



Request for Proposal

April 9, 2012

The Calgary Stampede is currently upgrading its paid parking operation, and is seeking interest from external parties wanting to quote on supplying a new Parking Access and Revenue Control System for our event based parking operation. This request for proposal details the scope of work and tasks to be accomplished by the vendor contracted.

The Calgary Exhibition and Stampede, a not for profit organization, owns and manages 212 acres in the heart of Calgary Alberta Canada, known as Stampede Park. We are the home of the world famous Calgary Stampede held every July. The ten days of Stampede draws locals and international guests alike with an average attendance of 1.2 million. Stampede Park also surrounds the Scotiabank Saddledome, home to the NHL Calgary Flames. Throughout the year Stampede Park hosts third party conventions and trade shows, banquets, wedding and meetings; 1200 different and varied events throughout the year. Of the 212 acres, 57 are operated as 20 paid surface parking lots and temporary outdoor exhibit space, providing approximately 6,000 parking stalls in a unique operating model. Our parking database currently has in excess of 50,000 passes. Annually, Stampede Park sees 450,000 vehicles arrive at our gates generating revenue in excess of \$6,000,000 CND. Over 80% of our customers are currently conducting cash transactions. The Calgary Stampede is a not for profit community based volunteer driven organization and is exempt from property and business tax. Our profits are re-invested into infrastructure, youth and agricultural programs. Customer service delivery to a variety of internal and external clients is a leading driver of our daily operations.

The Calgary Stampede is seeking a company that will be supply an integrated parking system that will accommodate the following, including but not limited to, parking pass management, daily pay on entry parking, high volume event parking, and future expansion, potentially including a parkade.

The core requirements of this system must include, but are not limited to:

- Improvements to reduce transaction times
- Address current state operational process challenges & opportunities
- Parking technology upgrade and opportunities
- Audit control
- Revenue maximization opportunities
- Cost saving strategies (using existing hardware and infrastructure where possible)
- Customer Service

The new PARC system must consist of the following:

- Pay on entry, free exit at 10 gated parking booths (current state)
- Ability to accommodate a flexible rate structure by time or day
- 30 minute refund at manned gates upon exit
- Manned Cash and credit card transactions supported by a programmable POS system
- Unmanned booth credit card acceptance (our preferred payment processor is Moneris)
- Barcode, magnetic stripe, and proximity reader integration
- Multi-day parking pass sales at booths
- Parking pass database handling a multitude of user groups with varied access parameters.
- Dedicated server (or cloud application) with scheduled database backups
- Audit capabilities and real time reporting
- PCI Compliance

Companies wishing to be selected for this proposal will be evaluated on the following criteria:

- Ability to meet system performance and feature criteria
- Cost of proposal
- Experience in evaluating current operations and implementing a plan for change.
- Past client referrals.
- Availability of technical support (local and remote) 24/7/365
- Customer Service focused

Companies may partner with other vendors to create an integrated solution if required. A detailed agreement regarding the responsibilities of those involved in the partnership will be required in order to be considered for the proposal.

The timeline is as follows:

- April 9, 2012 RFP proposal posted within the industry
- April 20, 2012 Deadline for detailed inquiries and additional information requests
- May 11, 2012 Detailed quote due to the Calgary Stampede Parking Department
- May 14-18, 2012 Review of short list candidates-on site presentations if required
- May 21, 2012 Awarding of contract
- August 31, 2012 Final installation complete and system operational

Interested parties should supply the Calgary Stampede with the following:

- Introduction
- Scope of Work
- Project approach and time lines
- Project Management and Quality Control plan
- Project Team and list of supporting partners
- Client Responsibilities and Project Assumptions
- List of clients using your event parking modules (references)

Please direct your inquiries and presentation to:

Calgary Stampede
 1410 Olympic Way SE
 Calgary, Alberta Canada, T2G 3W1
 Attn. Ms. Cherie Haynes
 Risk Management Coordinator
 403.261.0599 /chaynes@calgarystampede.com

Sincerely,

Bill Church
 Manager, Parking and Transportation Services
 Calgary Stampede