where incorporated: _____

(b) Date incorporated: _____

(c) Have your Articles ever been suspended or revoked? () Yes () No

If yes, when, for what reason, and when were they reinstated:

Has your firm or its parent or subsidiaries ever been debarred or suspended from providing any goods or services to the Federal Government or other public entities?

If yes, when, for what reason, and when were they reinstated: