

**CITY OF NAMPA
9 – 12th Ave. S.
Nampa, ID 83651
(208) 468-5488**

**Request For Proposals
For an Integrated Ticketing System**

This Request for Proposals (RFP) is issued by the City of Nampa (City). The purpose of this RFP is to establish a contract with a qualified firm to provide a fully integrated Ticketing, Marketing, and Customer Relationship Management software solution for the Ford Idaho Center that is owned by the City and managed by Spectra. The Ford Idaho Center Complex includes the Ford Idaho Center Arena, the Ford Idaho Sports Center, the Ford Idaho Center Amphitheater, and the Ford Idaho Horse Park. The solution should provide a positive patron and brand experience and capitalize on new and emerging technologies, with full patron data capture, analytic capabilities and reporting.

Complete documentation concerning this RFP can be found at www.FindRFP.com. Solicitation ID: 20151022FIC

Proposals must be physically received by the City of Nampa Economic Development Department at the address below no later than 4:00 p.m. MDT on Thursday, November 12, 2015.

Beth Ineck
City of Nampa
Economic Development Department
9 – 12th Ave. S.
Nampa, ID 83651
ineckb@cityofnampa.us

**REQUEST FOR PROPOSALS FOR AN
INTEGRATED TICKETING SYSTEM
FOR THE
FORD IDAHO CENTER**

SOLICITATION INFORMATION AND SELECTION SCHEDULE

Solicitation Number:	20151022FIC
Solicitation Title:	Integrated Ticketing System for the Ford Idaho Center
Release Date:	Thursday, October 22, 2015
Advertisement Date:	Wednesday October 28, 2015
Final Date for Written Inquiries:	Thursday, October 29, 2015, 4:00 p.m. MDT
Response Deadline for Written Inquiries:	Thursday, November 5, 2015, 4:00 p.m. MDT
Proposal Due Date and Time:	Thursday, November 12, 2015, 4:00 p.m. MDT
Oral Interviews: (if necessary):	TBD – Tentatively the week of November 16, 2015
Anticipated Agreement Start Date:	No later than December 1, 2015
City Representative:	Beth Ineck 208-468-5488 ineckb@cityofnampa.us

* In the event that a Vendor cannot be selected based solely on proposals submitted, oral interviews may be conducted at the City's sole discretion.

** The City of Nampa reserves the right to amend the solicitation schedule as necessary.

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Section 1 - Introduction and Instructions

1.01 Purpose of the RFP

The purpose of this RFP is to establish a contract with a qualified firm to provide a fully integrated Ticketing, Marketing, and Customer Relationship Management software solution for the Ford Idaho Center that is owned by the City. The Ford Idaho Center Complex includes the Ford Idaho Center Arena, the Ford Idaho Sports Center, the Ford Idaho Center Amphitheater, and the Ford Idaho Horse Park. The solution should provide a positive patron and brand experience and capitalize on new and emerging technologies, with full patron data capture, analytic capabilities and reporting.

At the conclusion of the RFP process described herein, and upon execution of a Master Services Agreement, the successful Proposer will be responsible for fully integrated Ticketing, Marketing, and Customer Relationship Management software solution of the Ford Idaho Center. The successful Proposer shall be an independent contractor. It is the desired goal of the City to have an executed agreement with the successful Proposer no later than November 30, 2015 with work to commence no later than December 1, 2015.

1.02 Contact Information

All questions regarding this RFP are required to be submitted in writing to Beth Ineck at 9 12th Ave. South, Nampa, ID 83651 or by sending a formal request attached by email to ineckb@cityofnampa.us. Answers to questions will be posted to www.FindRFP.com within two (2) business days. The deadline for questions is Thursday, October 29, 2015 at 4:00 pm MDT.

Submittals must be signed by a duly authorized official of the Proposer. Consortiums or joint ventures submitting proposals must establish that all contractual responsibility rests solely with one legal entity. Each submittal should indicate the entity responsible for execution and performance of the agreement.

1.03 RFP Schedule

This schedule of events represents the City's best estimate of the schedule that will be followed for this RFP. If a component of this schedule, such as the deadline for receipt of proposals is delayed, the rest of the schedule will be shifted by the same number of days. The approximate RFP schedule is as follows:

RFP Issued:	October 22, 2015
Deadline for Written Questions:	October 29, 2015 at 4:00 p.m. MDT
Response Deadline for Written Questions:	November 5, 2015 at 4:00 p.m. MDT
Proposals Due:	November 12, 2015 at 4:00 p.m. MDT
Review of Proposals, Interviews, Selection Process:	November 12 – November 16 2015
Contract Negotiations:	November 17 – November 30, 2015
Execute Contract:	November 30, 2015
Commence Agreement:	No later than December 1, 2015

The deadline for the City to receive written questions is October 29, 2015 at 4:00 p.m. MDT. A copy of the questions and answers submitted will be sent to all qualified Proposers. The City shall only be bound to written answers to questions.

1.04 Mailing Address and Deadline for Receipt of Proposals

Proposers are invited to participate in the competitive selection process for providing a fully integrated ticketing system at the Ford Idaho Center outlined in this RFP. Responding parties shall ensure the following requirements are met.

Proposers must submit **(1) original hard copy (marked "original"), seven (4) hard copies of the proposal, and two (2) electronic copies (CD or USB Drive) in printable Adobe or Microsoft Word format.** All proposals must be submitted in a sealed envelope or package to the City.

No proposals will be accepted after the submittal deadline listed within this RFP. Envelopes or packages containing proposals must be clearly addressed as described below to ensure proper delivery and to avoid being opened by the City before the deadline for receipt.

City of Nampa
Economic Development Department
Attn: Beth Ineck, Integrated Ticketing System RFP
9- 12th Ave. South
Nampa, ID 83651

Proposals must be received at the location specified no later than **4:00 p.m. MDT on November 12, 2015**. Proposals will not be publicly read at the opening.

