

**CITY OF FEDERAL WAY  
REQUEST FOR PROPOSAL**

**I. PURPOSE OF REQUEST.**

The City of Federal Way (“City”) is requesting proposals for the purpose of Performing Arts and Event Center Ticketing System. The City’s needs are outlined in the following Request for Proposal (“RFP”).

**II. TIME SCHEDULE.**

The City will follow the following timetable:

Issue RFP	July 9, 2021
Deadline for Submittal of Proposals	August 12, 2021, 2:00pm
Preliminary Selection of Firm	August 13, 2021
Notify Firm Chosen	August 16, 2021

**III. INSTRUCTIONS TO PROPOSERS.**

A. All proposals should be sent to:

City of Federal Way  
Attn: Jennifer Pettie, Finance  
33325 8th Ave S  
Federal Way, WA 98003-6325  
(253) 835-2527  
[Jennifer.pettie@cityoffederalway.com](mailto:Jennifer.pettie@cityoffederalway.com)

B. All questions should be sent to Autumn Gressett, [autumn.gressett@cityoffederalway.com](mailto:autumn.gressett@cityoffederalway.com) via e-mail no later than August 6, 2021 at 2:00 pm to allow adequate time for response.

C. If submitted on paper, all proposals must be in a sealed envelope and clearly labeled in the lower left-hand corner. If submitted by email, all proposals must be clearly labeled in the subject line. The label shall identify the contents as ***“RFP Performing Arts and Event Center Ticketing System.”***

D. All proposals must be received by the Deadline for Submittal of Proposals detailed in II. Time Schedule, at which time they will be opened. Three (3) copies of the proposal must be presented. Faxed or telephone proposals will not be accepted.

E. Proposals should be prepared simply and economically, providing a straight forward, concise description of provider capabilities to satisfy the requirements of

the request. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content. Use of recycled paper for requests and any printed or photocopied material created pursuant to a contract with the City is desirable whenever practicable. Use of both sides of paper sheets for any submittals to the City is desirable whenever practicable.

F. The Contract Administrator, Autumn Gressett or representative will notify the firm selected by the date stated in II. Time Schedule.

G. All proposals must include the following information:

- The names of individuals from those firms who will be working on the project and their areas of responsibility.
- Specific experience of individuals relative to the proposed project.
- A proposed outline of tasks, products and project schedule, including the number of hours required to complete each task or product.
- A proposed budget based on the above outline of tasks, products and schedules.
- References (minimum three)
- Completed Exhibit A – Quote Sheet

**IV. SELECTION CRITERIA.**

<u>Factor</u>	<u>Weight Given</u>
1. Responsiveness of the written proposal to the purpose and scope of service.	40%
2. Price.	30%
3. Ability and history of successfully completing contracts of this type, meeting projected deadlines and experience in similar work.	30%
<u>Total Criteria Weight</u>	100%

Each proposal will be independently evaluated on factors one through three.

**V. TERMS AND CONDITIONS.**

- A. The City reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
- B. The City reserves the right to request clarification of information submitted, and to request additional information from any proposer.
- C. The City reserves the right to award any contract to the next most qualified contractor, if the successful contractor does not execute a contract within thirty (30) days after the award of the proposal.
- D. Any proposal may be withdrawn up until the date and time set above for opening of the proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to sell to the City, the services described in the attached specifications, or until one or more of the proposals have been approved by the City administration, whichever occurs first.
- E. The contract resulting from acceptance of a proposal by the City shall be in a form supplied or approved by the City, and shall reflect the specifications in this RFP. A copy of the contract is available for review and shall include requirements to comply with ADA, Civil Rights Act, and EEO requirements. The City reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, and which is not approved by the City Attorney's office.
- F. The City, as a recipient of federal funding, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.
- G. The City shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.

**VI. SCOPE OF SERVICES.**

- A. The City of Federal way is soliciting proposals from qualified firms to provide a ticketing system and integrated database marketing system for the

Federal Way Performing Arts and Event Center.

