

RESOLUTION NO. 2014 - 123

A RESOLUTION BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA, AUTHORIZING THE COUNTY ADMINISTRATOR, OR DESIGNEE, TO AWARD RFP NO. 14-40, AND TO ENTER INTO CONTRACT NEGOTIATIONS WITH THE MOST QUALIFIED RESPONDENT TO PROVIDE COMPUTERIZED TICKET SALES AND PROMOTIONS.

RECITALS

WHEREAS, the County desires to enter into a contract with qualified vendor to provide computerized ticket sales and promotions; and

WHEREAS, through the County's formal RFP process, TicketMaster, Inc. was selected as the most qualified respondent to provide the services described above.

NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA, as follows:

Section 1. The above Recitals are incorporated by reference into the body of this Resolution and such Recitals are adopted as finds of fact.

Section 2. The County Administrator, or designee, is hereby authorized to award RFP 14-40 to TicketMaster, Inc. and enter into contract negotiations to provide ticket sales and promotions.

Section 3. Upon successfully negotiations, an agreement will be later presented to the Board for consideration and approval.

Section 4. To the extent that there are typographical and/or administrative errors that do not change the tone, tenor, or concept of this Resolution, then this Resolution may be revised without subsequent approval by the Board of County Commissioners.

PASSED AND ADOPTED by the Board of County Commissioners of St. Johns County, Florida, this 6 day of May, 2014.

BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA

By: [Signature]
Chair

ATTEST: Cheryl Strickland, Clerk

By: [Signature]
Deputy Clerk

RENDITION DATE 5/8/14

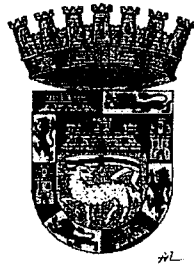


REQUEST FOR PROPOSALS

RFP #14-40

FOR

Computerized Ticket Sales and Promotions System



Issued By:

**St. Johns County, Florida
St. Johns County Purchasing Department
500 San Sebastian View
Saint Augustine, Florida 32084**

Due Date/Time for Receipt of Proposals: April 10, 2014 @ 4:00 p.m.



**RFP#14-40
ST. JOHNS COUNTY, FLORIDA
REQUEST FOR PROPOSALS**

COMPUTERIZED TICKET SALES AND PROMOTIONS SYSTEM

Notice is hereby given that St. Johns County, a political subdivision of the State of Florida, will be accepting Letters of Interest and Qualification proposals for a Computerized Ticket Sales and Promotions System for the St. Johns County Cultural Events Division **until 4:00 P.M. on April 10, 2014** at the St. Johns County Purchasing Department, 500 San Sebastian View, St. Augustine, Florida 32084.

Proposal packages may be obtained from Bridget Mein, Contracts Coordinator, St. Johns County Purchasing Department, 500 San Sebastian View, St. Augustine, Florida 32084, or by via email request to bmein@sjcfl.us, or by calling Onvia Demand Star at 800-711-1712 and requesting Document #14-40. Many packages can be downloaded from the Internet. Check the Agency's site for download availability and any applicable fees. Vendors registered with DemandStar.com can download most packages at no cost from their web site – www.demandstar.com.

Qualified agencies desiring to respond to the RFP must submit **six (6)** proposal packages, clearly marked on the outside:

**Sealed Proposal for RFP #14-40
COMPUTERIZED TICKET SALES AND PROMOTIONS SYSTEM**

to the St. Johns County Purchasing Department, 500 San Sebastian View, St. Augustine, Florida 32084, by or before the time stipulated above.

CONTACTS - Questions related to this RFP shall be directed **in writing to Bridget Mein**, Contracts Coordinator, St. Johns County Purchasing Department, 500 San Sebastian View, St. Augustine, FL 32084, fax (904) 209-0163, or email bmein@sjcfl.us. **Inquiries related to the work scope, clarification or corrections must be in writing to the contact name shown above** via fax, email or mail and must be received no later than **4:00 P.M. on Thursday, March 27, 2014**. All addendum(s) will be issued by the Purchasing Department no later than **4:00 PM on April 3, 2014**. **Do not contact any other staff member of St. Johns County, except Bridget Mein or Dawn Cardenas, Purchasing Manager, with regard to this RFP. Contact with any other County employee associated with these services during the RFP process is prohibited.** All inquiries will be routed by the Purchasing Department to the appropriate staff member for response.

DUE DATE AND LOCATION - The letters of interest and supplemental information will be received until **4 p.m. on April 10, 2014**. Mail or deliver all proposals to Bridget Mein, Contracts Coordinator, St. Johns County Purchasing Department, 500 San Sebastian View, St. Augustine, FL 32084.

St. Johns County, Florida reserves the right to reject any or all proposals, waive minor formalities or award to and negotiate with the firm whose proposal best serves the interest of St. Johns County.

Government Profile: St. Johns County is a political subdivision of the State of Florida governed by an elected Board of County Commissioners. In addition to members of the Board, there are five elected constitutional officers that are legally separate entities: Clerk of Circuit Court, Sheriff, Tax Collector, Property Appraiser, and the Supervisor of Elections. Further information regarding County governments, departments and services can be found at the following website: <http://www.sjcfl.us>.

Introduction - St. Johns County is seeking proposals for a computerized ticket sales and promotions system for all County Cultural Events facilities events. The proposed system must be able to do reserve seating and include the ability to handle ticket processing for online pick-a-seat ticketing, season tickets, subscriptions, group tickets, off-site festival ticket sales and outlet ticket sales. Stand alone ticket sales with web ticket selling functionality, web based third party hosted system and web based venue operator hosted system ticketing solutions will be considered. Since 2008, the County has used Ticketmaster as its ticketing system.

The Vendor shall be responsible for performing satisfactorily all functions, duties, and activities outlined in this document and any incidental activities required to successfully accomplish said functions and duties. The Vendor shall be responsible for performing, but shall not be limited to, the following duties and functions:

- a) Provide, install, and maintain a complete Ticket Sales and Promotions System with hardware and software capabilities as outlined in this RFP. Original installation and any subsequent work to make the System operational, as well as any monthly maintenance fees or connectivity charges (such as phone line expense) related to such Hardware and Software will be provided to the County at no cost to the County.
- b) Assume complete responsibility for all Tickets handled by the Vendor together with all monies derived from Ticket sales, while in the Vendor's possession or in the possession of its employees.
- c) In the event of any cancellation of all or part of any Cultural Event Division Attraction(s), the Vendor agrees to make full refunds to patrons, including all Vendor fees and Cultural Events Division fees.
- d) The Vendor shall be responsible for inputting and processing in its system the calculation of sales taxes on all Ticket sales for Attractions. The Vendor shall indemnify and hold the County harmless from any damages, including the costs of litigation arising from Vendor's improper inputting or processing of County's tax calculations. The Vendor is required to secure and pay for all licenses, permits, fees and taxes applicable to Vendor's agency classification.
- e) The Hardware and Software shall at all times remain the sole and exclusive property of Vendor, and the County shall have no right, title or interest therein except as a licensed user of the Software.

The successful Vendor's proposal must meet specific criteria incorporating ticketing, marketing and fundraising components accessing one database with provision for secure PCI DSS compliant credit card processing. The successful Vendor will provide robust customer relationship management and include conversion of all pertinent data, and a comprehensive staff training and support plan for ticketing, reporting, promotions and e-marketing. A smooth, well-planned conversion is essential, beginning June 2014.

DEFINITIONS - As used throughout this RFP (Request for Proposal), the following terms shall have the following meanings:

1. **ATTRACTION** - A theatrical production, concert, sporting match, exhibition, or other entertainment feature promoted or presented as a Cultural Events Division event and that is covered by the terms of this RFP. An Attraction may be only one event if only one event is presented. It may also encompass more than one event or a series of events.
2. **CREDIT CARD PROCESSING FEE** - A merchant discount fee charged by financial institutions for the processing of credit card sales transactions.
3. **CULTURAL EVENTS DIVISION FACILITIES** - The Main Facility or Satellite off site facilities or any combination thereof.
4. **FACILITY FEE** - The County has an established Facility Fee, which will be added to single tickets sold for its events. The Facility Fee supports the Cultural Events Division capital improvements expenses.

5. **HARDWARE** - The computer hardware, data communications equipment, and hook-ups listed in the Vendor's Response to the RFP, which is incorporated herein by this reference, or otherwise supplied by Vendor to the County at anytime during the term of this Agreement.
6. **OPEN SEATS** - Seats for an Event that are available for public purchase.
7. **OUTLET** - A terminal operated by or on behalf of the Cultural Events Division, at which Tickets are authorized for sale for Attractions.
8. **SATELLITE LOCATION** - A Box Office established by Cultural Events Division to sell Tickets for Cultural Events Division events outside of County Facilities.
9. **TICKET RECEIPTS** - Gross Ticket sales plus all rebates and Facility Fees due to the County derived from Ticket sales for Attractions from all Telephone sales, Internet sales, and Outlets sales.

Scope of Services – The purpose of this RFP is to solicit bids from ticketing agencies interested in providing a ticket sales and promotions system, which would include support, maintenance and training of all components contained in this RFP.

Agencies must address the following requirements in their proposal, detailing how their software and support meets or exceeds each feature for the proposed Computerized Ticket Sales and Promotions System.

- 1) Technical Criteria:
 - a) If Vendor is proposing a stand alone ticket sales based system, then Vendor must address software/hardware requirements for non web-based system.
 - b) If Vendor is proposing a web based system, then Vendor must specify system requirements for hosted (third party or venue operator) ticketing.
 - c) Must provide independent, third party verification of PCI DSS compliance as well as discuss on-going monitoring and controls for the security of patron information.
 - d) Must describe encryption and additional security used to protect non-public data at rest within the application. Vendor must ensure that all data is sent to and from the application via a SSL encrypted session (i.e. cardholder and patron information).
 - e) Must describe the timelines, processes and procedures for distributing application updates as security vulnerabilities are discovered or reported by the County.
 - f) Must describe the security policies and procedures to prevent or safeguard against illegal activities related to ticket transactions or ticket printing. Include security precautions for the prevention of counterfeit tickets, duplicate seating, efforts that would be taken to reduce or eliminate scalping tickets and any other information that may be beneficial to the County in evaluating proposals.
 - g) The system must have or be compatible with 3rd party applications for enhanced marketing.
 - h) System must provide integrated PCI DSS compliant credit card processing or be compatible with a 3rd party PCI DSS compliant credit card processing system.
 - i) Must specify Service Level of hosted software and/or scheduled maintenance windows/expected downtimes.
 - j) Allow for complete conversion from County's existing ticketing system of all patron and event information and history.
- 2) Function Criteria for ticketing, marketing and fundraising applications:
 - a) Ticketing:
 - Must be able to do reserve seating.
 - Must be able to allow donations, merchandise purchases, parking ticket purchases and gift certificate purchases along with event ticket purchases online and at the box office.
 - Ability to offer online ticket sales with pick-a-seat option with administrator ability to restrict seating areas and single seat selections.

- Must have total open seat selection at box offices, outlets, phones and online.
 - Must have ability to offer print at home tickets and digital ticketing with bar codes and QR codes.
 - Ability for patrons and administrator to have full view interactive seating maps.
 - Ability to handle flex and fixed ticket subscriptions and/or season tickets in-house and online, including fixed packages to multiple venues.
 - Must include access control at the administrator level to determine roles for users.
 - Must be able to do password protected online presales and sales.
 - Ability to set up multiple seating venues with the ability to create, edit and copy seat maps without the assistance of the system provider.
 - Must accommodate multiple venue and seating configurations for attractions.
 - Must have flexible pricing structure for events and series with unlimited buyer types possible for administrator to set up without the assistance of the system provider.
 - Ability to set many flags and codes for events and patrons.
 - Ability for patron purchaser history to be viewable during ticket transactions.
 - Must have ability to process cancellations, exchanges and refunds with capability of automatic re-entry of ticket into inventory without the assistance of the system provider.
 - Ability to add tickets, restrict holds, edit event seating, make inventory changes, control on sale start and finish times, control presale start and finish times and turn seat picking on or off without the assistance of the system provider. Must be available to do all in real time.
 - Must be able to process multiple seat, row and/or section selections in a single transaction.
 - Must be able to handle multiple methods of payment in a single transaction (e.g. patron pays for ticket with cash and credit card.)
 - Ability to print hard tickets on the spot.
 - Must be able to pull tickets for walk-up.
 - Must allow bulk printing of will call tickets.
 - All attraction and patron information must be accessed from one database.
 - Must be able to separate and identify funds earned by each attraction.
 - Must be able to easily customize, print, import, export and view standard reports for box office purposes. Box office reports must include, but not be limited to, audits for ticket transactions for single and multiple events, methods of payments used for ticket transactions, daily sales reports by seller and reports to support daily/weekly payment of ticket receipts to County.
 - Must be able to accept unlimited custom ticket designs for ticket stock with County having exclusive control of all advertising and promotional print to be displayed on Cultural Events Division Attraction Tickets (including print at home and digital tickets) sold.
- b) Marketing and Fundraising:
- Ability to integrate with other 3rd party applications for enhanced marketing and fundraising functions to track pre and post site traffic.
 - Ability to easily capture patron information during ticket and fundraising transactions (e.g. zip codes, email addresses, statistical information)
 - Must be able to easily produce, customize, print, import, export and view analytic reports on patrons for County economic impact studies. All patron data must be able to be exported by the Cultural Events Division and be owned by the County, not the Vendor.
 - Ability to be able to do marketing programs, including but not limited to, auction house capabilities, large group purchases, pre-sales, discounts, promotions and complimentary ticket distribution.
 - Must possess a comprehensive marketing database program with ability to support e-mailed newsletters, event calendars and custom alerts to targeted subscribers, search engine marketing and event inserts for purchases made via phone and online.