Proposals may not be delivered orally, by facsimile transmission, by other telecommunication, or electronic means.

Proposers assume the risk of the method of delivery chosen. The City assumes no responsibility for delays caused by any delivery service. **Postmarking by the due date WILL NOT substitute for actual proposal receipt by the City.** A Proposer's failure to submit its proposal prior to the deadline will cause the proposal to be rejected and returned unopened. Late proposals or amendments will not be opened or accepted for evaluation.

All proprietary information, trade secrets, production records, appraisals, and bids submitted as a component of the RFP that Proposer wishes to keep confidential must be clearly marked "CONFIDENTIAL" on each page containing such information and will, to the extent permitted by Idaho law, be excluded from public information requests. The final contract is deemed a public record and shall be available to the public upon request.

1.05 Addenda

If deemed necessary, addenda to the RFP will be issued and will be emailed to the Proposers requesting documentation.

Section 2 - Scope of Work

2.01 Introduction and Background Information

This RFP is for an agreement for the exclusive rights for a fully integrated ticketing system at the Ford Idaho Center Complex. The purpose of this RFP is to acquire a fully integrated Ticketing, Marketing, and Customer Relationship Management software solution for the Ford Idaho Center Complex which includes the venues listed in detail in Section 2.02. The solution should provide a positive patron and brand experience and capitalize on new and emerging technologies, with full patron data capture, analytic capabilities and reporting, online customer self-service tools, proven support for regional ticket distribution.

- As dynamic pricing, social media integration, digital ticketing, electronic ticket transfer, etc. become more prevalent, the solution must offer the Ford Idaho Center Complex the capability to utilize cutting edge ticketing technologies as appropriate.
- An e-commerce component that is specifically branded for the Ford Idaho Center Complex will be integral in the success of the solution as it will enable the Ford Idaho Center Complex to uniquely promote and sell event-specific products.
- The content made available to the customer through the solution shall be flexible and scalable so that the Ford Idaho Center Complex can quickly add, edit, or delete in real-time in order to support specific events or campaigns. The Ford Idaho Center Complex will control the timing, messaging, and placement of any content as it pertains to events and campaigns.
- The solution shall currently have a mechanism that captures and stores customer information per purchase and/or transaction. The information stored can then be shared by other functional components of the Ford Idaho Center Complex's overall solution: Ticketing Sales, Premium Seating and Customer Relationship Management. Customers shall be able to easily access and update their account information in order to provide the Ford Idaho Center Complex with the most up-to-date customer information.
- The Ford Idaho Center Complex requires a ticketing provider with a strong marketing presence. The provider's emails, confirmations, print-at-home tickets, etc. must be customizable to allow the Ford Idaho Center Complex to market effectively to its patrons and potential patrons.

The remainder of this RFP refers to the company selected by the City to provide a fully integrated ticketing system at the Ford Idaho Center as the "Ticketing System Provider".

The Ford Idaho Center is owned by the City of Nampa and operated by Spectra. It operates on an October 1 to September 30 Fiscal Year. Additional information related to floor plans, historical utilization, and historical financial performance is included as Exhibits to this RFP.

2.02 Ford Idaho Center Description

The Ford Idaho Center Complex is owned by the City of Nampa and is a 500,000+ S.F. complex, located directly off Interstate-84 which consists of the following venues:

- Ford Idaho Center Arena
- Ford Idaho Sports Center
- Ford Idaho Center Amphitheater
- Ford Idaho Horse Park

The complex collectively hosts concerts, festivals, sporting events, equestrian events, trade shows, conventions, corporate receptions, holiday parties, and high school and college graduation ceremonies.

The Ford Idaho Center Arena opened in 1997 with a maximum seating capacity of 12,279 and with 31,200 S.F. of floor space with access large enough to drive a semi-truck loaded with production and staging equipment directly into the arena. This facility consists of:

- Total space of 120,000 S.F (130' x 240' open floor)
- Seating capacity varies by configuration:
 - 180 degrees – 9,700 seats
 - 270 degrees – 11,400 seats
 - 360 degrees – 12,657
 - In the Round – 13,067
 - Theater – 2,500 to 6,000 seats
- Staging is 60' x 40' from 4 to 6 feet high with 12' x 24' wings
- Three truck loading dock bays
- Full Matrix scoreboard (open steel over arena floor)
- Bose PA system
- State of the art lighting excellent for all televised events
- Electrical 1-800 amp, 2-600 amp, 1-400 amp, 2-200 amp and 1-200 amp at mid floor
- Rooms:
 - 4 dressing / locker rooms
 - 1 star dressing room
 - 2 production rooms
 - 1 large green room
 - 1 all-purpose room
 - 3 offices
 - 1 training room
 - 1 multi-purpose / catering room

The Ford Idaho Center Arena does not currently host a sports tenant, however, were a future sports tenant to be added, a separate negotiation for ticket services would be negotiated as an addendum to this contract.

The Ford Idaho Sports Center is the newest addition to the Complex having opened in 2002. It houses the Boise State University track team from November to early March each year and has the only Mondo 200-meter track west of Nebraska. In March 2012, the Ford Idaho Sports Center hosted the NCAA Division I Indoor Track and Field Championships. From March to October the venue is the site of some of the largest equine and agriculture events in the Northwest including several national horse shows.

This facility consists of the following:

- A 100,000 S.F. building
- 200 meter Mondo banked track (which is owned and operated by Boise State University)
- 175' x 300' open floor space
- Permanent bleacher seating capacity of 990 on the east side
- Lighting for televised events
- Phone and internet access
- Hook-ups for 8 - 110 amp panels
- Vendor space
- Portable sound system

Boise State University track events as other local / regional track events are currently ticketed directly by Boise State University's agreement with Ticketmaster. It is the intent of the Ford Idaho Center to maintain this facility's ticketing operations as non-exclusive.

