Florida State University  
Competitive Solicitation  
Addendum Acknowledgement Form

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<th>CS No: ITN 5795-9</th>
<th>Title: Fine Arts Ticket Office Systems</th>
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**INSTRUCTIONS TO RESPONDENTS**

Attached is additional information pertaining to the Competitive Solicitation identified above. Please read this information carefully and incorporate it into the terms, conditions and specifications submitted with the original Proposal and any prior addenda.

**This cover sheet must be signed by the individual signing the Proposal and returned with the Proposal.**

**CERTIFICATION**

This is to certify that I did receive the referenced addendum and have incorporated the terms, conditions, and specifications listed therein into the attached Proposal.

______________________________
Printed Name/Title

______________________________
Authorized Signature
The following changes(s) shall become part of and supplemental to the above mentioned Competitive Solicitation.

Questions and Answers:

1. Can you expound on the following requests and is using an API to integrate acceptable?

   A: Yes, using an API to integrate is acceptable. Please explain how this would work and any associated cost.

2. The purpose of this ITN is to negotiate for a comprehensive, standalone Ticketing system. The proposed solution should not suggest ‘ANY’ customizations to base product, to meet ITN requirements. We do not have any interest in implementing a solution which requires core product modifications to meet ITN requirements. This system must be able to communicate with FSU’s campus information system via ‘proven’ integrations.

   A: We prefer to have an all inclusive CRM system - meaning there is no additional cost to utilize a membership or donations module, no additional cost for utilizing online ticketing, marketing, reporting, etc. If proposed system is not stand alone and does require additional costs to meet all requirements of the ITN, then all components and pricing should be presented up front through this process.

3. Can system integrate with FSU card service’s single sign on environment to verify student/faculty/staff status in real time? a. What 3rd party software do we need to consider purchasing to implement or host your solution, if any?

   A: We are wanting a system that has the ability to verify our student's, faculty, and staff when these customers log in online. This way we are able to send out targeted offers to these groups, and the system can automatically verify their real time status. Ideally, it would be great if these customer's log ins are also able to be the same as their regular university system's login - single sign on environment.

4. What higher education ERP solutions have you successfully integrated with? Please provide examples and references.

   A: Have you successfully integrated with a university ERP system or single sign on environment? Are there any examples you can provide of how this can be achieved?

5. How many venues will use the ticketing solution? How many seats in each venue?

   A: Here is our average event breakdown by venue. This varies slightly each year, and we currently have additional venues built in our current system that we do not use on a yearly basis which I have not listed here:
   Fallon Theatre, General Admission (492 seats): 3 non-ticketed events; 4 ticketed events
   Fallon Theatre, Reserved Seating (492 seats): 3 non-ticketed events; 35 ticketed events
   Lab Theatre, General Admission (250 seats): 3 non-ticketed events; 30 ticketed events
Augusta Conradi Studio Theatre, General Admission (189 seats): 6 ticketed events
Augusta Conradi Studio Theatre, Reserved Seating (189 seats): 11 ticketed events
Ruby Diamond Concert Hall with Pit, General Admission (1260 seats): 2 ticketed events
Ruby Diamond Concert Hall with Pit, Reserved Seating (1260 seats): 15 ticketed events
Ruby Diamond Concert Hall no Pit, Reserved Seating (1172 seats): 13 ticketed events
Opperman Music Hall, Reserved Seating (452 seats): 6 ticketed events
Goodwood Carriage House, General Admission (250 seats): 4 ticketed events
Nancy Smith Fichter Dance Theatre, General Admission (380 seats): 15 ticketed events
Nancy Smith Fichter Dance Theatre, Reserved Seating (380 seats): 6 ticketed events
Fred Turner Auditorium @ TCC, Reserved Seating (505 seats): 22 ticketed events
Challenger IMAX Theater, General Admission (287 seats): 6 ticketed events
Lee Hall @ FAMU, Reserved Seating (1203 seats): 2 events
Maguire Center at Westminster Oaks, Reserved Seating (226 seats): 1 ticketed event
Generic General Admission Events/Venues (200 - 500 seats): 10 non-ticketed events; 7 ticketed events

6. Do you currently have BOCAs for printing of tickets? If yes, how many and what is the configuration? (i.e. 300dpi, FCL)

A: We currently have the below printers. We will be looking to replace the last two and purchase an additional one – so a total of 3 new ones.