- c) Support and Hardware:
- Must have a comprehensive training and support plan in place.
 - Must provide, at no cost to County, initial training for all County and Satellite personnel, as well as, any training required due to changes of personnel and any subsequent training required as a result of upgrades, changes or modifications to Software or Hardware.
 - Must provide, at no cost to County, routine maintenance on all installed software and hardware.
 - Must provide, at no cost to County, an on-site management liaison on the day of an Event upon request by the County.
 - Must provide, at no cost to County, a dedicated liaison that will be responsible for providing support service twenty-four (24) hours a day, seven (7) days a week. In the event of any breakdown or malfunction in the operation of the hardware and/or software, the County agrees to promptly notify Vendor of any such malfunction to assist Vendor in performing its obligations hereunder. In the event of any malfunction, Vendor further agrees to respond to such malfunction as quickly as possible to provide the County with repair services.
 - (1) Provide any backup Hardware necessary to place the system back in operation in the event of equipment failure. Such hardware shall be available within six (6) hours of notification of failure.
 - Ability to handle telephone sales, at no cost for County if so desired. Ability to do telephone sales seven days a week with a minimum of eight open hours a day. A toll-free number must be available to all Ticket purchasers for any Cultural Events Division Attractions at the Vendor's expense.
 - Must provide comprehensive system guidebooks for ticketing, marketing and fundraising.
 - Provide online training seminars.
 - Must provide, at no cost to County all future upgrades/enhancements and modifications of system and hardware.
 - Must provide, at no cost to County, all equipment to accommodate all ticket transactions and attraction admissions into all County facilities and satellite locations. Vendor must provide current non-vintage equipment and update all equipment every three (3) years at all Cultural Events Division facilities.
 - (1) County requires ten (10) computer terminals, bar code and QR code scanners, credit card readers/swipers, printers and ticket printers.
 - (2) Loaner equipment for seasonal and satellite events.
 - Must provide, at no cost to County, all necessary systems programming and licenses to use all such programming and software.
- d) Web Criteria:
- Ability to integrate Vendor system ticket purchasing page into Cultural Events Division websites (e.g. integrated pop up ticket purchase window on Cultural Events Division's website).
 - Must offer customized Web design of online ticket order page to maintain the St. Johns County Cultural Events Division brand.
 - Ability to integrate Vendor system with Cultural Events Division websites.
 - Unless authorized by the Cultural Events Division, there will be no advertising of any kind allowed on any of the Vendor's websites.
- e) Ticket Receipt Remittance Criteria:
- Vendor will collect and deposit all ticket receipts into an account to be maintained by the Vendor.
 - The ticket receipts shall be remitted to the County after each event by wire transfer. A written accounting document to support the wire transfer amount will be delivered to the County via email on the Wednesday of each week.

- The payments of ticket receipts for events made by the Vendor will be for the period of the Monday through Sunday preceding the payment date.
- f) User Friendly Criteria:
- Discuss patron ticketing interface systems.
 - (1) Online purchasing experience, time length and process.
 - (2) Over the telephone purchasing experience, time length and process.
 - Must be current with ticketing technology trends (e.g. eticketing/mobile ticketing, QR coding, etc)
 - Discuss administrator attraction set up process and time length.
 - Discuss administrator and user navigation and operation of system. (e.g. when selling tickets to patrons at box office, setting up patron accounts, touch screens, etc.)
- 3) The Vendor must specify:
- a) Minimum and recommended hardware specifications.
 - b) Operating system requirements including version and security patch levels.
 - c) Web server requirements.
 - d) Any storage or environment requirements.
 - e) Process for backup and restore after system crash.
 - f) Average crash recovery time for system. Discuss the potential for data loss during a crash situation.
 - g) Average length of time system may be unavailable due to backup (e.g. online heavy ticket sales during Attraction onsales)
 - h) Discuss how Vendor's system is designed for fail-over and redundancy.
 - i) Discuss any 3rd party products (e.g. credit card processing)
 - j) Specify number of year's history may be maintained.
 - k) Specify the time length of a standard ticket purchase at the box office, over the phone and online.

POWERS RESERVED TO THE COUNTY - The County shall have:

1. The right to prohibit the Vendor from selling or distributing tickets for Attractions to any other ticketing service Vendor without express written approval of the General Manager of the Cultural Events Division.
2. Express right to sell on a consignment basis, Tickets for Cultural Events Division event clients currently using a competing ticketing Vendor, season Ticket software or hard Tickets. The County may in its discretion utilize the System for consignment sales at no cost to the County.
3. The right to prohibit any proceeds from the sale of Tickets governed by the Agreement to be assigned by or advanced by the Vendor to anyone other than the County.
4. Sole and arbitrary discretion to cancel or terminate any Attraction held by the Cultural Events Division or to stop the sale of Tickets by the Vendor for any Event held by the Cultural Events Division. The County shall not be liable to the Vendor for any loss or cost occasioned by any such determination or action by the County's Cultural Events Division General Manager, taken in good faith, for the benefit or protection of the County and the general public or the Cultural Events Division Facilities.
5. The right to prohibit the Vendor from disclosing ticketing information without the express written permission of the County's Cultural Events Division General Manager with regard to number of Tickets sold and/or Ticket revenue.
6. Exclusive control to continually program all Cultural Events Division Attractions.
7. The right to operate as a ticket outlet for any third party on such terms and conditions as the County agrees in its sole discretion. In the event that the County agrees to act as a ticket outlet for Vendor, such agreement shall be accomplished by a separate written agreement between the parties or by a written amendment hereto on such terms as the parties mutually agree.

PROPOSAL FORMAT AND ADDITIONAL INFORMATION: The Vendor shall submit a response complying with this request for proposals for a computerized ticket sales and promotions system. The information, documents and materials submitted in the response must be complete and accurate in all material aspects. All responses must contain direct responses to the following questions or requests for information and be organized so that specific subject areas being responded to are readily identifiable and in the same sequence as outlined below. Responses to each numbered request for information must begin with the question or request repeated at the beginning of the response. The responses shall contain a certification by the responder that its response to this request for proposals contains full disclosure and is complete and accurate in all material respects.

Agencies desiring to provide the required Computerized Ticket Sales and Promotions system should apply by submitting **one (1) original and five (5) copies** for a total of **six (6)** sets of the entire proposal containing the following information:

1. Each response must be accompanied by a letter of interest **not exceeding four (4) pages** which summarizes key points of the response in this request for proposals and which is signed by an officer of the Vendor who is responsible for committing the Vendor's resources. The letter of transmittal should include the following:
 - i. Name of the Vendor submitting the response,
 - ii. A statement that the Vendor is responding to St. Johns County's request for statements of qualifications to provide a computerized ticket sales and promotions system to St. Johns County, Florida;
 - iii. Name, title and email address of the individual with responsibility for the response and to whom matters regarding this RFP should be directed;
 - iv. Mailing and street addresses;
 - v. Telephone and fax number of Vendor's primary contact;
 - vi. Brief narrative of the Vendor's qualifications, ability and understanding to provide a computerized ticket sales and promotions system to St. Johns County and Vendor background information including Vendor objectives, technology, and Vendor size and locations;
 - vii. Such other information as the respondent deems appropriate.
2. The name(s), title(s), phone number(s), fax number(s), e-mail address(s), and street address(s) of the person(s) in the Vendor who will be the client services' manager and senior project manager(s) who will be responsible for coordinating all services. Give the location of the office from which the work is to be done and the number of professional staff employees at the office.
3. State if Vendor is local, national, or international and indicate the Vendor's legal status (corporation, partnership, etc.). Please provide the date Vendor was organized and/or incorporated, and where, and indicate whether the Vendor is a parent or subsidiary in a group of firms/agencies. State if the Vendor is licensed, permitted and/or a certificated Vendor in the State of Florida and attach copies of all such licenses issued to the Vendor entity.
4. Submit three (3) years' annual financial statements, including company financial statement summaries, certified by a certified public accountant.
5. Subcontractor information, if applicable. If the chosen firm proposes to sublet, subcontract or otherwise engage the services of a third party, this must be disclosed in response to the proposal.
6. Proof of Liability Insurance, and its limits including deductibles.
7. Indicate whether the proposing Vendor has ever had a contract/agreement/Vendor relationship terminated/cancelled/suspended. If so, what were the reasons, and what was the ultimate outcome?
8. Indicate whether proposing Vendor has ever filed an administrative or judicial action with any state Vendor or state court. If so, what were the grounds/reasons, and what was the ultimate outcome?
9. Conflict of Interest - All proposers must identify any past, present and/or future contractual or personal relationships with employees of St. Johns County or officials or appointed officers which would have actual or the appearance of a conflict of interest.

10. The Vendor shall supply information that is fully responsive to the RFP, including, but not limited to, provision of any required license, permits, insurance, price sheets and organizational papers.

In order to insure a uniform review process and to obtain the maximum degree of comparability, it is required that Proposals be organized in the manner specified.

EVALUATION CRITERIA AND MAXIMUM POINTS

- A. **System Characteristics (30 points)** – St. Johns County requires the most comprehensive system, which meets or exceeds the desired characteristics and technical specifications as described in the proposed Scope of Services. In addition, the following areas should be specifically addressed:
1. Availability of technology for sending relevant event information, updates, changes, etc., via email, text or other means;
 2. Implementation of fraud prevention measures and efforts to remain current with current fraud and theft trends;
 3. Capability for "ticket-less" entry and availability of technology needed to support "ticket-less" entry (by SJCCED & consumer);
 4. Time frame and scheduling for ticket system software upgrades;
 5. Availability of "cutting edge" technology, marketing, analytics or other tools that set the ticketing Vendor ahead of other vendors;
 6. Inclusion of safeguards (e.g. fault tolerance, hardware redundancy) which reduce unplanned downtime;
 7. Support for HA scenarios and provision of required products (including third party). System ability to support automatic fail-over;
 8. Capability for ticket purchase directly through SJCCED web site. If capability not offered, description of consumer routing after purchase;
 9. Ability for SJCCED to control advertisement space on ticket stock and website pages;
 10. Capability for assigning general ledger accounting codes to events, services, products, donations, and sponsorships to produce detailed financial reports.

The following questions should be specifically addressed:

1. What technology/capabilities do you have to send relevant event information/updates/changes via email, text or other means? Many of our events require constant updating of the event attendee regarding any time changes, weather information or venue rules, etc.
2. Can all ticketing purchases be bought through our website directly with no other source? If not: after purchasing a ticket from your site, where exactly will the consumer be returned at completion? Will they remain on your site, or directed back to ours?
3. What are the best fraud prevention measures that your company takes and what up-to-date data do you have to support that it is keeping up with current fraud/theft trends?
4. What capabilities do you have for "ticket-less" entry and what technology is needed to support this (by our department as well as the consumer)?
5. What is the most effective means/technology/support that you have to track, retain and evaluate customer information?
6. What "cutting edge" technology, marketing, analytics, or other tools do you feel sets your company ahead of other ticketing agencies?
7. What safeguards (e.g. fault tolerance, hardware redundancy) are included that eliminates unplanned downtime?
8. Describe supported HA scenarios and list required products (including third party). Does it support automated fail-over?
9. When is the next major software upgrade for this system? Briefly, what will be new?