The Ford Idaho Center Amphitheater opened in 1998 and is an outdoor venue that hosts numerous concerts and events including Tim McGraw, Bob Dylan, Ben Harper, Jack Johnson, Journey, and James Taylor among others. This venue consists of the following:

- Seating for 11,000 with both reserved seating and grass general admission
- A stage area which is 60' x 40' and 5 feet height with optional wings available as needed and with three truck loading dock bays
- Electrical: 1 – 600 amp, 2 – 400 amp, 1 - 200 amp, and 4 – 110v (GFI) from 30 amp disconnect
- Backstage Rooms include:
 - 4 locker rooms
 - 1 star dressing room
 - 2 dressing rooms
 - 2 production rooms
 - 1 large green room
 - 1 multipurpose room (divisible)
 - 1 office

The Ford Idaho Horse Park opened in 2002 and has hosted thousands of horses in events such as Team Roping, local 4-H, Regional Arabian Horse, Quarter Horse Association, Mounted Shooting, Dressage and many others. The Horse Park consists of the following:

- An English Riding Facility, with a Grand Prix Course and multiple show arenas
- An indoor arena with 97,500 S.F. (175' x 360' open floor space), fixed bleacher seating, excellent lighting for televised events, hook-ups for eight 110 amp panels, vendor space, and portable sound system
- An outdoor arena with 45,000 S.F. (15' x 300' space)
- Warm-up pens (covered and uncovered)
- Stock Pens with 100,000 S.F. (200' x 500' space) split into 12 holding pens
- Stalls (596 total) with water at each building and additional rental stalls if the demand warrants.

Events at the Ford Idaho Horse Park may be produced by local and regional youth non-profit associations with roll tickets and/or low-price tickets that are sold through in-house channels.

Floor plans for the Ford Idaho Center Complex are included as Exhibit A to this RFP.

The following summarizes the total tickets distributed at the Ford Idaho Center for the last three fiscal years by facility:

FY 2012

Facility	Tickets Sold	Comps	Total
Ford Idaho Center Arena	104,264	34,336	138,600
Ford Idaho Sports Center & Horse Park	4,942	-	4,942
Ford Idaho Center Amphitheater	6,607	2,948	9,555
Grand Total	115,813	37,284	153,097

FY 2013

Facility	Tickets Sold	Comps	Total
Ford Idaho Center Arena	89,438	24,906	114,344
Ford Idaho Sports Center & Horse Park	4,657	-	4,657
Ford Idaho Center Amphitheater	14,275	3,286	17,561
Grand Total	108,370	28,192	136,562

FY 2014

Facility	Tickets Sold	Comps	Total
Ford Idaho Center Arena	96,662	24,930	121,592
Ford Idaho Sports Center & Horse Park	3,961	-	3,961
Ford Idaho Center Amphitheater	12,562	6,625	19,187
Grand Total	113,185	31,555	144,740

The following summarizes the total tickets sold at the Ford Idaho Center for the last three fiscal years by distribution channels:

Tickets Sold by Distribution Channels

Year	Total	Internet	Phone	Outlet	Via Box Office
FY 2012	115,813	56,477	8,257	9,790	41,289
FY 2013	108,370	54,265	6,773	6,812	40,520
FY 2014	113,185	47,498	6,115	5,321	54,251
Grand Total Sold	337,368	158,240	21,145	21,914	136,060

The following summarizes consumer fees at the Ford Idaho Center in 2015:

Representative Consumer Fees in 2015

Event Type	Fee Per Ticket	Miscellaneous Fees	Fee (Per Order)
All events where there is a charge, unless otherwise negotiated	*\$3.50 min. and increases \$.50 for each \$5.00 ticket increment	*Phone Order \$1.00 *Mail Fee \$5.00 Will Call \$3.00	3.50
* Some shows dictate these terms			

The following ticketing hardware is currently utilized at the Ford Idaho Center: SAMPLE BELOW

- Workstations (credit card swipe, barcode scanners, etc.) 19
- BOCA Thermal Ticket Printers 19
- Access Control Scanners 20
- Access Control Servers 1

2.02 Scope of Work Requested

MANDATORY REQUIREMENTS

The following requirements for each module are mandatory. Proposer shall respond with a Yes or No indicating their ability to provide each of the requirements below. The Proposer shall have an existing module/functionality that meets the requirements and shall demonstrate it or provide a reference that can vouch for meeting the said requirements. A Proposer who is unable to provide any of the following requirements will be deemed non-responsive and their proposal will not be considered for review.

A) TICKETING

- 1) Must support real-time ticket sales from one inventory out of a single database through multiple sales channels, including but not limited to, box office, telephone, walk up, internet, and remote outlets.
- 2) Must support print-at-home and electronic printing functionalities with Ford Idaho Center-defined promotional space content and provide bulk print for electronic delivery capabilities.
- 3) Must support “view from seat” functionality and 3D map functionality and “Pick Your Own Seat” functionality during the online shopping experience.
- 4) Must be able to integrate with a secondary market ticket reseller.
- 5) Must include cross-sell and up-sell functionality during and at the end of the buying process.
- 6) Must support a robust online Account Management system to allow patrons to manage their tickets with functionality including transfers, exchanges, reprints, and donations and/or season renewals, if required.

B) MARKETING

- 1) Must be able to track and maintain a priority/loyalty ranking system based on multiple customer loyalty behaviors including, but not limited to, ticket sales, event attendance and consumer behavior such as demographics, socio-economic status and other related consumer behavior.
- 2) Must provide a branded e-mail solution integrated with the ticketing system.
- 3) Must provide marketing services to include, but not limited to, Social Media Tracking, Analytics and Retargeting.
- 4) Must provide best practices to sell more tickets and build strong relationships with customers.
- 5) Must provide assistance in bringing acts/shows into the Ford Idaho Center.

C) CUSTOMER RELATIONSHIP MANAGEMENT

- 1) Must be able to have a functional email marketing capability able to store information pertaining to a specific customer.
- 2) Must be able to export and have the ability to upload data to system.
- 3) Must be able to track/measure marketing initiatives across multiple channels including email, direct mail, social media, and telemarketing campaign.
- 4) Must be able to integrate with third party platforms.