- i. 31510 Pete von Reichbauer Way S, Federal Way, WA 98003
- B. The Federal Way Performing Arts and Event Center (PAEC) is a 720-seat theatre with an additional 8,000 square feet of banquet & meeting space.
- C. Ticketing system should have the ability to provide the PAEC with control and messaging of consumer touch points
- D. Ticketing Vendor should be able to provide support for implementation, ongoing maintenance and upgrades
- E. Ticketing Hardware
  - i. Workstation Computers (2)
  - ii. Credit Card Swipers (2)
  - iii. BOCA Thermal Ticket Printers (2)
  - iv. Access Control Scanners (8)
  - v. Contact-less Scanning Stations (3)
  - vi. Access Control Servers (1)
- F. System Functionality
  - i. Subscription and Package Sales
    - 1. System must support subscriptions/packages for events at different facilities
    - 2. System must support subscriptions/packages that have different manifest within the same package, without requiring separate packages to be transacted
    - 3. System must allow for prorated packages
    - 4. System must allow for full season, partial season, pick-a-plan and flex plans via all sales channels
    - 5. System must allow for package seats to be held in an account as an unpaid reservation that will be reflected in the sales figures
    - 6. System must have functionality that assists with reseats and/or upgrading subscribers
    - 7. System must have functionality that allows for pick-your-seat for single seat and/or season ticket packages
    - 8. System must have a view from stage option for seat selection
    - 9. System must have functionality that allow seats within a package to be returned, resold, exchanged, reprinted and/or cancelled without the entire subscription/package being affected.
  - ii. Ticket Holder Renewal Process and Online Account Management (the system shall include, but not be limited to, the following functionalities. Include a full range of your system ticket holder capabilities with Exhibit A)
    - 1. Log-in and ability to renew season/series/plan
    - 2. Seat renewals (one season to the next)
    - 3. Ticket forwarding/reissues
    - 4. Ability to purchase merchandise during renewal process

5. Ability to add more items during renewal process
6. Ability to make a donation during renewal process
7. Capabilities to re-seat and/or upgrade subscriptions/packages
8. Ability to set up numerous automated bill plans
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.
10. Ability to transfer tickets (either single or multiple events at one time)
11. Ability to re-sell tickets via affiliated secondary market
12. Ability to exchange tickets (either single events or events from a subscription)

G. Single Event/Concert Functionality

- i. VIP Package Functionality (include details describing how your system handles this function)

**VII. COMPENSATION.**

- A. Please present detailed information on the firm’s proposed fee schedule for the specifications proposed and for any variation for non-routine services, inclusive of Washington state sales tax and any other applicable governmental charges. Please provide specifics as to definitions of routine versus non-routines tasks, what is fixed as opposed to variable, and how costs are adjusted according to that classification.
- B. Payment by the City for the services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by the City and approved by the appropriate City representative, which shall specifically set forth the services performed, the name of the person performing such services, and the hourly labor charge rate for such person. Payment shall be made on a monthly basis, thirty (30) days after receipt of such billing statement.

**VIII. PUBLICATION.**

Name of Publication:

Dates:

\_\_Federal Way Mirror\_\_\_\_\_

\_\_July 9, 2021\_\_\_\_\_

\_\_Federal Way Mirror\_\_\_\_\_

\_\_July 16, 2021\_\_\_\_\_

**EXHIBIT A**  
Quote Sheet

1. Please list pricing for all of the fees below. Indicate which fees are fixed and which, if any, are variable. If there are additional fees that are not listed, please include them below as well.

Cost	Description	Fixed or Variable (F/V)
\$	Annual License Fee	
\$	Internet Season Ticket or Package Ticket	
\$	Internet/Phone Single Reserved Seat (\$100 & above)	
\$	Internet/Phone Single Reserved Seat (\$75.00 - \$99.99)	
\$	Internet/Phone Single Reserved Seat (\$55.00 - \$74.99)	
\$	Internet/Phone Single Reserved Seat (\$40.00 - \$54.99)	
\$	Internet/Phone Single Reserved Seat (\$25.00 - \$39.99)	
\$	Internet/Phone Single Reserved Seat (\$15.00 - \$24.99)	
\$	Internet/Phone Single Reserved Seat (\$10.00 - \$14.99)	
\$	Internet/Phone Single Reserved Seat (\$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, DISC)	



6. Please respond with a “Yes” or “No” to the following questions:

Ticketing Vendor builds, tests and deploys all events for sale	
Ticketing Vendor handles all mailing of advanced sale orders	
Ticketing Vendor supplies a year-round dedicated client support representative	
All ticketing hardware is provided by Ticketing Vendor	
All ticketing hardware is installed by Ticketing Vendor	
All ticketing hardware is maintained by Ticketing Vendor for the life of the contract	
All ticket stock is provided by Ticketing Vendor	
The ticketing License allows for ticketing of PAEC managed events at other facilities (local festivals, fan fests, outdoor concerts, etc)	

7. Briefly describe any other specific services offered to the PAEC and your stated value of each service on an annual basis

8. Briefly describe the marketing services offered to the PAEC and your stated value of these services on an annual basis

9. Describe in detail how your system handles VIP Packages and the reporting functionality available to the venue to accurately account for the base price vs uplift of the VIP revenue.