10. Will St. Johns County have the ability to control the advertisement space on ticket stock and ticket website pages?
11. Can General Ledger accounting codes be set up for events, services, products, donations, and sponsorships to produce detailed financial reports?

B. Financial Proposal (20 points) – Vendor must prepare a detailed pricing structure and plan for the entire computerized ticket sales and promotions system. St. Johns County will accept either fixed fee proposals or variable fee proposals for the computerized ticket sales and promotions system. A Financial Proposal shall be completed in accordance with **Appendix A**.

In addition, the following areas should be specifically addressed:

1. Fees for non-ticket items purchased through the system such as with parking/ticket packages;
2. Fees, including credit card processing fees, applied to sponsorships or donations made through the ticketing system;
3. Fees associated with setup & layout of advertisements;
4. Web site development and integration services available for a fee and included at no charge; and
5. Availability of customer data collection and marketing tools available for a fee and included at no charge.

The following questions should be specifically addressed:

1. In regard to ticket web site development and integration with the St. Johns County Website, what services are included and what are additional?
2. Are there any fees associated with setup/layout of advertisements?
3. What customer data collection and marketing tools are included at no charge?
4. What fees, including credit card processing fees are applied to purchasing sponsorships or making donations through the ticketing system?
5. How are fees assessed for other non-ticket items purchased through the system such as with parking/ticket packages?

The Financial Proposal will be independently reviewed and scored. Independent review and scoring of the Financial Proposal is considered part of the evaluation process and will be incorporated into the Vendor's overall ranking.

C. Customer Service (30 points) – St. Johns County requires the user-friendliest system with regards to patron's user interface experience and ease of use by County staff as described in the proposed Scope of Services.

In addition, the following areas should be specifically addressed:

1. Degree of effectiveness of client support services;
2. Degree to which vendor's support services are set apart from other agencies;
3. "User friendliness" of system in regard to the event set up and management;
4. "Customer friendliness" in regard to ticket purchasing;
5. Manner and quality of product support for business partners, customers, suppliers and other outside entities;
6. Manner of and resolution of any litigation against Vendor;
7. Guaranteed response time, if applicable;
8. Method(s) of tracking, retaining, and evaluating customer service information; and
9. Availability of data that shows the efficiency of the ticket purchasing process.

The following questions should be specifically addressed:

1. Do you have data that shows the efficient ticket purchasing process (online and/or at the physical box office)?
 2. How "customer friendly" do you feel your system is compared to other ticketing systems when it comes to ticket purchasing?
 3. How "user friendly" do you feel your system is compared to others in regard to the event set up and management side for the administrator?
 4. How effective would you rate your client support services and what would set them apart from other ticketing agencies?
 5. Do you have a guaranteed response time for answering customer problem call? If yes, what is it?
 6. How does your product support business partners, customers, suppliers and other outside entities?
 7. Is your company involved now in any litigation with a customer or other entity? Within the past 3 years? If yes, briefly explain.
- D. **Conversion and Training (10 points)** – Each Vendor must provide an implementation and support plan in its proposal. St. Johns County requires the most comprehensive conversion and training (off and on-site) plan. Training must be offered at no cost to the County. The plan should include:
1. All off and on-site technical support and training as well as phone support.
 2. Information/experiences for migrating from County's existing ticketing system to Vendor ticketing software.
 3. All client provided hardware requirements are to be listed including cabling and network infrastructure and individual station needs.
 4. A list of Vendor's supplied hardware or installation support.
 5. Submit a concise and straightforward description of the equipment and software intended to satisfy the specifications contained in this RFP document; identify equipment model numbers, vintage, and any other information pertinent to the type and operation of the proposed equipment.
- E. **Experience (10 points)** – St. Johns County requires that each Vendor responding to this request provide:
1. A Vendor overview.
 2. A verifiable statement of experience in providing similar services demonstrating the Vendor's prior successful experience with the specifications as described herein.
 3. A customer list with a minimum of five (5) Amphitheatre/performing arts centers, which have converted to the Vendor's Computerized Ticket Sales and Promotions System and/or started with the Vendor's Computerized Ticket Sales and Promotions System; one (1) institution (preferably government institution) of the size and scope of the St. Johns County Cultural Events Division should be included.
- F. **References:** Please provide up to five (5) references who can verify the firm's performance history with services that are comparable to those described within this document, (preferably to other government agencies). Please provide the following information regarding references:
1. Name of firm;
 2. Address of firm;
 3. Name, title, e-mail address, phone, and fax of a contact for the firm;
 4. Number of years Respondent has served the firm; and
 5. Brief summary of scope of services provided.

The Cultural Events Division General Manager, or designee, will check references during the evaluation process. Reference check information is considered part of the evaluation process and incorporated into the firm's Reference criteria.

EVALUATION PROCESS - An Evaluation Committee will meet to compile the scores and rank the responding firms in order. Evaluation Committee members will individually review proposals with no discussion amongst themselves. Final rankings will be compiled, summarized and ranked in a Public Meeting at the St. Johns County Administration Building, 500 San Sebastian View, St. Augustine, FL 32084. All Respondents will be notified regarding time, date, and location of this meeting. This meeting will be held in accordance to all applicable Sunshine Laws according to Florida Statutes. Award of this RFP shall be made to the proposer who, in the sole opinion of the County, is deemed the most advantageous for the County. Upon selection of the top rated firm, St. Johns County will negotiate the specific terms of the contract including fees and cost.

The County may elect to conduct oral interviews or presentations from one or more of the proposal respondents. Should the County elect to conduct oral presentations or interviews, such presentations or interviews will be conducted in accordance with F.S. 286.0113.

Selected firms will be notified if presentations/interviews are required. The County desires to avoid the expense to all parties of unnecessary presentations. The evaluation team will make every reasonable effort to make recommendations based upon the written submittals alone. If a single number one ranked firm cannot be clearly determined, then the evaluation team shall request the Purchasing Manager to set-up the top ranked firms for presentations/interviews.

The competence, responsiveness, and responsibility of proposers, in addition to cost to the County, will be considered in making the award. Proposers are required to submit with their proposal, data in regard to their qualifications as a service provider including experience, and list of current companies successfully being serviced that are comparable to this request. Please include names and telephone numbers of persons to contact.

The proposer declares that the amount and nature of the materials/services to be furnished is understood and that the nature of this proposal is in strict accordance with the conditions set forth and is a part of this proposal, and that there will at no time be a misunderstanding as to the intent of the specifications or conditions to be overcome or pleaded after the proposals are opened.

By submitting a proposal, the proposer certifies that the proposer has fully read and understands the Proposal method and has full knowledge of the scope, nature, and quality of work to be performed.

It is anticipated that the award shall be made to the responsible bidder whose Proposal is determined to be the most advantageous to the County, taking into consideration, but not limited to, the evaluation factors set forth as stated in the above mentioned criteria.

AWARD OF CONTRACT - It is the intent of St. Johns County to issue a Standard Contract for Professional Services for an initial term of three years with three one (1) year renewal options. Any potential contract renewal will be upon mutual agreement by all parties and based upon the availability of funds and the need for the services. The County may consider extending any executed Contract/Agreement under mutually acceptable terms and conditions. However, the County is under no obligation to extend any executed Contract/Agreement. Moreover, it is expressly understood that the option of extension is exercisable only by the County, and only upon the County's determination of

satisfactory performance of any executed Contract/Agreement, including specifically, the Scope of Work/Services.

Any contract(s) negotiated with any firm(s) responding to this Request for Proposal will be non-exclusive. Any additional service options would require submission of a proposal and related fees for approval by St. Johns County **prior** to any work being implemented; these additional services will be added to the Standard Contract by Contract Amendment/Change Order.

The County is not responsible for any expenses, which Proposers may incur in preparing and submitting Proposals called for in this Request for Proposals. The County reserves the right to conduct personal interviews or require presentations of any or all Proposers prior to selection. The County will not be liable for any costs incurred by the Proposer in connection with such interviews/presentations (i.e., travel, Accommodations, etc.). All Proposals submitted shall be binding for one hundred twenty (120) calendar days following opening.

In accordance with Chapter 119 of the Florida Statutes (Public Records Law) and except as may be provided by other applicable State and Federal Law, all proposers should be aware that Request for Proposals and the responses thereto are in the public domain. However, the proposers are requested to identify specifically any information contained in their proposals which they consider confidential and/or proprietary and which they believe to be exempt from disclosure, citing specifically the applicable exempting law.

To invoke the provision of Florida Statute 624.4213, Trade Secrets, or other applicable law, the requesting firm must mark each page of such document or specific portion of a document claimed to be a trade secret must be clearly marked as "trade secret." All material marked as a trade secret must be separated from all non-trade secret material, such as being submitted in a separate envelope clearly marked as "trade secret." If the office or department receives a public records request for a document or information that is marked and certified as a trade secret, the office or department shall promptly notify the person that certified the document as a trade secret.

To invoke the provisions of Florida Statute 812.081, Trade Secrets, or other applicable law, the requesting firm must complete an Affidavit for Trade Secret Confidentiality, signed by an officer of the company, and submit the affidavit with the information classified as "Trade Secret" with other proposal documents. The affidavit must reference the applicable law or laws under which trade secret status is to be granted.

All proposals received in response to this Request for Proposals will become the property of St. Johns County and will not be returned. In the event of contract award, all documentation produced as part of the contract will become the exclusive property of St. Johns County.

In the event that a contract/agreement is attached to the RFP, such attached contract/agreement is for discussion purposes only, and not necessarily reflective of any contract that may be ultimately entered into by the County. In the event that a contract/agreement is not attached to the RFP, it is expressly understood that the Board of County Commissioner's (Board's) preference/selection of any proposal does not constitute an award of a contract/agreement with the County. It is anticipated that subsequent to the Board's preference/selection of any proposal, contract negotiations will follow between the County and the selected Proposer. It is further expressly understood that no Contractual relationship exists with the County until a contract has been executed by both the County, and the selected proposer. The County reserves the right to delete, add to, or modify one or more components of the selected proposer's proposal, in order to accommodate changed or evolving circumstances that the County may have

encountered, since the issuance of the RFP. It is further understood, no proposer (whether selected or not) may seek or claim any award and/or re-imbursement from the County for any expenses, costs, and/or fees (including attorney's fees) borne by any proposer, during the entire RFP process. Such expenses, costs, and/or fees (including attorney's fees) are the sole responsibility of the proposer. By submitting a proposal, a proposer agrees to be bound by these terms and provisions of the RFP.

BID PROTEST - Any bidder, proposer or person substantially and adversely affected by an intended decision or by any term, condition, procedure or specification with respect to any bid, invitation, solicitation of proposals or requests for qualifications, shall file with the Purchasing Department for St. Johns County, a written notice of intent to protest no later than 72 hours (excluding Saturdays, Sundays and legal holidays for employees of St. Johns County) after the posting either electronically or by other means of the notice of intended action, notice of intended award, bid tabulation, publication by posting electronically or by other means of a procedure, specification, term or condition which the person intends to protest, or the right to protest such matter shall be waived. The protest procedures may be obtained from the Purchasing Department and are included in the County's Purchasing Manual. All of the terms and conditions of the County's Purchasing Manual are incorporated by reference and are fully binding.

INDEMNIFICATION - To the fullest extent permitted by law, the Vendor shall indemnify and hold harmless the County, its officials, and employees, from and against liability, claims, damages, losses and expenses including attorney's fees arising out of or resulting from performance of the work, provided that such liability, claims, damages, loss or expense is attributable to bodily injury, sickness, disease or death, or to injury to or destruction of tangible property (other than the work itself) including loss of use resulting therefrom, but only to the extent caused in whole or in part, by negligent acts or omissions of the Vendor or anyone directly or indirectly employed by them or anyone for whose acts they may be liable, regardless of whether or not such liability, claim, damage, loss or expense is caused in part by a party indemnified hereunder.

In claims against any person or entity indemnified under this paragraph by an employee of the Vendor, anyone directly or indirectly employed by them or anyone for whose acts they may be liable, the indemnification obligation under this shall not be limited by a limitation on amount or type of damages, compensation or benefits payable by or for the Vendor under workers' compensation acts, disability benefits acts or other employee benefits acts.

INSURANCE REQUIREMENTS - Insurance companies providing the required insurance coverage for the successful bidder must be rated in the current issue of "Best's Insurance Key Rating Guide" at "A" for the policy holder's category and XIII for the financial category to be specifically approved by the Owner.