DETAILED LIST OF REQUIREMENTS

A. SYSTEM CAPABILITY

1) GENERAL OVERVIEW

- (a) Describe the system's integration between ticketing, ecommerce, marketing, and customer relationship management.
- (b) Describe the system's ability to process credit cards. Does the system support different credit card processors?
- (c) Where does revenue from sales (including online) get deposited? Does the Ford Idaho Center get revenue deposited directly into our bank accounts, or is there a weekly/monthly settlement involved?
- (d) Does the system provide an audit train of all operator transactions? If yes, please confirm that no financial transactions be over written without a correcting transaction.
- (e) Does the system allow the Ford Idaho Center to control 100% of the data – including how and when customers and prospects are marketed?
- (f) Describe the system's Access Control (ticket scanning) system.
- (g) Describe the system's restrictions regarding operator access/permissions.
- (h) Does the Ford Idaho Center have complete control over coding/naming conventions throughout the system?
- (i) Outline functionalities for merging duplicate accounts. Include any limitations.
- (j) Describe the system's throughput capabilities as it relates to ticket sales volume during major ticketing on sales. Please provide examples.

2) SYSTEM ARCHITECTURE AND INTERFACES

- (a) Provide an overview of your current system's ticketing architecture, include: hardware, software configuration, telecommunications equipment needs, technical specs, schematics, cabling diagrams, bandwidth requirements and all other information pertaining to related topic.
- (b) How does your system handle multiple client/venue databases within the same environment? Describe user levels of security and permission based controls/flexibilities.
- (c) Describe your communication architecture/design and list any communication redundancy features.
- (d) Provide interfacing specs and description for third party integration for such tools as customer relationship management, seat map visualization, dynamic pricing, stored

- valued ticketing, heat mapping and all other related interfaces. Describe the system capability to import/export, read/write data files.
- (e) Provide information on your current process for system enhancements. Please provide a description of the process from inception to implementation, including all details about the frequency of updates, the process for applying the upgrades to client and the training provided as it relates to the upgrade. Include the process by which the Proposer allows client to participate in identifying the system roadmap and/or future direction.
 - (f) Does your system have the ability to FTP print files to ticket printing vendors?

3) SECURITY ARCHITECTURE AND SYSTEM CERTIFICATIONS

- (a) Is your system PCI Compliant?
- (b) Please provide an overview of your security level and infrastructure of the hosting facility. Please include:
 - (i) Administration of firewall and firewall rules
 - (ii) User level of security and permissions based controls/flexibilities
 - (iii) Information and documentation on what are the notifications and procedures in case of breaches of information
 - (iv) System backups and storage handling procedures
 - (v) Security for multi-venue entity usage, and how the system is monitored in the event that problems may occur.
- (c) Describe your latest Secure Socket Layer (SSL) Encryption security for the transmission of data. Please include information on the following:
 - (i) What are all the levels of security including user levels of security and permissions currently in place with your proposed solution?
 - (ii) Describe your encryption methods across all communication and transmissions in your system's environment
 - (iii) Can your solution have the ability to decrypt encrypted data elements to be restricted to selected users?
 - (iv) Can your solution support a configuration that encrypts plain text authentication credentials or provide another authentication mechanism that does not expose the credentials to compromise through network monitoring?
- (d) Is your system SSAE-16 compliant?
 - (i) Does credit card authorization take place in real time with the ability to detect payments with "card present" swipe verses card not present?
 - (ii) Does your system allow for online address, zip code and CVV2 verification?
 - (iii) Can operator-specific audit trails be captured for each transaction and written to an administrator-define output? If yes, please confirm that no financial transaction can be overwritten without a correction transaction.
- (e) Describe what systems mechanisms are currently in place to detect and protect client/personal confidential information, commercial misuse, and hacking. Please include information on anti-fraud, anti-thief, robot attacks and anti-malice protections.
- (f) Describe your system's security intrusion incident handling procedures, including methodology used to determine incident severity and timeline for escalation.
- (g) Describe system's backup, data and hardware redundancy, data security, backup and recovery.

B. SYSTEM FUNCTIONS

- (a) The proposed solution must currently have the capability to allow the Ford Idaho Center to have complete control to make any and all changes to their events/marketing campaigns for all sales channels, including web, without permission or reliance on Proposer. Please provide an overview of how your system solution currently is capable of providing this requirement.
- (b) Describe how your solution is capable of replicating similar events/drives rather than going through the process step by step to build an event.
- (c) Describe system's capabilities and limitations to create a number of like scaled events over a given range of dates/times.
- (d) Describe system's capability to place seats on hold across multiple events of the venue and season at once.
- (e) Describe system's ability to turn on/or off specific events or functionalities by date/time, sales activity and all other parameters available by your solution.
- (f) Describe how the Ford Idaho Center will have the ability to put seats on hold for various events, purposes or groups.
- (g) Describe the "renewal" process from one season to another.

C. TICKETING

1) FUNCTIONALITY

- (a) Does the system support general admission within specific section(s) for singles and packages?
- (b) Does the system allow for both reserved and general admission seating sales within the same event?
- (c) Can the system restrict number of seats purchased in one transaction, order or account for high volume on sales?
- (d) Describe system's process for bulk purchasing and discounting (the more you buy the more you save).
- (e) Describe system's ticket printing ability, including, print to standard laser printer, print-at-home delivery, electronic ticket delivery, batch printing, third party files, integration with and ability to print to Boca printers, mass/bulk ticket electronic printing, paperless printing and integration to secondary market platforms.
- (f) Describe the "point of sale" ticket printers the system supports.
- (g) Describe the system's capability in handling print files and ticketing manifest to ticket printing vendors. Include any limitations.
- (h) Provide information on how your system supports sponsorship/corporate partner logo printing on tickets.
- (i) Does the system provide a fully-integrated gift card solution? If so, is the gift card accepted as real-time method of payment without processing through an additional system? Can the gift cards be branded with the client's brand of choice?
- (j) Can gift cards be redeemable at all sales channels – internet, box office, phones, outlets, kiosks?