3 – Boca Lemurs, 200 DPI, Firmware A26, Ethernet (serial numbers 278921, 278922, 278923)
2 – Boca Lemurs, 200 DPI, Firmware B26, non-Ethernet (serial number 308840, 308841)
1 – Boca SubMicro printer 2004, software 44, DPI 200, Parallel Interface (serial number 141148) – needs replacing
1 – Storage Boca 2004, DPI 200 Parallel Interface (serial number 141150) – needs replacing

7. How many hand held scanners would be required if FSU is interesting is access control?

A: We currently have 2 - Apple iPod 4 with Linea Pro 4-2D barcode Scanners. We will need at least 4 scanners for School of Theatre events. We are also interested in exploring the possibility of getting additional scanners for Opening Night’s Performing Arts Events, which would be an additional 8.

8. Ability to automate functions and emails that can be set by marketing and box office staff

A: This is in regards to the ability to schedule automatic emails for marketing campaigns, as well as show reporting. We are looking for the ability to schedule pre and post show emails to ticket buyers, post-show emails to individuals that were scanned in/attended the event, etc. We are also looking for the ability to schedule daily/weekly/monthly reports for individual and multiple shows that get automatically emailed to a distribution list.

9. Total number of ticketed and non-ticketed events by venue: (200 Noted in CS). Please list each venue and the total number of events they operate per year. Break down by:

A: Here is our average event breakdown by venue (this varies slightly each year):
Fallon Theatre, General Admission (492 seats): 3 non-ticketed events; 4 ticketed events
Fallon Theatre, Reserved Seating (492 seats): 3 non-ticketed events; 35 ticketed events
Lab Theatre, General Admission (250 seats): 3 non-ticketed events; 30 ticketed events
Augusta Conradi Studio Theatre, General Admission (189 seats): 6 ticketed events
Augusta Conradi Studio Theatre, Reserved Seating (189 seats): 11 ticketed events
Ruby Diamond Concert Hall with Pit, General Admission (1260 seats): 2 ticketed events
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Opperman Music Hall, Reserved Seating (452 seats): 6 ticketed events
Goodwood Carriage House, General Admission (250 seats): 4 ticketed events
Nancy Smith Fichter Dance Theatre, General Admission (380 seats): 15 ticketed events
Nancy Smith Fichter Dance Theatre, Reserved Seating (380 seats): 6 ticketed events
Fred Turner Auditorium @ TCC, Reserved Seating (505 seats): 22 ticketed events
Challenger IMAX Theater, General Admission (287 seats): 6 ticketed events
Jack Haskin Circus Complex, combined Reserved and General Admission Seating (1492 seats): 12 ticketed events
Lee Hall @ FAMU, Reserved Seating (1203 seats): 2 events
Maguire Center at Westminster Oaks, Reserved Seating (226 seats): 1 ticketed event
Generic General Admission Events/Venues (200 - 500 seats): 10 non-ticketed events; 7 ticketed events

10. (CS stated 55,000 to 65,000 tickets sold with 20%-25% as complimentary; 50%-55% sold online with 10% of the online tickets complimentary; and, of the remaining 30%-35% are purchased by Credit Card in person or over the phone.) Please provide a list of each Venue with sales information per year for 3 years:

A:
I am unable to break this information out by venue. Our total numbers for the past 3 seasons are as follows:

2012/13
Total Internet ticket sales: 21,000 – all credit card sales
Total Box Office ticket sales (Phone & Walk-up): 18,000 – 12% cash sales, 12% check sales, remaining credit card
Total Group ticket sales: 150
Total Comp/No Charge tickets: 7,000

2013/14
Total Internet ticket sales: 23,000 – all credit card sales
Total Box Office ticket sales (Phone & Walk-up): 14,000 – 13% cash sales, 7% check sales, remaining credit card
Total Group ticket sales: 500
Total Comp/No Charge tickets: 5,800

2014/15
Total Internet ticket sales: 26,500 – all credit card sales
Total Box Office ticket sales (Phone & Walk-up): 22,000 – 6% cash sales, 6% check sales, remaining credit card
Total Group ticket sales: 508
Total Comp/No Charge tickets: 7,000

List all subscription tickets sold by Series (i.e.; Opening Nights) and break this down as follows:
Currently the only organization that does series/subscriptions is the School of Theatre. The break down for this past year is as follows:

2012/13
261 Full (6 show) Packages – 1566 tickets
113 Flex (5 show) Packages – 565 tickets
149 Flex (4 show) Packages – 596 tickets
2013/14
221 Full (6 show) Packages – 1326 tickets
106 Flex (5 show) Packages – 530 tickets
126 Flex (4 show) Packages – 504 tickets

2014/15
233 Full (6 show) Packages – 1398 tickets
115 Flex (5 show) Packages – 575 tickets
137 Flex (4 show) Packages – 548 tickets

2015/16
297 Full (6 show) Packages – 1782 tickets
133 Flex (5 show) Packages – 665 tickets
155 Flex (4 show) Packages – 620 tickets

- Number of Subscription Packages Sold by Series See above
- Number of events in each subscription package See above
- Total Number of Subscription Tickets Sold by Series (# Packages Sold for each series X # of Events in the Series) See above
  - Total # of Single Tickets Sold (Total Tickets - Comps - No Charge Tickets - Total Subscription Tickets = Total Single Tickets Sold) See above
    - % of Single Tickets Sold by Credit Card See above

(80%-90%)
- Total # of Single Tickets Sold by Credit Card See above

(50%-55%)
  - % of ALL Tickets sold via the web
  - % of ALL Tickets sold via the phone Current reporting cannot distinguish this number. All of our Box Office sales are reported the same whether they are phone/walk up etc.
  - % of ALL Tickets sold via the box office (walk-up day of or in advance) Current reporting cannot distinguish this number. All of our Box Office sales are reported the same whether they are phone/walk up etc.
  - Of those tickets sold at the box office (walk-up day of or in advance), what % of these sales are by Credit Card Current reporting cannot distinguish this number. All of our Box Office sales are reported the same whether they are phone/walk up etc.

Total Ticket Revenue Annually for the Past Three Years:
2012/13: $959,780.50
2013/14: $869,195.50
2014/15: $1,355,739.00
2015/16 to date: $1,189,347.30

Average Ticket Price for the Past Three Years:
2012/13: $24.50
2013/14: $23.00
2014/15: $28.00
2015/16: $27.00

Please detail out a list of all existing hardware, their make and model:
2 - Apple iPod 4 with Linea Pro 4-2D barcode Scanners
2 - HP ProBook 4525s Laptops
6 – HP ProBook 4530s Laptops
3 – Boca Lemurs, 200 DPI, Firmware A26, Ethernet (serial numbers 278921, 278922, 278923)
2 – Boca Lemurs, 200 DPI, Firmware B26, non-Ethernet (serial number 308840, 308841)
1 – Boca SubMicro printer 2004, software 44, DPI 200, Parallel Interface (serial number 141148) – needs replacing
1 – Storage Boca 2004, DPI 200 Parallel Interface (serial number 141150) – needs replacing
6 – Bank of America TransArmor P2PE card readers – FD130’s
1 – Bank of America First Data FD100Ti card swipe reader

Please detail out any additional required hardware wishes to acquire as part of this CS:
We would like to replace our 2 older Boca printers, and purchase one additional (so 3 new printers total)
We plan to replace all of our laptops this summer (a total of 8) – please provide recommendations on types of computers to purchase and system requirements
We will need 4 scanners for the School of Theatre. We are interested in seeing what the scanning technology and cost is to determine if our client Opening Night’s Performing Arts will also purchase additional scanners for their events.