A Certificate of Insurance, naming St. Johns County, Florida as additional insured, will be required from the successful bidder at the time of signing of the contract. Certificates of Insurance are to be authorized in writing by an officer of the insurance company or companies, identifying their agent and executed by the agent with a copy of the agent's license by the insurance company attached. The Certificate must reflect the required coverage and at least a guaranteed 30 day written notice of cancellation of materials, or change in coverage will be given to St. Johns County. Certified copies of all policies must accompany the Certificate of Insurance when requested by the County.

The CONTRACTOR shall not commence work under this Contract until he/she has obtained all insurance required under this section and such insurance has been approved by the COUNTY. All insurance policies shall be issued by companies authorized to do business under the laws of the State of Florida. The CONTRACTOR shall furnish proof of Insurance to the COUNTY prior to the commencement of operations. The Certificate(s) shall clearly indicate the CONTRACTOR has obtained insurance of the type, amount,

and classification as required by contract and that no material change or cancellation of the insurance shall be effective without thirty (30) days prior written notice to the COUNTY. Certificates shall specifically include the COUNTY as Additional Insured for all lines of coverage except Workers' Compensation and Professional Liability. A copy of the endorsement must accompany the certificate. A brief description of operations referencing the Bid Number, Contract Title, Location, and/or Agreement/Resolution Number shall also be listed as a description on the certificate. Compliance with the foregoing requirements shall not relieve the CONTRACTOR of its liability and obligations under this Contract.

Certificate Holder Address: St. Johns County
500 San Sebastian View
St. Augustine, Fl 32084

Standard Contract for Service: \$500,000 or less with no unusual hazards - The CONTRACTOR shall maintain during the life of this Contract, Comprehensive General Liability Insurance with minimum limits of \$1,000,000 per occurrence, \$2,000,000 aggregate, to protect the CONTRACTOR from claims for damages for bodily injury, including wrongful death, as well as from claims of property damages which may arise from any operations under this contract, whether such operations be by the CONTRACTOR or by anyone directly employed by or contracting with the CONTRACTOR.

The CONTRACTOR shall maintain during the life of the contract, Professional Liability or Errors and Omissions Insurance with minimum limits of \$1,000,000.

The CONTRACTOR shall maintain during the life of this Contract, Comprehensive Automobile Liability Insurance with minimum limits of \$300,000 combined single limit for bodily injury and property damage liability to protect the CONTRACTOR from claims for damages for bodily injury, including the ownership, use, or maintenance of owned and non-owned automobiles, including rented/hired automobiles whether such operations be by the CONTRACTOR or by anyone directly or indirectly employed by a CONTRACTOR.

The CONTRACTOR shall maintain during the life of this Contract, adequate Workers' Compensation Insurance in at least such amounts as are required by the law for all of its employees (if three or more) per Florida Statute 440.02.

The County reserves the right to increase the insurance requirements based on the total cost of the contract and/or unusual or high hazard operations.

St. Johns County Administrative Code Section 304.6.5 Procedures Concerning Lobbying. Bidders, proposers, and those intending to qualify must abide by the following requirements: A lobbying blackout period begins upon issuance of the bid solicitation, request for proposal, request for qualifications, and continues until the Purchasing Director, County Administrator, or designee, or Board Chairperson executes a contract on behalf of the County. For procurements that do not require Board approval, the blackout period starts when the bid solicitation, Request for Proposal or Request for Qualifications is issued and ends upon contract award. For any questions concerning a Bid/RFP/RFQ, a bidder or proposer must contact the person listed in the Bid/RFP/RFQ as the Contact Person or Point Person for the County. Bidders or proposers who do not abide by these rules are subject to having their Bid or Proposal or Qualifications automatically rejected, without further recourse, and shall be subject to debarment for periods up to 12 months.

"Blackout" for the purposes of this policy refers to a time period during which vendors, contractors, consultants, or their agents or representatives may not communicate or lobby in any manner with Board

members, the County Administrator, or County staff, other than the designated purchasing agent, and to a time when Board members, the County Administrator, or County staff, other than the designated purchasing agent, shall not communicate in any manner with vendors, contractors, consultants, or their agents or representatives, regarding potential contracts with the Board. The blackout period begins once an invitation to bid, request for quote, request for proposal, invitation to negotiate, or request for qualifications has been issued.

Any such communication shall disqualify the vendor, contractor, or consultant from responding to the subject invitation to bid, request for quote, request for proposal, invitation to negotiate, or request for qualifications.

Purchasing Department
St. Johns County, Florida
Definitions of Evaluation Criteria
for Ranking of RFP #14-40

A. **System Characteristics** – St. Johns County requires that each Vendor responding to this request for a ticketing sales and promotions system meets or exceeds the desired characteristics and technical specifications as described in the proposed Scope of Services. *This will be graded on a 0 – 30 scale.*

B. **Financial Proposal** – Vendor having the best financial proposal will receive the highest grade. The best financial proposal will be independently graded on the following:

- a) The lowest proposed Vendor fees charged to patrons. (10 points)
- b) The highest proposed percentages on the revenue generated on all sales of tickets that will be remitted to the County. (10 points)

This will be graded on a 0 – 20 scale. A Financial Proposal shall be completed in accordance with **Appendix A.**

a. The lowest proposed Vendor fees charged to patrons is included as one of the evaluation criteria; the lowest priced "Average Fee Charged Per Order" should receive the maximum weighted score for the fee portion of the financial criteria. The Average Fee Charged Per Order is defined within **Appendix A.** The other proposals should receive a percentage of the weighted score based on the percentage differential between the lowest proposal and the other proposals in accordance with the following example:

Firm	Avg Fee Per Order	Percentage	By	Weight	Equals	Weighted Score A***
A	\$5.00	100.0%	X	10	=	10
B	\$6.25	80.0%*	X	10	=	8
C	\$8.00	62.5%**	X	10	=	6.3

* Firm B's percentage is $\$5.00 \div \$6.25 = 80.0\%$

** Firm C's percentage is $\$5.00 \div \$8.00 = 62.5\%$

*** Weighted Score A shall be rounded to nearest tenth of a whole number

b. The highest proposed percentage on the revenue generated on all sales of tickets is included as one of the evaluation criteria; the highest "County Percentage of Total Revenue" should receive the maximum weighted score for the fee portion of the financial criteria. The County Percentage of Total Revenue is defined within **Appendix A.** The other proposals should receive a percentage of the weighted score based on the percentage differential between the highest proposal and the other proposals in accordance with the following example:

Firm	County % Revenue	Percentage	By	Weight	Equals	Weighted Score B***
A	\$200,000	100.0%	X	10	=	10
B	\$180,000	90.0%*	X	10	=	9
C	\$160,000	80.0%**	X	10	=	8

* Firm B's percentage is $\$180,000 \div \$200,000 = 90\%$

** Firm C's percentage is $\$160,000 \div \$200,000 = 80\%$

*** Weighted Score B shall be rounded to nearest tenth of a whole number

- C. **Customer Service** – St. Johns County requires the user-friendliest system with regards to patron’s user interface experience and ease of use by County staff as described in the proposed Scope of Services. - *This will be graded on a 0 – 30 scale.*

- D. **Conversion and Training** – St. Johns County requires that each Vendor responding to this request for a ticketing sales and promotions system have the most comprehensive conversion and training plan. - *This will be graded on a 0 – 10 scale.*

- E. **Experience**– St. Johns County requires that each Vendor responding to this request for a ticketing sales and promotions system identify its qualifications within this category, to include but are not limited to:
 - a) Relevant experience
 - b) Demonstration of the Vendor’s prior successful experience with the specified activities as outlined in this entire RFP.*This will be graded on a 0 – 10 scale.*

- F. **References** - Please provide up to five (5) references who can verify the firm’s performance history with services that are comparable to those described within this document, (preferably to other government agencies). To avoid duplication, the Cultural Events Division Manager, or his designee, will contact and rank references.

Appendix "A"
St. Johns County Cultural Events Division
Computerized Ticket Sales and Promotions System Services
Financial Proposal for RFP #14-40

In preparing the Financial Proposal, the Vendor must incorporate how the following requirements and conditions will be met:

1. Vendor must prepare a detailed pricing structure and plan for the entire computerized ticket sales and promotions system with the following criteria:
 - a) Submit all Vendor fees charged to patrons purchasing tickets. Including but not limited to credit card processing fees, online processing fees, over the phone processing fees, ticket processing fees, mailing fees and at home printing fees.
 - b) Submit all Vendor fees or proposed percentages on generated revenue to County for patrons purchasing tickets. Including but not limited to credit card processing fees, online processing fees, over the phone processing fees, ticket processing fees, mailing fees and at home printing fees. The proposal should address fees or rates charged to the County for authorization, transmitting funds, processing and data retention within the ticketing system, charge-backs and any other information that will assist the County in evaluating the Vendor Proposal. The County will not be responsible for interchange or interbank fees.
 - c) Submit any limitations Vendor will put on the fees that the St. Johns County Cultural Events Division may charge patrons purchasing tickets (e.g. any minimum fee or maximum fee that the St. Johns County Cultural Events Division is able to charge patrons).
 - d) Submit all costs associated with the software and subsequent maintenance.
 - e) St. Johns County requires that all tickets priced at \$10.00 or lower for any St. Johns County Cultural Events Division events and 501(c)3 non-profit events at any of the County facilities and satellite locations not have any fees added on by the Vendor.
 - f) The County has an established Facility Fee, which will be added to single tickets sold for its events. The patrons will pay the Facility Fee to the Vendor; the facility fee must be remitted, without deductions, to the County.
 - g) Submit any limitations Vendor has in negotiating further revenue streams for County and Vendor if such opportunities arise after contract has been awarded.
2. St. Johns County will accept either fixed fee proposals or variable fee proposals for the computerized ticket sales and promotions system with the following criteria:
 - a) Fixed fee proposals must provide sufficient itemized breakdown to demonstrate that the fee(s) are carefully considered and justifiable.
 - b) Variable fee proposals must be itemized in a precise manner providing a basis for the fees to be charged on tickets sold to St. Johns County Cultural Events Division Events. These shall include the proposed percentages on the revenue generated on all sales of tickets that will be remitted to the St. Johns County Cultural Events Division.
 - c) It is understood that neither Vendor nor the County shall guarantee that any minimum or fixed number of tickets will be sold through the ticketing system for any Attraction.
 - d) Vendor's fee descriptions should ensure that all fees charged to the County and/or ticket purchasers are disclosed.
 - e) Any undisclosed fee will not be given consideration during any contract negotiation.
3. The Vendor must consider through their pricing strategy how they will recover their initial set up costs and how they'll operate annually over the term of the contract, based upon prior experience and future estimate of the number of events brought to the County.

Appendix "A" Instructions

As used throughout this Appendix A, the following terms shall have the following meanings:

1. **PER TICKET FEE:** Any Vendor proposed fee that is charged on a per ticket basis.
2. **PER ORDER FEE:** Any Vendor proposed fee that is charged on a per order basis.
3. **COUNTY PERCENTAGE OF PER TICKET FEE:** The percentage of a "Per Ticket Fee" that is remitted to the County.
4. **COUNTY PERCENTAGE OF PER ORDER FEE:** The percentage of a "Per Order Fee" that is remitted to the County.
5. **TICKET REVENUES:** The total "Per Ticket Fee" revenue charged on all outlet, phone, and internet ticket sales.
6. **ORDER REVENUES:** The total "Per Order Fee" revenue charged on all outlet, phone, and internet ticket orders.
7. **AVERAGE FEE CHARGED PER ORDER:** A calculation utilized by bid evaluators in the financial proposal criteria section calculated as the total of BOTH Calculation A and Calculation B as defined below:

$$\begin{aligned} & \text{Calculation A: } ((\text{Total Ticket Revenues}) / \# \text{ of Tickets}) \times 2^* \\ + & \text{Calculation B: } (\text{Total Order Revenues}) / \# \text{ of Orders} \end{aligned}$$

** assumes 2 tickets per order*

8. **COUNTY PERCENTAGE OF TOTAL REVENUE:** A calculation utilized by bid evaluators in the financial proposal criteria section calculated as the total of BOTH Calculation C and Calculation D as defined below:

$$\begin{aligned} & \text{Calculation C: } (\text{Total Ticket Revenues}) \times (\text{County Percentage of Per Ticket Fee}) \\ + & \text{Calculation D: } (\text{Total Order Revenues}) \times (\text{County Percentage of Per Order Fee}) \end{aligned}$$

The Vendor must prepare a detailed pricing structure and plan for the entire computerized ticket sales and promotions system. St. Johns County will accept either fixed fee proposals or variable fee proposals for the computerized ticket sales and promotions system. A Financial Proposal shall be completed in accordance with the instructions and example provided herein in order to assess both the lowest proposed Vendor fees charged to patrons (10 points) and the highest proposed percentages on the revenue generated on all sales of tickets that will be remitted to the County (10 points).