- (k) Does your solution have its own secondary market customer resale platform built in? If so, please describe the functionality and its ability to meet the above requirements. If not, does your system integrate with any secondary ticket products?
- (l) How does the system handle processing orders that shouldn't be allocated until a later date (i.e. season ticket sales that could be upgraded or new sales that should be allocated after all renewals have been seated)?
- (m) Does the system accommodate partial payments for an order?
- (n) Does the system support dynamic pricing, including the ability to rapidly change prices on multiple events after those events have already gone on sale?
- (o) Does the system support the sale of non-ticket items such as parking, merchandise, memberships, donations, etc. without requiring that an event be built to manage the inventory?
- (p) Does the system support variable per ticket charges by event, price level, type of ticket, and sales channel?
- (q) Does the system sell multi-day events? If so, can the same ticket be used across days for admittance using the Access Mgt system?
- (r) Does the system allow for a "quick sale" option for rapid window sales at events?
- (s) Does the system allow the client to define the best available seat search sequence down to the level of the individual seat?
- (t) Please describe how premium seating (first right of refusal) is handled in your system.
- (u) How much historical purchase/seating data can an operator find for a particular customer? And, can all historical data be seen at the same time on the account?
- (v) Does the system allow for consignment tickets for certain events?

2) SUBSCRIPTION AND PACKAGES SALES

- (a) Does the system support season tickets containing events with different facilities and/or different configurations with the same season ticket, without requiring separate ticket packages/items to be transacted?
- (b) Does the system allow for prorated packages?
- (c) Does the system support full season, partial season, pick-a-plan, and flex plans via all sales channels?
- (d) Describe the capabilities in your system to allow for package seats to be held in an account as an unpaid reservation that will be reflected in the sales figures.
- (e) Does the system provide functionality that helps to reseat and/or upgrade season ticket holders? Please describe.
- (f) Does the system allow seats within a package to be returned, resold, exchanged, reprinted and/or cancelled without the entire subscription/package being affected?

3) TICKET HOLDER RENEWAL PROCESS AND ACCOUNT MANAGEMENT

- (a) Describe the full range of your system ticket holder renewal capabilities, to include, but not limited to the following functionalities:
 - (i) Log- ins and ability to renew season/series/plans
 - (ii) Seat renewals (one season to next)
 - (iii) Ticket forwarding / Reissues

- (iv) Ability to purchase merchandise during renewal process
 - (v) Ability to add more items during the renewal process
 - (vi) Ability to make a donation during the renewal process
 - (vii) Capabilities to re-seat and /or upgrade subscriptions/package.
 - (viii) Capability for customer to manage their general contact information, including but not limited to updates of email, physical address and telephone numbers and all other information pertaining to customer.
- (b) Can the system automatically control what events, discounts, extra items are available to a patron based upon their current donor/season ticket holder level?
 - (c) Is the online account management application of your platform (self-service for reprinting tickets, online renewals, ticket transfers, address and payment information updates) licensed separately from your "basic" ticket platform?
 - (i) If these features are licensed separately, please elaborate on the costs for each component below and include a note in the financial proposal

4) TICKET ACCESS CONTROL

- (a) Is the communication between the Access system and the ticketing system in real time, such that all bar codes issued, voided or otherwise changed in status are updated instantly on the access control system?
- (b) Describe ability to void original barcode upon return, cancellation or reprinting of tickets and re issue a new barcode when seats are resold or reprinted.
- (c) Does the system support IN/OUT scanning (Exit Scanning)?
- (d) Can the system operate in "offline" mode in the event there is an interruption in the scanning network?
- (e) Can the system support configuration by access point....e.g., only certain types of tickets are allowed access thru a designated entrance?
- (f) Can the system support importing of barcodes generated from outside of the ticketing system?
- (g) Describe the system's process for storing value (i.e. concessions, merchandise, etc.) onto bar-coded tickets and the reporting available to settle with the different entities involved.
- (h) Can the system integrate with a third party stored value provider? If so, please describe this relationship.

5) ACCOUNTING/REPORTING

- (a) Describe your systems payment plans (season/package, groups, fundraising).
- (b) How does the system apply payments to multiple receivable types within an account? Please describe the hierarchy.
- (c) Can the system keep a credit card on file for future transactions? Can access to this functionality be controlled from operator to operator?
- (d) Does the system allow for electronic check payments?
- (e) Please attach a list of standard reports.
- (f) Does the system have an online reporting tool that allows for access over the internet?
- (g) Can reports be scheduled and delivered electronically?
- (h) Can the system apply predetermined variable fixed prices for events within a package?

- (i) Can the system adjust single event pricing up or down based on market indications systematically?

D. E-COMMERCE

1) FUNCTIONALITY

- (a) Describe your systems capability to support an integrated, real time, branded, large scale e-commerce site.
- (b) Describe how your solution will support advertising, and sponsorship revenue on the branded site. Will the Ford Idaho Center have 100% control of sponsorship?
- (c) Is your solution capable of supporting 3-dimensional seat maps through your e-commerce site?
- (d) Describe how your e-commerce solution supports “view from the seat” functionality during the shopping experience.
- (e) Does the e-commerce solution offer shopping cart functionality that can accommodate multiple events and non-ticket items (merchandise, gift certificates, parking, donations, etc.) without requiring separate web transactions?
- (f) Please provide information on: Are there any shopping cart abandonment tracking capabilities? Can buyer purchase items across several events? Does the solution offer live chat?
- (g) Does the e-commerce solution include an interactive (“pick your own”) seat map to enable any patron to select seats directly from a graphical map of the available inventory? Does the interactive seat map disallow leaving single seats?
- (h) Do we have 100% control over all consumer ticket fees that our customers pay?
- (i) Describe the capability of your e-commerce solution to integrate with secondary ticketing functionality.
- (j) Does the e-commerce solution provide pre-sale and/or promotion access to specific groups, based upon any parameters required by the client (e.g., demographics, past purchase history, donation history, and other affiliations)?
- (k) Does the e-commerce solution provide single-use password-based pre-sale and/or promotion offer access to specific groups, based upon any parameters required by the client?
- (l) How does the system manage different pricing for tickets purchased “day of show” or in advance?
- (m) Does the e-commerce solution have the ability to offer cross- and up-sell products based upon items in the shopping cart?
- (n) Can the e-commerce solution be accessed thru a mobile site?