From an Email Marketing Perspective:
- Total # of Email Marketing Campaigns Sent per Month 30
- Total Average # of Emails sent per Email Campaign can range from 21 to 25,000 recipients
- Total Projected # of Emails sent per Year 200

Total number of patron records in the existing system(s):
- Existing Ticketing System: approximately 76,000
- Older versions of Ticketing system: 0
- Other systems you wish to convert data from: 0

The total number of user licenses you require for use with the system. Please break out license usage by the following:
- Box office: 14 users
- Box office Management: 5 users
- Call center (if applicable)
- Facility/Front of House Management
- Marketing: 3 users
- Membership/Development: 2 users
- Development:
- Business Management/Finance
- Executive Management: 2 users
- Client Representatives: 4 users

11. Please provide the following annual revenue estimates that are processed through the system:
A:
- Ticket sales $1,340,000
- Membership/Donation sales $46,000
- Donations (not including Membership sales above) $500
- Other / auxiliary item sales $28,000
- Fees $55,500
12. Do you have a preference for system hosting? Either FSU locally hosted or Supplier hosted?

A: Supplier Hosted

13. How many total individual staff members will need a login to access the system, even if on an occasional basis?

A: 25-30

14. Of those requiring a login, how many would be logged in concurrently at a peak system usage time?

A: 10-15

15. For access control and ticket scanning, how many handheld scanning devices would be required to cover all entry points where scanning would occur?

A: At least 4 for School of Theatre events. We are also interested in exploring the possibility of getting additional scanners for Opening Night’s Performing Arts Events, which would be an additional 8.

16. How many venues are sold reserved seating where you would like patrons to select their own seats online?

A: 10

17. In Attachment B, item 65 - Please provide clarification for “High availability is required. How many 9’s is your solution supporting?”

A: This question is specifically asking about expected downtown of the system. Are there scheduled maintenance windows? How often can we expect that the system will be down? What is the downtime turn around? Etc…

18. Section XI, items 1 and 2 - Please clarify the number of hard copies required in 3 ring binders. Item 1 states one hard copy while Item 2 refers to “and copies shall be in a standard size 3 ring binder or binders”.

A: One (1) original hard copy proposal should be placed into a standard size 3 ring binder with seven (7) copies on either USB, CD or PC.

19. Section VI - Can you clarify what you mean by Lasso/Multi-seat selection tool?

A: This functionality would allow us to select multiple seats at one time, instead of having to individually click on every single seat. So for instance, if we’re trying to grab a block of 50 seats for a group sale there should be some functionality to easily do that instead of having to click on 50 individual seats to add to your cart. Additionally, this functionality should be available when dealing with seat holds and kills as well.

20. Section VII - Can you define evergreen?

A: Evergreen is a contract provision that automatically renews the length of the agreement after a predetermined period, unless notice for termination is given. Evergreens are often used for long term agreements.

21. Section XI / Section XII - Response Format - In Section A2. it states to send the original and copies within a standard size 3 ring binder so from Section A1, do we need to submit (1) original proposal in hard copy
form, seven (7) copies in hard copy form and (1) on a USB/CD in a PC compatible format? If so, within
the Section XII. Delivery of Proposals Section A. it states that only one response can be sent in a sealed
envelope/package. Can we submit all 8 copies within one package but the original and copies are sent
within individual sealed envelopes?

A: See response to question #18 above.

22. Where should the Competitive Solicitation form be placed within the RFP?

A: Refer to section XII. Delivery of Proposals

23. Can we get an explanation of the data or example of the Comparison/Projections/Trends report that you are
looking for?