Herein are instructions and a full example to assist the Vendor in demonstrating both the lowest proposed fees and highest proposed percentages of the revenue remitted. A blank Appendix "A" Financial Evaluation Worksheet is also provided for an Vendor to complete or an Vendor may provide their own worksheet provided the information requested herein can be readily evaluated.

1. Enter "Per Ticket Fee" and "Per Order Fee" rates here.

2. Enter "County Percentage Per Ticket" and "County Percentage Per Order" that St. Johns County will receive here.

3. Prior actual Annual Ticket Sales by type is provided based upon one year's Cultural Events Division ticket sales.

4. Calculate the outlet, phone and Internet "Ticket Revenues" as well as the "Order Revenues" based upon annual ticket sales provided in Section 3. Note that Box Office ticket sales will not be charged a "Per Ticket Fee" or a "Per Order Fee".

5. Calculate the total revenues for St. Johns County and the Vendor based upon the "Percentage Per Ticket" and "Percentage Per Order".

Appendix A Example

1. Per Ticket Fee Schedule

Ticket Price Level	Fee	AGW Fee
\$10.00 - \$14.99	\$1.00	Per Ticket
\$15.00 - \$19.99	\$1.50	Per Ticket
\$20.00 - \$24.99	\$2.00	Per Ticket
\$25.00 - \$29.99	\$2.50	Per Ticket
\$30.00 - \$34.99	\$3.00	Per Ticket
\$35.00 - \$39.99	\$3.50	Per Ticket
\$40.00 - \$44.99	\$4.00	Per Ticket
\$45.00 - \$49.99	\$4.50	Per Ticket
\$50.00 - \$54.99	\$5.00	Per Ticket
\$55.00 - \$59.99	\$5.50	Per Ticket
\$60.00 - \$64.99	\$6.00	Per Ticket
\$65.00 - \$69.99	\$6.50	Per Ticket
\$70.00 - \$74.99	\$7.00	Per Ticket
\$75.00 - \$79.99	\$7.50	Per Ticket
\$80.00 - \$84.99	\$8.00	Per Ticket
\$85.00 - \$89.99	\$8.50	Per Ticket
\$90.00 - \$94.99	\$9.00	Per Ticket
\$95.00 - \$99.99	\$9.50	Per Ticket
\$100.00 - \$104.99	\$10.00	Per Ticket
\$105.00 - \$109.99	\$10.50	Per Ticket
\$110.00 - \$114.99	\$11.00	Per Ticket
\$115.00 - \$119.99	\$11.50	Per Ticket
\$120.00 - \$124.99	\$12.00	Per Ticket
\$125.00 - \$129.99	\$12.50	Per Ticket
\$130.00 - \$134.99	\$13.00	Per Ticket
\$135.00 - \$139.99	\$13.50	Per Ticket
\$140.00 - \$144.99	\$14.00	Per Ticket
\$145.00 - \$149.99	\$14.50	Per Ticket
\$150.00 - \$154.99	\$15.00	Per Ticket
\$155.00 - \$159.99	\$15.50	Per Ticket
\$160.00 - \$164.99	\$16.00	Per Ticket
\$165.00 - \$169.99	\$16.50	Per Ticket
\$170.00 - \$174.99	\$17.00	Per Ticket
\$175.00 - \$179.99	\$17.50	Per Ticket
\$180.00 - \$184.99	\$18.00	Per Ticket
\$185.00 - \$189.99	\$18.50	Per Ticket
\$190.00 - \$194.99	\$19.00	Per Ticket
\$195.00 - \$199.99	\$19.50	Per Ticket
\$200.00 - \$204.99	\$20.00	Per Ticket
\$205.00 - \$209.99	\$20.50	Per Ticket
\$210.00 - \$214.99	\$21.00	Per Ticket
\$215.00 - \$219.99	\$21.50	Per Ticket
\$220.00 - \$224.99	\$22.00	Per Ticket
\$225.00 - \$229.99	\$22.50	Per Ticket
\$230.00 - \$234.99	\$23.00	Per Ticket
\$235.00 - \$239.99	\$23.50	Per Ticket
\$240.00 - \$244.99	\$24.00	Per Ticket
\$245.00 - \$249.99	\$24.50	Per Ticket
\$250.00 - \$254.99	\$25.00	Per Ticket
\$255.00 - \$259.99	\$25.50	Per Ticket
\$260.00 - \$264.99	\$26.00	Per Ticket
\$265.00 - \$269.99	\$26.50	Per Ticket
\$270.00 - \$274.99	\$27.00	Per Ticket
\$275.00 - \$279.99	\$27.50	Per Ticket
\$280.00 - \$284.99	\$28.00	Per Ticket
\$285.00 - \$289.99	\$28.50	Per Ticket
\$290.00 - \$294.99	\$29.00	Per Ticket
\$295.00 - \$299.99	\$29.50	Per Ticket
\$300.00 - \$304.99	\$30.00	Per Ticket
\$305.00 - \$309.99	\$30.50	Per Ticket
\$310.00 - \$314.99	\$31.00	Per Ticket
\$315.00 - \$319.99	\$31.50	Per Ticket
\$320.00 - \$324.99	\$32.00	Per Ticket
\$325.00 - \$329.99	\$32.50	Per Ticket
\$330.00 - \$334.99	\$33.00	Per Ticket
\$335.00 - \$339.99	\$33.50	Per Ticket
\$340.00 - \$344.99	\$34.00	Per Ticket
\$345.00 - \$349.99	\$34.50	Per Ticket
\$350.00 - \$354.99	\$35.00	Per Ticket
\$355.00 - \$359.99	\$35.50	Per Ticket
\$360.00 - \$364.99	\$36.00	Per Ticket
\$365.00 - \$369.99	\$36.50	Per Ticket
\$370.00 - \$374.99	\$37.00	Per Ticket
\$375.00 - \$379.99	\$37.50	Per Ticket
\$380.00 - \$384.99	\$38.00	Per Ticket
\$385.00 - \$389.99	\$38.50	Per Ticket
\$390.00 - \$394.99	\$39.00	Per Ticket
\$395.00 - \$399.99	\$39.50	Per Ticket
\$400.00 - \$404.99	\$40.00	Per Ticket
\$405.00 - \$409.99	\$40.50	Per Ticket
\$410.00 - \$414.99	\$41.00	Per Ticket
\$415.00 - \$419.99	\$41.50	Per Ticket
\$420.00 - \$424.99	\$42.00	Per Ticket
\$425.00 - \$429.99	\$42.50	Per Ticket
\$430.00 - \$434.99	\$43.00	Per Ticket
\$435.00 - \$439.99	\$43.50	Per Ticket
\$440.00 - \$444.99	\$44.00	Per Ticket
\$445.00 - \$449.99	\$44.50	Per Ticket
\$450.00 - \$454.99	\$45.00	Per Ticket
\$455.00 - \$459.99	\$45.50	Per Ticket
\$460.00 - \$464.99	\$46.00	Per Ticket
\$465.00 - \$469.99	\$46.50	Per Ticket
\$470.00 - \$474.99	\$47.00	Per Ticket
\$475.00 - \$479.99	\$47.50	Per Ticket
\$480.00 - \$484.99	\$48.00	Per Ticket
\$485.00 - \$489.99	\$48.50	Per Ticket
\$490.00 - \$494.99	\$49.00	Per Ticket
\$495.00 - \$499.99	\$49.50	Per Ticket
\$500.00 - \$504.99	\$50.00	Per Ticket
\$505.00 - \$509.99	\$50.50	Per Ticket
\$510.00 - \$514.99	\$51.00	Per Ticket
\$515.00 - \$519.99	\$51.50	Per Ticket
\$520.00 - \$524.99	\$52.00	Per Ticket
\$525.00 - \$529.99	\$52.50	Per Ticket
\$530.00 - \$534.99	\$53.00	Per Ticket
\$535.00 - \$539.99	\$53.50	Per Ticket
\$540.00 - \$544.99	\$54.00	Per Ticket
\$545.00 - \$549.99	\$54.50	Per Ticket
\$550.00 - \$554.99	\$55.00	Per Ticket
\$555.00 - \$559.99	\$55.50	Per Ticket
\$560.00 - \$564.99	\$56.00	Per Ticket
\$565.00 - \$569.99	\$56.50	Per Ticket
\$570.00 - \$574.99	\$57.00	Per Ticket
\$575.00 - \$579.99	\$57.50	Per Ticket
\$580.00 - \$584.99	\$58.00	Per Ticket
\$585.00 - \$589.99	\$58.50	Per Ticket
\$590.00 - \$594.99	\$59.00	Per Ticket
\$595.00 - \$599.99	\$59.50	Per Ticket
\$600.00 - \$604.99	\$60.00	Per Ticket
\$605.00 - \$609.99	\$60.50	Per Ticket
\$610.00 - \$614.99	\$61.00	Per Ticket
\$615.00 - \$619.99	\$61.50	Per Ticket
\$620.00 - \$624.99	\$62.00	Per Ticket
\$625.00 - \$629.99	\$62.50	Per Ticket
\$630.00 - \$634.99	\$63.00	Per Ticket
\$635.00 - \$639.99	\$63.50	Per Ticket
\$640.00 - \$644.99	\$64.00	Per Ticket
\$645.00 - \$649.99	\$64.50	Per Ticket
\$650.00 - \$654.99	\$65.00	Per Ticket
\$655.00 - \$659.99	\$65.50	Per Ticket
\$660.00 - \$664.99	\$66.00	Per Ticket
\$665.00 - \$669.99	\$66.50	Per Ticket
\$670.00 - \$674.99	\$67.00	Per Ticket
\$675.00 - \$679.99	\$67.50	Per Ticket
\$680.00 - \$684.99	\$68.00	Per Ticket
\$685.00 - \$689.99	\$68.50	Per Ticket
\$690.00 - \$694.99	\$69.00	Per Ticket
\$695.00 - \$699.99	\$69.50	Per Ticket
\$700.00 - \$704.99	\$70.00	Per Ticket
\$705.00 - \$709.99	\$70.50	Per Ticket
\$710.00 - \$714.99	\$71.00	Per Ticket
\$715.00 - \$719.99	\$71.50	Per Ticket
\$720.00 - \$724.99	\$72.00	Per Ticket
\$725.00 - \$729.99	\$72.50	Per Ticket
\$730.00 - \$734.99	\$73.00	Per Ticket
\$735.00 - \$739.99	\$73.50	Per Ticket
\$740.00 - \$744.99	\$74.00	Per Ticket
\$745.00 - \$749.99	\$74.50	Per Ticket
\$750.00 - \$754.99	\$75.00	Per Ticket
\$755.00 - \$759.99	\$75.50	Per Ticket
\$760.00 - \$764.99	\$76.00	Per Ticket
\$765.00 - \$769.99	\$76.50	Per Ticket
\$770.00 - \$774.99	\$77.00	Per Ticket
\$775.00 - \$779.99	\$77.50	Per Ticket
\$780.00 - \$784.99	\$78.00	Per Ticket
\$785.00 - \$789.99	\$78.50	Per Ticket
\$790.00 - \$794.99	\$79.00	Per Ticket
\$795.00 - \$799.99	\$79.50	Per Ticket
\$800.00 - \$804.99	\$80.00	Per Ticket
\$805.00 - \$809.99	\$80.50	Per Ticket
\$810.00 - \$814.99	\$81.00	Per Ticket
\$815.00 - \$819.99	\$81.50	Per Ticket
\$820.00 - \$824.99	\$82.00	Per Ticket
\$825.00 - \$829.99	\$82.50	Per Ticket
\$830.00 - \$834.99	\$83.00	Per Ticket
\$835.00 - \$839.99	\$83.50	Per Ticket
\$840.00 - \$844.99	\$84.00	Per Ticket
\$845.00 - \$849.99	\$84.50	Per Ticket
\$850.00 - \$854.99	\$85.00	Per Ticket
\$855.00 - \$859.99	\$85.50	Per Ticket
\$860.00 - \$864.99	\$86.00	Per Ticket
\$865.00 - \$869.99	\$86.50	Per Ticket
\$870.00 - \$874.99	\$87.00	Per Ticket
\$875.00 - \$879.99	\$87.50	Per Ticket
\$880.00 - \$884.99	\$88.00	Per Ticket
\$885.00 - \$889.99	\$88.50	Per Ticket
\$890.00 - \$894.99	\$89.00	Per Ticket
\$895.00 - \$899.99	\$89.50	Per Ticket
\$900.00 - \$904.99	\$90.00	Per Ticket
\$905.00 - \$909.99	\$90.50	Per Ticket
\$910.00 - \$914.99	\$91.00	Per Ticket
\$915.00 - \$919.99	\$91.50	Per Ticket
\$920.00 - \$924.99	\$92.00	Per Ticket
\$925.00 - \$929.99	\$92.50	Per Ticket
\$930.00 - \$934.99	\$93.00	Per Ticket
\$935.00 - \$939.99	\$93.50	Per Ticket
\$940.00 - \$944.99	\$94.00	Per Ticket
\$945.00 - \$949.99	\$94.50	Per Ticket
\$950.00 - \$954.99	\$95.00	Per Ticket
\$955.00 - \$959.99	\$95.50	Per Ticket
\$960.00 - \$964.99	\$96.00	Per Ticket
\$965.00 - \$969.99	\$96.50	Per Ticket
\$970.00 - \$974.99	\$97.00	Per Ticket
\$975.00 - \$979.99	\$97.50	Per Ticket
\$980.00 - \$984.99	\$98.00	Per Ticket
\$985.00 - \$989.99	\$98.50	Per Ticket
\$990.00 - \$994.99	\$99.00	Per Ticket
\$995.00 - \$999.99	\$99.50	Per Ticket
\$1000.00 - \$1004.99	\$100.00	Per Ticket
\$1005.00 - \$1009.99	\$100.50	Per Ticket
\$1010.00 - \$1014.99	\$101.00	Per Ticket
\$1015.00 - \$1019.99	\$101.50	Per Ticket
\$1020.00 - \$1024.99	\$102.00	Per Ticket
\$1025.00 - \$1029.99	\$102.50	Per Ticket
\$1030.00 - \$1034.99	\$103.00	Per Ticket
\$1035.00 - \$1039.99	\$103.50	Per Ticket
\$1040.00 - \$1044.99	\$104.00	Per Ticket
\$1045.00 - \$1049.99	\$104.50	Per Ticket
\$1050.00 - \$1054.99	\$105.00	Per Ticket
\$1055.00 - \$1059.99	\$105.50	Per Ticket
\$1060.00 - \$1064.99	\$106.00	Per Ticket
\$1065.00 - \$1069.99	\$106.50	Per Ticket
\$1070.00 - \$1074.99	\$107.00	Per Ticket
\$1075.00 - \$1079.99	\$107.50	Per Ticket
\$1080.00 - \$1084.99	\$108.00	Per Ticket
\$1085.00 - \$1089.99	\$108.50	Per Ticket
\$1090.00 - \$1094.99	\$109.00	Per Ticket
\$1095.00 - \$1099.99	\$109.50	Per Ticket
\$1100.00 - \$1104.99	\$110.00	Per Ticket
\$1105.00 - \$1109.99	\$110.50	Per Ticket
\$1110.00 - \$1114.99	\$111.00	Per Ticket
\$1115.00 - \$1119.99	\$111.50	Per Ticket
\$1120.00 - \$1124.99	\$112.00	Per Ticket
\$1125.00 - \$1129.99	\$112.50	Per Ticket
\$1130.00 - \$1134.99	\$113.00	Per Ticket
\$1135.00 - \$1139.99	\$113.50	Per Ticket
\$1140.00 - \$1144.99	\$114.00	Per Ticket
\$1145.00 - \$1149.99	\$114.50	Per Ticket
\$1150.00 - \$1154.99	\$115.00	Per Ticket
\$1155.00 - \$1159.99	\$115.50	Per Ticket
\$1160.00 - \$1164.99	\$116.00	Per Ticket
\$1165.00 - \$1169.99	\$116.50	Per Ticket
\$1170.00 - \$1174.99	\$117.00	Per Ticket
\$1175.00 - \$1179.99	\$117.50	Per Ticket
\$1180.00 - \$1184.99	\$118.00	Per Ticket
\$1185.00 - \$1189.99	\$118.50	Per Ticket
\$1190.00 - \$1194.99	\$119.00	Per Ticket
\$1195.00 - \$1199.99	\$119.50	Per Ticket
\$1200.00 - \$1204.99	\$120.00	Per Ticket
\$1205.00 - \$1209.99	\$120.50	Per Ticket
\$1210.00 - \$1214.99	\$121.00	Per Ticket
\$1215.00 - \$1219.99	\$121.50	Per Ticket
\$1220.00 - \$1224.99	\$122.00	Per Ticket
\$1225.00 - \$1229.99	\$122.50	Per Ticket
\$1230.00 - \$1234.99	\$123.00	Per Ticket
\$1235.00 - \$1239.99	\$123.50	Per Ticket
\$1240.00 - \$1244.99	\$124.00	Per Ticket
\$1245.00 - \$1249.99	\$124.50	Per Ticket
\$1250.00 - \$1254.99	\$125.00	Per Ticket
\$1255.00 - \$1259.99	\$125.50	Per Ticket
\$1260.00 - \$1264.99	\$126.00	Per Ticket
\$1265.00 - \$1269.99	\$126.50	Per Ticket
\$1270.00 - \$1274.99	\$127.00	Per Ticket
\$1275.00 - \$1279.99	\$127.50	Per Ticket
\$1280.00 - \$1284.99	\$128.00	Per Ticket
\$1285.00 - \$1289.99	\$128.50	Per Ticket
\$1290.00 - \$1294.99		