E. CUSTOMER RELATIONSHIP MANAGEMENT, E-MAIL MARKETING, AND DATA WAREHOUSE

1) CUSTOMER RELATIONSHIP MANAGEMENT

- (a) Describe the contact management tools that are inherent in your system.
- (b) Describe your system’s capability to show an all-encompassing view of a specific patron with regard to purchase history, demographic info and any forms of communication to or from that patron.

- (c) Does your solution include comprehensive, customizable service case functionality, to enable client to manage and report on service issues such as complaints, compliments, and special requests?
- (d) Does your solution provide full integration with an email system (i.e. Microsoft Outlook)? If so, is there functionality to easily attach emails to sales opportunities and activities? Can CRM users send email from within your CRM solution?
- (e) Does your solution integrate with a customer relationship management module including contact management tools and integrations with outside companies (i.e. Salesforce)? Describe how it integrates with all components across all platforms (donor, ticketing, e-commerce, e-mail).

6) E-MAIL MARKETING / SOCIAL MEDIA

- (a) Describe your system's capability to provide a branded e-mail solution integrated within all platforms and functionalities found in this RFP (ticketing, access management, customer relationship management).
- (b) Describe your system's capability to offer e-mail campaigning.
- (c) Describe the capability to set up messaging and deploy based on actions, inactions, time periods, specific interest, and any other parameters.
- (d) Describe how your system tracks delivery and prioritizes emails.
- (e) Does your system provide the ability to identify and offer retargeting ads to consumers who visit the site but fail to purchase products?
- (f) Describe how your solution leverages social media resources, such as Facebook, Twitter, and YouTube, to increase revenues.
- (g) What, if any, additional marketing support (tools/programs) is offered to your clients?

7) DATA WAREHOUSE

- (a) Does your solution include Data Warehouse functionality...i.e. enabling data to be shared across multiple systems (clients' systems and any other external databases), and stored within a central data warehouse.
- (b) Does the Data Warehouse solution include a standard suite of dashboards and reports?
- (c) Are customizable reports available?

F. IMPLEMENTATION AND TRAINING

The Proposer must provide a comprehensive implementation plan that demonstrates the Proposers' understanding of the scope of work and how it will address and execute all objectives in this RFP. Proposer must provide an outline that includes specific tasks or activities required for implementing the scope of work by the required go-live date. The proposal must clearly demonstrate that the Proposer has the ability to begin implementing all services, tasks, training, and other related activities beginning on contract award date estimated to be 11/16/2015 and provide a final product on the estimated go-live date of 12/1/2015.

In order to evaluate the Proposer's ability to implement the scope of work in the RFP, Proposer shall include the following items and account for how they will be completed by the go-live date:

- 1) Implementation Proposal and Description

- 2) A project plan for the development, integration and installation of your solution. The proposal should include, but not limited to the following:
- (a) A clear understanding of the specific tasks or activities required to accomplish project objectives (implementation).
 - (b) Definition of each phase or component and provide a roadmap as to how each phase will be undertaken.
 - (c) A time table for the completion of each phase or components. The time table should be specific and detailed enough to demonstrate the Proposer's ability to complete objectives on time. Include, days, hours, week, etc. for each task or phase.
 - (d) Any on-site or off-site resources available in your organization that will assist Proposer with the implementation. Include names, titles and years of experience for each individual.
 - (e) Methods that Proposer will use to ensure quality control as well as budget and schedule controls for the project.

3) Hardware & Software

The complete hardware and software infrastructure necessary to support the proposed scope of services and delivery by go live date.

- (a) List of necessary hardware to implement solution
- (b) Hardware installation support
- (c) List of necessary software (include any Third Party Software needed) to implement solution
- (d) Software installation support
- (e) Subscription Software Services
- (f) Requirement gathering and analysis
- (g) Hardware and software configuration
- (h) Development
- (i) Professional Services

4) Data Migration

Includes the extracting, analysis, cleanup, importing and testing of existing and historical data from current databases and storage mechanisms into the overall solution. This will include any on-site resources solely focused on data migration.

5) Training and Live Support

Describe how the Proposer will provide training and training documentation for the overall solution so that key Department stakeholders are trained beginning on the contract, award date through the go-live date. This also includes on-going service and support and staff education.

- (a) On-site system administrator training
- (b) On-site training of system users
- (c) Business Consulting
- (d) Online training
- (e) On-site training and support at go-live date

6) Customer Support

- (a) What is the average tenure of your customer support representative that would be responsible for fielding application or ad-hoc training for Ford Idaho Center by phone, email or other online services portal?
- (b) What on-demand support tools do you offer for Ford Idaho Center staff?
- (c) How does your company measure customer satisfaction of your support operation?
- (d) How frequently does your company measure customer satisfaction of your support operation?
- (e) How does your company address on-going training for new software releases?