A: We are looking for a way to pull comparison reports to see sales trends and for projection purposes. So for
instance, if we want to project where Show C might be 6 weeks out from opening, we could pull reports
from Show A and Show B from previous years and see on a weekly/daily/monthly basis how those shows
did ticket/revenue wise. Additionally, if we want to see our audience’s buying trends we could compare
sales for multiple shows and see when the ebs and flows of sales happen.

24. For the requirement "Supplier provides toll-free number for phone support", would our New York phone
number fulfill this requirement? It is not a 1-800 number where we would pick up charges for those calling
out of the country, etc., but is a typical landline number and we do not levy a fee to those calling it.

A: Yes this is fine

25. Can you please describe what is meant by “flex subscription/package sales”? Are these packages sold to a
fixed seat, a number of seats that are purchased upfront and redeemed later, or a package where customers
can add a certain number of seats to their shopping cart and after a certain threshold a discount is enabled?

A: The School of Theatre currently has a 6 show season, with between 7 – 15 performances per show. The
season also spans between a reserved seating venue and a black box general admission venue. Our
subscription packages are either a 6 Show, 5 Show, or 4 Show flex package – meaning they can choose
which shows they want to see and pick the performance date for each show at the time of subscribing. We
currently do not do same seats renewals, but are interested in that possibility in the future. We manually
seat our subscriptions on a first come basis.

The packages are fixed seat/performance. There is a deeper discounted rate for getting a full 6 show
package rather than a 5 or 4 show package.

Additionally, there is the option of a membership/donation on top of the subscription which unlocks a
greater “Patron” discount rate. There are 4 levels of membership into the Patron’s Association, and each
level “unlocks” different subscription benefits.

I have attached a copy of our current subscription form for reference.

26. Can you please describe the process desired by "Automatic dynamic pricing based on time threshold"?

A: This functionality would allow us to set/schedule dynamic pricing to turn on or “override” the original
pricing on a certain date.
27. Can you please describe the process desired by "Automatic dynamic pricing based on demand threshold"?

A: This functionality would allow for a calculation to determine when dynamic pricing is “turned on”. So for instance you can tell the system “when x show reaches x amount of ticket sales/x amount of revenue, change pricing to y.”

28. Can you please describe the campus systems that the FATO would be looking to integrate with as per the requirement "Describe how system can integrate with FSU campus systems."

A: Our campus systems are Blackboard and PeopleSoft/OMNI. What we are mostly looking for here is a way for the system to verify if a customer logging in is a student, faculty or staff of the university so we can send out targeted offers. We often will send out ticket offers to these groups of people, but the online system doesn’t have a way to verify that they are indeed a part of one of these groups, so they must pick up their tickets at will call and provide an ID.

29. We do not currently provide support for P2PE in the US, but we do intend to support this feature in the future. Would this disqualify us from being able to participate in this process as per the requirement "Respondent must provide a First Data TransArmor or PCI certified point to point encryption (P2PE) solution."

A: No, this does not disqualify you. Please speak to your timeline for implementing P2PE in the US market and to the specifics of First Data TransArmor if that is on your roadmap. Just be as specific as possible about your road map in regards to P2PE integration.

30. Our pricing is based off of the revenue that is processed through the system. Can you please provide the revenue numbers from the most recent year for all tickets, subscriptions, handling fees, or merchandise that was processed through the system? This would exclude any donations.

A:
- Ticket sales $1,340,000
- Membership/Donation sales $46,000
- Donations (not including Membership sales above) $500
- Other / auxiliary item sales $28,000
- Fees $55,500

31. Financial statement. We have an interim 2015 financial statement that we can provide (13 pages) versus our full 2014 at 63 pages. Will our interim 2015 financial suffice for this response?

A: Provide a completed financial statement for the most recent calendar or fiscal year. In addition you are welcome to provide an interim statement.