Appendix "A" Example

1a.) Per Ticket Fee Structure

Ticket Price	Fee	Method
\$80.01 - above	\$6.00	Per Ticket
\$30.01 - \$80.00	\$5.75	Per Ticket
\$20.01 - \$30.00	\$3.00	Per Ticket
\$10.01 - \$20.00	\$2.75	Per Ticket
\$0.00 - \$10.00	\$0.00	Per Ticket

1b.) Per Order Fee Structure

Ticket Price	Fee	Method
Processing Fee	\$3.30	Per Order

2a.) SJC Percentage Per Ticket 45%

2b.) SJC Percentage Per Order 35%

3.) Annual Ticket Sales *

Ticket Price Level	# of Tickets	Ticket Purchase Distribution				Outlet/Phone/Internet Orders
		Outlet	Phones	Internet	Box Office	
\$80.01 +	5,578	58	528	3,819	1,173	2,203
\$70.01 - \$80.00	6,190	63	384	4,397	1,346	2,422
\$60.01 - \$70.00	9,770	88	461	6,418	2,803	3,484
\$50.01 - \$60.00	13,934	249	870	9,816	2,999	5,468
\$40.01 - \$50.00	24,172	400	1,298	16,552	5,922	9,125
\$30.01 - \$40.00	26,544	537	8,455	13,271	4,281	11,132
\$20.01 - \$30.00	7,036	146	324	5,054	1,512	2,762
\$10.01 - \$20.00	2,906	13	46	477	2,370	268
Total	96,130	1,554	12,366	59,804	22,406	36,862

*Assumes 2 tickets per order (1554 outlet, 12366 phone and 59804 internet tickets results in 36,862 orders)

4.) Fees Resulting From Fee Structure

Ticket Price Level	# of Tickets	Outlet	Phones	Internet	Box Office	Outlet/Phone/Internet Orders
\$80.01 +		\$348.00	\$3,168.00	\$22,914.00	n/a	\$7,268.25
\$70.01 - \$80.00		\$362.25	\$2,208.00	\$25,282.75	n/a	\$7,992.60
\$60.01 - \$70.00		\$506.00	\$2,650.75	\$36,903.50	n/a	\$11,495.55
\$50.01 - \$60.00		\$1,431.75	\$5,002.50	\$56,442.00	n/a	\$18,042.75
\$40.01 - \$50.00		\$2,300.00	\$7,463.50	\$95,174.00	n/a	\$30,112.50
\$30.01 - \$40.00		\$3,087.75	\$48,616.25	\$76,308.25	n/a	\$36,733.95
\$20.01 - \$30.00		\$438.00	\$972.00	\$15,162.00	n/a	\$9,114.60
\$10.01 - \$20.00		\$35.75	\$126.50	\$1,311.75	n/a	\$884.40
Total		\$8,509.50	\$70,207.50	\$329,498.25		\$121,644.60

Appendix "A" Example continued

5.) Fee Distribution

	45%	35%
Ticket Price Level	Ticket % to County	Fee % to County
\$80.01 +	\$11,893.50	\$2,543.89
\$70.01 - \$80.00	\$12,533.85	\$2,797.41
\$60.01 - \$70.00	\$18,027.11	\$4,023.44
\$50.01 - \$60.00	\$28,294.31	\$6,314.96
\$40.01 - \$50.00	\$47,221.88	\$10,539.38
\$30.01 - \$40.00	\$57,605.51	\$12,856.88
\$20.01 - \$30.00	\$7,457.40	\$3,190.11
\$10.01 - \$20.00	\$663.30	\$309.54
Total	\$183,696.86	\$42,575.61

	55%	65%
Ticket % to Vendor	Fee % to Vendor	
\$14,536.50	\$4,724.36	
\$15,319.15	\$5,195.19	
\$22,033.14	\$7,472.11	
\$34,581.94	\$11,727.79	
\$57,715.63	\$19,573.13	
\$70,406.74	\$23,877.07	
\$9,114.60	\$5,924.49	
\$810.70	\$574.86	
\$224,518.39	\$79,068.99	

Appendix "A" Financial Evaluation Worksheet

1a.) Per Ticket Fee Structure

Ticket Price	Fee	Method

1b.) Per Order Fee Structure

Ticket Price	Fee	Method

2a.) SJC Percentage Per Ticket %

2b.) SJC Percentage Per Order %

3.) Annual Ticket Sales *

Ticket Price Level	# of Tickets	Ticket Purchase Distribution				Outlet/Phone/Internet Orders
		Outlet	Phones	Internet	Box Office	
\$80.01 +	5,578	58	528	3,819	1,173	2,203
\$70.01 - \$80.00	6,190	63	384	4,397	1,346	2,422
\$60.01 - \$70.00	9,770	88	461	6,418	2,803	3,484
\$50.01 - \$60.00	13,934	249	870	9,816	2,999	5,468
\$40.01 - \$50.00	24,172	400	1,298	16,552	5,922	9,125
\$30.01 - \$40.00	26,544	537	8,455	13,271	4,281	11,132
\$20.01 - \$30.00	7,036	146	324	5,054	1,512	2,762
\$10.01 - \$20.00	2,906	13	46	477	2,370	268
Total	96,130	1,554	12,366	59,804	22,406	36,862

*Assumes 2 tickets per order (1554 outlet ,12366 phone and 59804 internet tickets results in 36,862 orders)

4.) Fees Resulting From Fee Structure

Ticket Price Level	# of Tickets	Outlet	Phones	Internet	Box Office	Outlet/Phone/Internet Orders
\$80.01 +					n/a	
\$70.01 - \$80.00					n/a	
\$60.01 - \$70.00					n/a	
\$50.01 - \$60.00					n/a	
\$40.01 - \$50.00					n/a	
\$30.01 - \$40.00					n/a	
\$20.01 - \$30.00					n/a	
\$10.01 - \$20.00					n/a	
Total						

Appendix "A" Financial Evaluation Worksheet continued

5.) Fee Distribution

	%	%
Ticket Price Level	Ticket % to County	Fee % to County
\$80.01 +		
\$70.01 - \$80.00		
\$60.01 - \$70.00		
\$50.01 - \$60.00		
\$40.01 - \$50.00		
\$30.01 - \$40.00		
\$20.01 - \$30.00		
\$10.01 - \$20.00		
Total		

%	%
Ticket % to Vendor	Fee % to Vendor

Appendix "B" Seating Charts for Cultural Events Division Venues

PONTE ★ VEDRA

CONCERT HALL

VENUE SEATING CHART

STAGE

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26		
A																												A
B																												B
C																												C
D																												D
E																												E
F																												F
G																												G
H																												H
J																												J
K																												K
L																												L
M																												M
N																												N
O																												O
P																												P
Q																												Q
R																												R
S																												S
T																												T
U																												U
V																												V