2.03 Indemnification

To the fullest extent permitted by law, the Ticketing System Provider, its subcontractors, agents, servants, officers, or employees shall indemnify and hold harmless the City of Nampa, including but not limited to, its elected and appointed officials, officers, employees, and agents, from any and all claims brought by any person or entity whatsoever, arising from any act, error, or omission of the provider during the Ticketing System Provider's performance of the Agreement or any other agreements of the Ticketing System Provider, entered into by reason thereof. The Ticketing System Provider shall indemnify and defend the City of Nampa, including, but not limited to its elected and appointed officials, officers, employees and agents, with respect to any claim arising, or alleged to have arisen from negligence, and/or willful, wanton or reckless acts or omissions of the Ticketing System Provider, its subcontractors, agents, servants, officers, or employees and any and all losses or liabilities resulting from any such claims, including but not limited to, damage awards, costs and reasonable attorney's fees. The indemnification shall not be affected by any other portions of the Agreement relating to insurance requirements. The Ticketing System Provider agrees that it will procure and keep in force at all times at its own expense insurance in accordance with these specifications.

2.04 Performance Bond/ Insurance Requirements

Ticketing System Provider shall not commence any work under the Agreement until they have obtained all of the prescribed insurance and bonds, and such insurance and bonds have been approved by the City.

2.05 Default and Termination

The Agreement shall contain appropriate provisions defining events of default by the Ticketing System Provider, any notice and cure period, remedies for default and termination.

2.06 Contract Award

It is the City's intent to enter into a contract with a Ticketing System Provider who best demonstrates the ability to provide a fully integrated ticketing system to the Ford Idaho Center. After review of the proposals, if the City decides to not enter into contract, the City will notify all Proposers.

The Agreement will be for a term of five (5) years with renewal options by mutual agreement with the final year ending on September 30, 2020.

Section 3 - Proposal Format and Content

3.01 Submittal Requirements

Proposers must submit **(1) original hard copy (marked "original"), seven (4) hard copies of the proposal, and two (2) electronic copies (CD or USB Drive) in printable Adobe or Microsoft Word format.** All proposals must be submitted in a sealed envelope or package to the City.

The proposal must be signed by a person(s) authorized to legally bind the Proposer and must contain a statement that this proposal and the financial terms proposed therein shall remain firm for a period of 180 days from the receipt of the proposals.

The City shall consider as "irregular" or "non-responsive" and reject any proposal not prepared and submitted in accordance with this RFP, or any proposal lacking sufficient information to enable the City to make a reasonable determination of compliance to the minimum qualifications.

In addition to the Scope of Work outlined in Section 2, the submittal must contain the following information with a table of contents according to the format specified below:

1. Cover Letter

Provide name and address of the Proposer and project contact person with address, telephone number, and email address. Acknowledge receipt of any addenda if applicable. Summarize your understanding of the project. Provide a statement indicating your ability to provide timely services and meet the requirements of the proposed schedule. Indicate your acceptance of the requirements of this RFP. Provide a one-page summary of the benefits you believe the City would receive from selecting your firm.

The cover letter **must be signed** by a duly authorized official of the firm. Consortiums, joint ventures, or teams submitting proposals must establish contractual responsibility rests solely with one company or one legal entity. Each submittal should indicate the entity responsible for performance of the agreement. The Proposer's offer must be good for 180 days.

2. Management Structure

Describe in detail the management structure of your organization, including legal form and ownership, headquarters and other office and business locations.

- a) If the Proposer is a corporation, the proposal shall be signed by an officer of the corporation, with the designation of the signer's official capacity. The proposal shall show the state in which the corporation is chartered. The proposal shall show that the corporation is in good standing and qualified and authorized to do business in the State of Idaho.
- b) If the Proposer is a partnership, the proposal shall be signed in the name of the partnership by a general partner or other person duly authorized to bind the partnership. The capacity and title of the person signing shall be shown. A copy of the partnership agreement and a full explanation of the job related duties of each member of the partnership must be included.
- c) If the Proposer is an individual or sole proprietorship, the Proposal shall be signed by the individual person, stating the name or style, if any, under which the Proposer is doing business.
- d) If the Proposer is a joint venture, the Proposal shall be signed by an officer of the joint venture. A copy of the joint venture agreement and a full explanation of the job related duties of each member of the joint venture must be included.
- e) If the Proposer is a limited liability corporation, the proposal should be signed by an officer of the LLC.

3. Statement of Qualifications

Provide a brief summary of your organization's qualifications to serve the City as the Ticketing System Provider of the Ford Idaho Center in the capacity set forth in this RFP. Include years in business, volume of clients, number of employees and areas of expertise. List and discuss your organization's involvement and experience in providing a fully integrated ticketing system at public facilities of a similar size, type and complexity of the City's Ford Idaho Center including arenas, equestrian centers, amphitheaters, and sports centers including multi-facility complexes. Address whether your company facilitates an organized user group and/or an annual conference for learning/networking opportunities and if so, how. Address whether your company facilitates ongoing learning opportunities and if so, how. Summarize what percentage of your company's revenue is currently generated from sales to the Ford Idaho Center marketplace. Please provide a three (3) year product enhancement plan with anticipated delivery dates. Please describe your customer support structure – number of support staff, hours of operation, and process for prioritizing problems/issues. Identify the name of the account manager that you propose assigning to this contract and his/her experience.

4. Previous Work Experience

Provide a minimum of three references for facilities where the Proposer has provided similar services, including name, address, email and telephone numbers of key individuals who may be contacted. At least one reference should represent a secondary market in a similarly sized community.

5. Operational Approach and Methodology

Discuss your proposed approach to providing an integrated ticketing system to the Ford Idaho Center and address all of the items listed in Section 2.0 Scope of Work. Given the proposed timeline, will you be able to be fully operational within the timelines outlined in this RFP? If not, please indicate your timeline for full implementation. Please also indicate what your approach will

be in terms of personnel management and hardware to become fully functional.