1050 A1A North
 Ponte Vedra Beach, FL 32082
 PHONE: (904) 209-0346
 www.pvcconcerthall.com

 - OPEN SEAT
 - HANDICAP SEAT
 - COMPANION SEAT

PONTE ★ VEDRA

CONCERT HALL

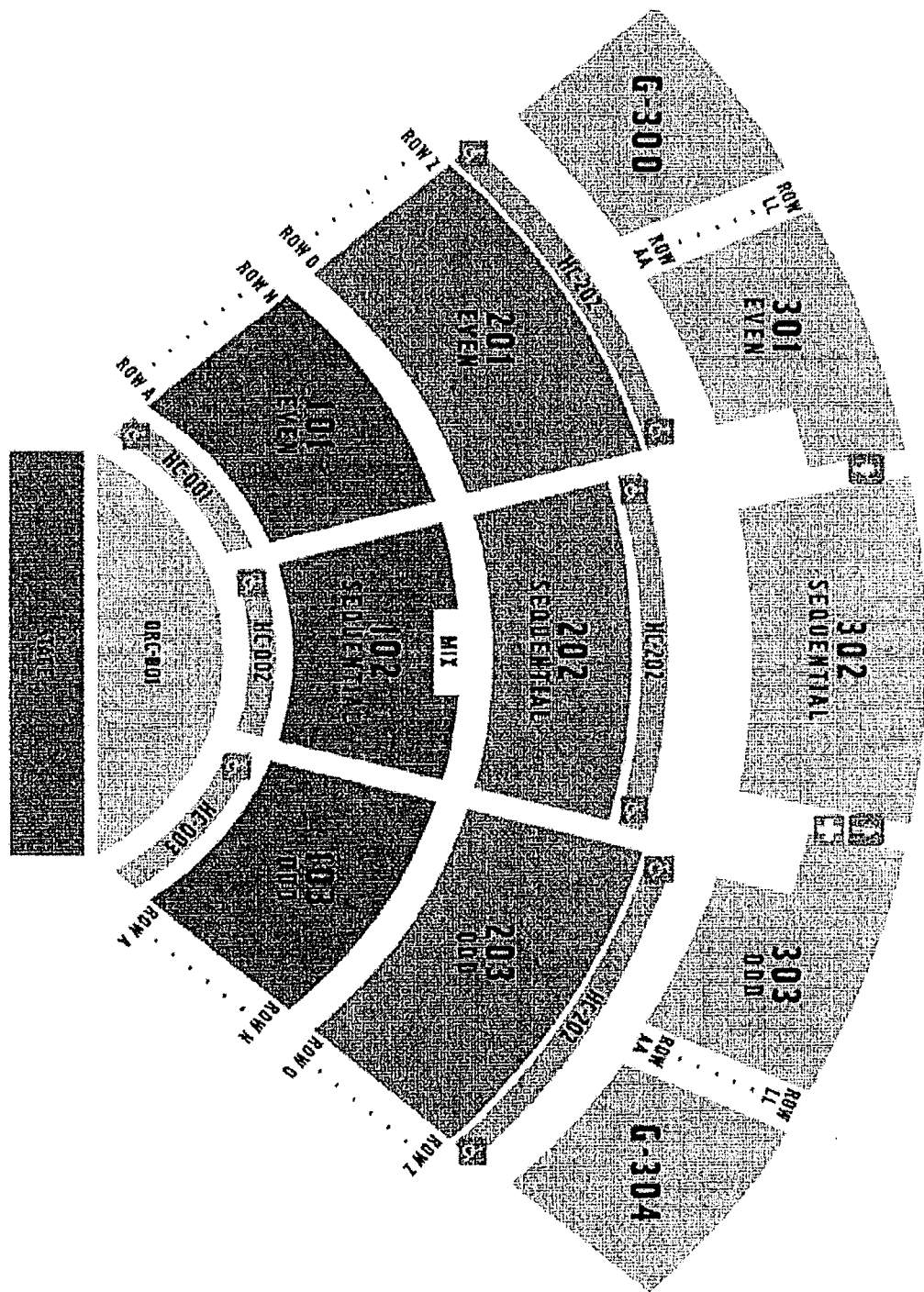
VENUE SEATING CHART

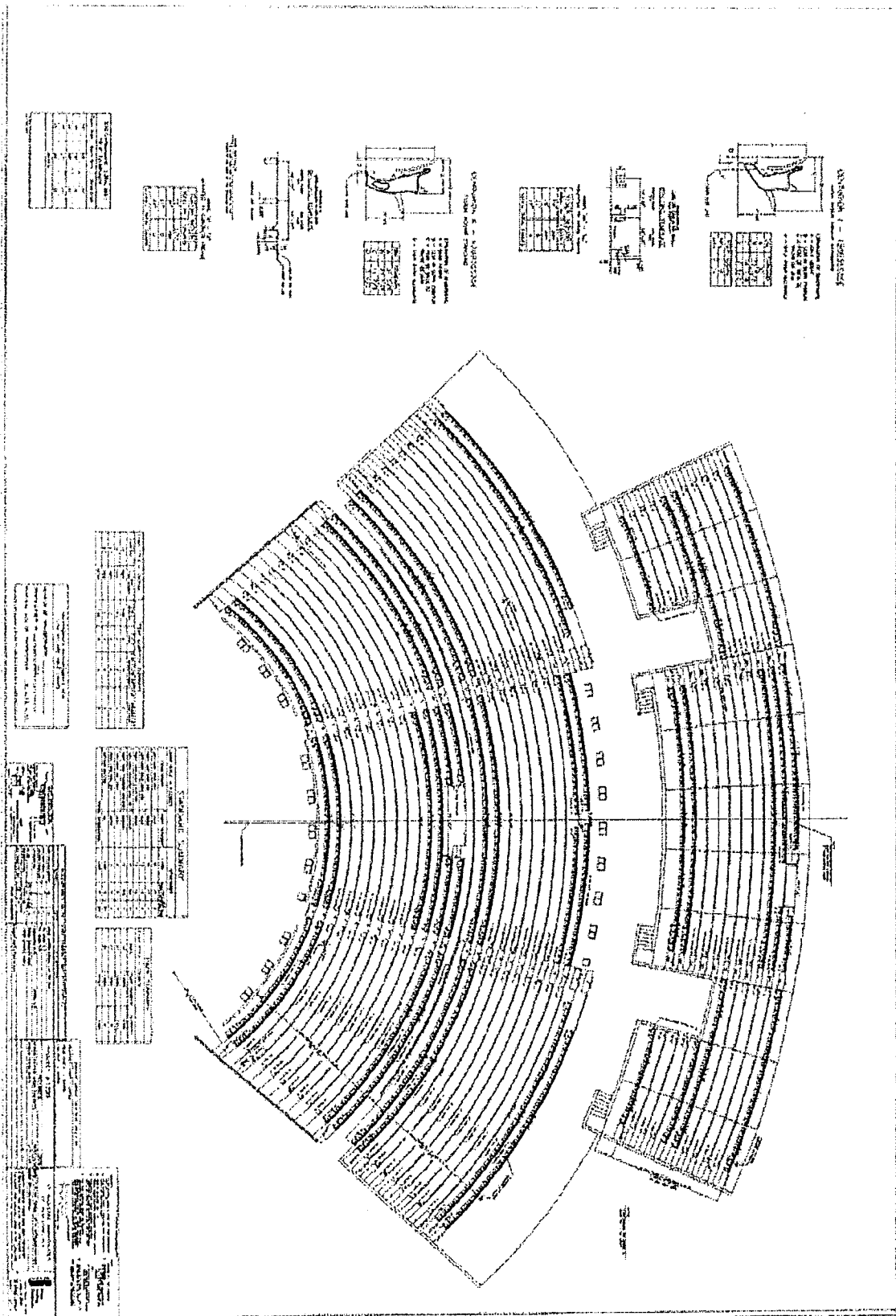


	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
A			H	G																							
B			H	G																							
C																											
D																											
E																											
F																											
G																											
H																											
J																											
K																											
L																											
M																											
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O																											
P																											
Q																											
R																											
S																											
T																											

1050 A1A North
 Ponte Vedra Beach, FL 32082
 PHONE: (904) 209-0944
 www.pvconcerthall.com

- OPEN SEAT
 - HANDICAP SEAT
 - COMPANION SEAT
 - NO SEAT







St. Johns County Board of County Commissioners

Purchasing Division

April 2, 2014

ADDENDUM #1

To: Prospective Bidders
From: St. Johns County Purchasing Department
Subject: RFP #14-40 Computerized Ticket Sales and Promotions System

This Addendum #1 is issued for clarification on the above titled project, and is hereby incorporated into the subject RFP documents. Each proposer will ascertain before submitting a proposal that he/she has received all Addenda. **Please return the signed Addendum with your proposal.**

1. Is Ticketmaster currently charging you an annual license fee? If so, how much is that fee? There has been no "license fee" through the duration of the contract. A charge of \$291.67 a month has been applied just recently for use of the Mail Messenger service: TM Messenger
2. What are the terms of the length of the agreement? 3-years from contract start
3. Where can we find the legal terms and conditions related to this RFP? The RFP will provide the context for the negotiated contract that will follow, but legal terms in general will not be given further definition until the contract negotiation process.
4. What is the total gross ticket revenue (non-fee) for the example term outlined on pages 23-24? This is a hypothetical example based on 2 tickets at each price level. The Gross Ticket Revenue (range) would be: \$4,036,381.00- \$5,000,995.70
5. Can you provide a breakdown of deliver method of tickets from the term outlined on pages 23-24?
Estimated % based on previous year averages:
Print at home: 65%
Delivery/mail: 24%
Will Call: 6%
E-ticket/other: 5%
6. Can you provide a detailed timeline from date of issue of this rfp to 'go live' date of system with all relevant milestones? We would need the "conversion process" to begin **as soon as possible**. There are a number of shows that have been on sale, *will* be on sale and need settlement through the Fall 2014 with current ticketing system. If ticketing system is new, conversion timeline must be provided by bidding agency with: detailed training timeline (onsite & online), equipment install, settlement, etc.
7. What is the current credit card rate being charged by Ticketmaster? 2.5%
8. How many venues does the County operate for which this system will support? Two Venues (St. Augustine Amphitheatre & the Ponte Vedra Concert Hall)

9. Please provide the # of seats in each venue by name of venue. Ponte Vedra Concert Hall: 900 standing OR 481 seated. St. Augustine Amphitheatre: 3945 seated PIT or 4092 standing PIT
10. Please indicate, by venue, whether the sales will be reserved seating, general admission or both in that venue? Ponte Vedra and St. Augustine can be either seated or standing and can be reserved/GA or a mix of both
11. What is the Total # Gross Tickets Sold Annually? 116,456
12. What is the Total # of Subscriber Tickets (# Subscribers x Avg. # Sub Events), if applicable? N/A
13. What is the Total # Comp Tickets provided Annually? 6,051
14. What is the Total # Promo/Sponsor Tickets (at No Charge)? Included in above (question 13)
15. What is the Total Annual Net # of Sold Single Tickets after comps, no charge promo tickets and subscription (i.e.; Gross - Subs - Comps - Sponsor)? 110,405
16. What is the total % of Single Tickets Sold via Credit Card? 0.5 % of transactions on credit card are SINGLE ticket transactions (most are 2 or 4)
17. What is the Total # Single Tickets Sold via Credit Card? 546 single ticket transactions on credit card
18. What is the Total # Members, VIP's (Fan Club Members, etc.)? 25 current members with 90 seats
19. What is the Total # of Donors, VIP's (General and Major Contributors)? 4 larger sponsorship donors
20. What is the Total # of Annual Gift Transactions, if applicable? N/A
21. What is the Total # of Annual Pledge Transactions? N/A
22. What is the Total # of Email Campaigns Sent per Month? 8-10 email campaigns sent each month
23. What is the Average # of Emails Sent per Email Campaign? 66,000
24. What is the Total # of Records in the Existing Database? 66,000 individual accounts to match emails sent
25. How many user licenses will the County require for the operation of the system? Please break it down by the following:
 - a. Box Office Clerk:
 - b. Box Office Management:
 - c. Call Center Operator
 - d. Call center Management:
 - e. Front of House:
 - f. Marketing:
 - g. Development:
 - h. Membership:
 - i. Business Management/Finance:
 - j. Executive Management:

"Licenses/Access" needed for : 4-6 Box Office Clerks 1 for Box Office Management, unsure of call center management/operator depending on Ticketing Agency call center (not in house), 2 for Marketing, 2 for Business/Finance and 2 for Administration. 12 in total.
26. Please provide a breakdown of sales by the following sales sources:
 - a. % of sales by Internet:
 - b. % of sales by Phone:

- c. % of Sales by Outlet (if outlet, please list the outlets that are currently being used);
- d. % of sales by Box Office Window:
 - i. If Box Office, please provide the % of the box office sales that are by credit card only

Internet: 62.96% / Phone: 10.51% / Box Office: 24.58% / Outlet: 1.18% / IVR: .78%

- 27. What does the county currently pay on an annual basis for its existing ticketing operation (include annual maintenance fees; per ticket fees that vendor collects, etc.)? Currently there are no charges that the County is held responsible for other than the one described in question #1. There are no maintenance fees, licensing fees or equipment fees. All fees are applied on top of any ticket that is purchased and responsible to the consumer to pay.

- 28. Please list any existing hardware onsite with the quantity of units, make, model and serial number
 - a. Ticket Printers
 - b. Credit card swipes/readers
 - c. Barcode scanners
 - d. Other:

4 Ticket Printers, 4 TM Computers w/monitor, 3 Credit Card Swipe Machines (on keyboards), 5 Credit Card ENTRY Readers, 9 Barcode/Ticket Scanners

- 29. Is the County open and willing to look at any other pricing option/model that can provide a more cost-effective view of implementation outside of the existing pricing configuration it is presenting in the RFP document? The prospective bid should follow the guidelines and request in the RFP. If the bid can clearly and adequately explain an "alternate model/option" it MUST be within the context of the current system/model.

The due date of April 10, 2014 @ 4:00 p.m. remains the same.

**Sincerely,
Bridget Mein
Contracts Coordinator**

Acknowledgment

Signature and Date

Printed Name/Title

Printed Company Name

End of Addendum #1

2/17/12/12/12

COMPUTERIZED TICKET SALES AND PROMOTIONS

ST. JOHNS COUNTY, FLORIDA

DATE: _____
 RFP: 14-40 Computerized Ticket Sales and Promotions System

CRITERIA FOR RANKING

VENDOR	A. SYSTEM CHARACTERISTICS 0 TO 30	B. FINANCIAL PROPOSAL* 0 TO 20	C. CUSTOMER SERVICE 0 TO 30	D. CONVERSION AND TRAINING 0 TO 10	E. EXPERIENCE 0 TO 10	TOTAL
<i>TicketMaster</i>	<i>25</i>	<i>16</i>	<i>20</i>	<i>8</i>	<i>10</i>	<i>79</i> ✓
<i>Img</i>	<i>18</i>	<i>18</i>	<i>18</i>	<i>6</i>	<i>8</i>	<i>68</i> ✓

* Financial Proposals will be independently reviewed and scored. Independent review and scoring of the Financial Proposal is considered part of the evaluation process and will be incorporated into the Vendor's overall ranking.

** To avoid duplication, the Cultural Events Division Manager, or his designee, will contact and rank references.

SIGNATURE: *John J. Kelly* PRINT NAME: *Gabriel Pellicier* DATE: _____

COMPUTERIZED TICKET SALES AND PROMOTIONS

ST. JOHNS COUNTY, FLORIDA

DATE: April 24, 2014
RFP: 14-40 Computerized Ticket Sales and Promotions System

CRITERIA FOR RANKING

VENDOR	A. SYSTEM CHARACTERISTICS 0 TO 30	B. FINANCIAL PROPOSAL* 0 TO 20	C. CUSTOMER SERVICE 0 TO 30	D. CONVERSION AND TRAINING 0 TO 10	E. EXPERIENCE 0 TO 10	TOTAL
IMG Tickets		17.7				
Ticketmaster, LLC		19.4				

* Financial Proposals will be independently reviewed and scored. Independent review and scoring of the Financial Proposal is considered part of the evaluation process and will be incorporated into the Vendor's overall ranking.

** To avoid duplication, the Cultural Events Division Manager, or his designee, will contact and rank references.

SIGNATURE:  **PRINT NAME:** Andrea Natzke **DATE:** 4/29/14

Handwritten notes:
 2/11/14
 B. M. M. M.

COMPUTERIZED TICKET SALES AND PROMOTIONS

ST. JOHNS COUNTY, FLORIDA

DATE: April 24, 2014
RFP: 14-40 Computerized Ticket Sales and Promotions System

CRITERIA FOR RANKING

VENDOR	A. SYSTEM CHARACTERISTICS 0 TO 30	B. FINANCIAL PROPOSAL* 0 TO 20	C. CUSTOMER SERVICE 0 TO 30	D. CONVERSION AND TRAINING 0 TO 10	E. EXPERIENCE 0 TO 10	REFERENCES	TOTAL
IMG Tickets	26		27	8	8	10	69 ✓
Ticketmaster, LLC	28		27	9	10	10	74 ✓

* Financial Proposals will be independently reviewed and scored. Independent review and scoring of the Financial Proposal is considered part of the evaluation process and will be incorporated into the Vendor's overall ranking.

** To avoid duplication, the Cultural Events Division Manager, or his designee, will contact and rank references.

SIGNATURE:  PRINT NAME: Ryan Murrin DATE: 4/24/14

Handwritten initials and date: JWP, 4/23/14

COMPUTERIZED TICKET SALES AND PROMOTIONS

ST. JOHNS COUNTY, FLORIDA

**DATE: April 24, 2014
RFP: 14-40 Computerized Ticket Sales and Promotions System**

CRITERIA FOR RANKING

VENDOR	A. SYSTEM CHARACTERISTICS 0 TO 30	B. FINANCIAL PROPOSAL* 0 TO 20	C. CUSTOMER SERVICE 0 TO 30	D. CONVERSION AND TRAINING 0 TO 10	E. EXPERIENCE 0 TO 10	TOTAL
IMG Tickets	25		27	9	9	70 ✓
Ticketmaster, LLC	27		27	10	10	74 ✓

* Financial Proposals will be independently reviewed and scored. Independent review and scoring of the Financial Proposal is considered part of the evaluation process and will be incorporated into the Vendor's overall ranking.

** To avoid duplication, the Cultural Events Division Manager, or his designee, will contact and rank references.

SIGNATURE: *Daniel P. Phillips* **PRINT NAME:** Daniel P. Phillips **DATE:** 4/23/14

*copy
4/24/14*

COMPUTERIZED TICKET SALES AND PROMOTIONS

DATE:
RFP: 14-40 Computerized Ticket Sales and Promotions System


ST. JOHNS COUNTY, FLORIDA

CRITERIA FOR RANKING

VENDOR	A. SYSTEM CHARACTERISTICS 0 TO 30	B. FINANCIAL PROPOSAL 0 TO 20	C. CUSTOMER SERVICE 0 TO 30	D. CONVERSION AND TRAINING 0 TO 10	E. EXPERIENCE 0 TO 10	TOTAL
JMG	30		30	10	8	78 ✓
Ticketmaster	30		28	9	10	77 ✓

* Financial Proposals will be independently reviewed and scored. Independent review and scoring of the Financial Proposal is considered part of the evaluation process and will be incorporated into the Vendor's overall ranking.

** To avoid duplication, the Cultural Events Division Manager, or his designee, will contact and rank references.

SIGNATURE: 

PRINT NAME: Allen Mae Donald


DATE: 4/24/14

EVALUATION SUMMARY SHEET

Date: 24-Apr-14
 RFP: RFP 14-40
Computerized Ticket Sales and Promotions

ST. JOHNS COUNTY, FLORIDA

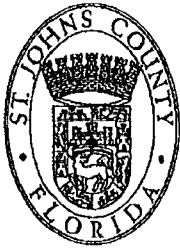
FIRM	RATER	RATER	RATER	RATER	RATER	RATER	TOTAL	RANK	COMMENTS
Ticketmaster, LLC	Danny Phillips	Gabe Pellicer	Ryan Murphy	Allen MacDonald	Andrea Matzke - Pricing		323.40		Total Points includes Reference score X 5 evaluators
	74	79	74	77	19.40				
IMG Tickets	70	68	69	78	17.70		302.70		

APPROVED:  Purchasing Manager
 Manager, Cultural Events Division

NOTE: THE RANKING SHOWN ABOVE MUST BE FOLLOWED UNLESS SPECIAL CONDITIONS MERIT A CHANGE IN THE NEGOTIATING ORDER. IN THIS CASE, THE SPECIAL CONDITIONS MUST BE EXPLAINED IN DETAIL IN THE COMMENTS SECTION OR ATTACHED TO THIS RANKING SHEET.

POSTING TIME/DATE FROM 4:00 p.m. April 24, 2014, UNTIL 4:00 p.m. April 29, 2014

ANY RESPONDENT AFFECTED ADVERSELY BY AN INTENDED DECISION WITH RESPECT TO THE AWARD OF ANY REQUEST FOR PROPOSAL SHALL FILE WITH THE PURCHASING DEPARTMENT FOR ST. JOHNS COUNTY, A WRITTEN NOTICE OF INTENT TO FILE A PROTEST NOT LATER THAN SEVENTY-TWO (72) HOURS (EXCLUDING SATURDAY, SUNDAY AND LEGAL HOLIDAYS) AFTER THE POSTING OF THE SUMMARY SHEET. PROTEST PROCEDURES MAY BE OBTAINED IN THE PURCHASING DEPARTMENT.



ST. JOHNS COUNTY
PURCHASING DEPARTMENT

500 San Sebastian View
St. Augustine, Florida 32084

INTEROFFICE MEMORANDUM

TO: Ryan Murphy, Cultural Events Division General Manager
FROM: Bridget Mein, Contracts Coordinator
SUBJECT: RFP 14-40 Computerized Ticket Sales and Promotions
DATE: April 24, 2014

Attached please find a copy of the RFP Evaluation Summary Sheet for your file as recorded and verified at the Evaluation Committee Meeting.

Please review, evaluate and make a written recommendation for this project. Also, indicate the budgeted amount for this item along with the appropriate charge code and return to my attention as soon as possible.

Please let me know if I can assist your department in any other way.

Dept. Approval [Signature]
Date 4/24/14
Budget Amount This is a revenue based contract (ticket royalties)
Account Funding Title Service charges (Credit Card Processing fees only)
Funding Charge Code 1451-53201 (for service fees) 1450-34779 (for ticket royalties)
Award to TICKET MASTER
Award Amount N/A



St. Johns County Board of County Commissioners

Purchasing Division

NOTICE OF INTENT TO AWARD

April 24, 2014

RE: RFP 14-40 Computerized Ticket Sales and Promotions

Please be advised that the Purchasing Department of St. Johns County is issuing this notice of its Intent to Award a contract to TicketMaster as the Number One Ranked Firm for RFP 14-40 Computerized Ticket Sales and Promotions. This notice will remain posted on the St. Johns County Purchasing Department bulletin board until 4:00 on April 29, 2014.

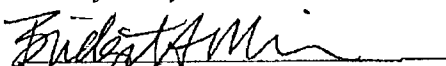
Any person (including any bidder or proposer) who is, or claims to be, adversely affected by the County's decision or proposed decision shall file a written Notice of Protest with the Purchasing Department of St. Johns County within 72 hours after the posting of the notice of decision or proposed decision. Failure to file a Notice of Protest within the time prescribed in Section 304.10 of the St. Johns County Purchasing Manual (the Bid Protest Procedure), or failure to post the bond or other security required by the County within the time allowed for filing a bond, shall constitute a waiver of proceedings and a waiver of the right to protest. The protest procedures may be obtained from the Purchasing Department and are included in the County's Purchasing Manual. All of the terms and conditions of the County Purchasing Manual are incorporated herein by reference and are fully binding.

Should the Purchasing Department receive no protests in response to this notice, an agenda item will be submitted to the St. Johns County Board of County Commissioners for their consideration and subsequent approval to award a contract.

Please forward all correspondence, requests or inquiries directly to my attention, Bridget Mein, Contracts Coordinator, in the Purchasing Department at bmein@sjcfl.us.

If you have any questions regarding this Notice of Intent to Award please contact Dawn Cardenas, Purchasing Manager, St. Johns County Purchasing Department at (904) 209.0152.

Sincerely,
St. Johns County
Board of County Commissioners


County Representative Signature

Date: April 24, 2014

Bridget Mein, Contracts Coordinator
Name & Title (Printed)