6. Financial Proposal

Proposer shall submit a detailed cost proposal to perform the work listed in Section 2.0 Scope of Work. *In a single page*, please detail your financial offer to Ford Idaho Center, including the following details:

- \$___ annual license fee
- \$___ one time set up/startup fee
- \$___ implementation travel & expenses (please note if fixed or estimated)
- \$___ one time hardware purchase (please detail hardware financing options, if any)
- \$___ per internet ticket (average/fixed fee per ticket to consumer)
- \$___ per phone ticket (average/fixed fee per ticket to consumer)
- \$___ per box office ticket (average/fixed fee per ticket to consumer)
- \$___ per order fulfilled by mail (average/fixed fee per order to consumer)
- \$___ per order fulfilled digitally or print@home (average/fixed fee charged per order to consumer)
- %___ credit card rate applied to all transactions (Visa, MC, Discover & AMEX)

Alternative Convenience Fee Schedule: Ford Idaho Center will accept proposals with a scaled set of fees based on distinct ticket prices. It is the intent of the Ford Idaho Center to control the fees that are charged to the paying customer. If the alternative convenience fee schedule is used, it should only reflect the charges that consumers pay to your company. Please refrain from any revenue sharing or percentage split arrangement in your proposal:

Ticket Range	Box Office Fee	Outlet Fee	Phone Fee	Internet Fee
\$30.01 & Over				
\$15.01- \$30.00				
\$0.01 - \$15.00				

Other Financial Considerations:

- What are your company’s capabilities to help attract new events and engage in co-promotion of events at Ford Idaho Center?
- What additional marketing services can you provide Ford Idaho Center and what is their stated annual value?
- What business consulting and ticket sales strategy consulting can you offer to the Ford Idaho Center and what is these services stated value on an annual basis?
- Please list any other financial considerations to the Ford Idaho Center.

7. Audited Financial Statement

Provide independently audited financial statements for the last three years of Proposer’s business including balance sheet, income statement, and statement of changes in financial position, prepared and certified by an independent Certified Public Accountant. Describe specific details

regarding any material changes that are anticipated in Proposer's business operations including, but not limited to, mergers, acquisitions, or bankruptcies. The statement should also indicate the source and amount of financing required to fulfill the terms and conditions of this Master Services Agreement or satisfactory evidence to perform the proposed services.

8. Terminated Contracts/ Disclosure

List any contracts where the Proposer's was providing a fully integrated ticketing system that were terminated or cancelled within the past five (5) years, including in each the reasons for termination or cancellation and whether the termination or cancellation was initiated by the Proposer or the facility. Please disclose any potential conflicts or current, ongoing litigation which may affect the ability of your firm to provide services.

9. Master Services Agreement

A Master Services Agreement will be negotiated after award. Proposer may provide a copy of a proposed Master Service Agreement between the City and the Ticketing System Provider as part of its proposal. The City reserves the right to reject any or all of the terms included and to provide its own agreement.

10. Exceptions to RFP

Proposers must clearly indicate any exceptions to this RFP and outline what alternative is being offered, if any. The City may accept or reject such exceptions.

Failure to adhere to the submittal criteria shall result in the Proposal being considered non-responsive.

3.02 Proposer Responsibilities

Proposers shall (A) examine the entire RFP, (B) seek clarification of any item or requirement that may not be clear, (C) check all responses for accuracy before submitting a Proposal and (D) submit the entire Proposal by the Proposal due date and time. Late Proposals will not be considered. A Proposer submitting a late Proposal shall be so notified.

3.03 Proposal Irrevocable

In order to allow for an adequate evaluation, the City requires the Proposal to be valid and irrevocable for 180 days after the Proposal Due Date and Time indicated on the cover of this RFP.

3.04 Amendment/Withdrawal of Proposal

At any time prior to the specified Proposal due date and time, a Proposer (or designated representative) may amend or withdraw its Proposal. Any erasures, interlineations, or modifications in the Proposal shall be initialed in original ink by the authorized person signing the Proposal. Facsimile, electronic (email) or mailgram Proposal amendments or withdrawals will not be considered. No Proposal shall be altered, amended or withdrawn after the specified Proposal due date and time.

Section 4 - Review of Proposals and Selection Process

4.01 Evaluation Criteria

Proposers are advised that the City intends to select the Ticketing System Provider that the City determines is the most responsive and responsible and will provide the Ford Idaho Center with the highest quality and efficient service as well as the opportunity to generate significant revenues, based on the criteria set out below.

Upon receipt of the proposals, an evaluation team will review the proposals. The evaluation team will rely on the qualitative and quantitative information contained and presented in the proposals, the reference checks and interviews (if required) in exercising its sole and absolute discretion to identify the firm that will provide Ticketing System Provider services in the best interests of the City. The best interests of the City will be evaluated based on:

SAMPLE CRITERIA BELOW - CITY TO DETERMINE CRITERIA

- General Quality and Adequacy of the Response
- Experience and Qualifications Providing Similar Services
- Technical Approach to Providing Requested Services
- Ability to Perform the Requested Services
- Software Capability
- Ability to Meet the Proposed Schedule
- Customer References
- Financial Proposal

Upon review of the proposals, the City will score the proposals and may shortlist and interview the highest ranking firms. Upon completion of the review process, the highest ranking firm will then be asked to enter into contract negotiations with the City of Nampa. If an agreement cannot be reached with the highest ranked firm, the City will move to the next highest ranked firm. The same process will be repeated with the other ranked firms if no such agreement can be reached. The City of Nampa reserves the right to not select a firm as part of this process if an agreement cannot be reached with the shortlisted Proposers.

Section 5 - Standard Proposal Information

5.01 Authorized Signature

An individual authorized to bind the Proposer to the provisions of the RFP must sign all proposals.

5.02 Responsibility for Preparation Costs

The City will not pay any cost associated with the preparation, submittal, presentation, or evaluation of any proposal.

5.03 Conflict of Interest

Proposers must disclose any instances where the Proposer or any individuals working on the contract has a possible conflict of interest and, if so, the nature of that conflict (e.g., employed by the City of Nampa). The City reserves the right to cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the Proposer's proposal. The City's determination regarding any questions of conflict of interest is final.

5.04 Proposer's Certification

By signature on the proposal, the Proposer certifies that it complies with:

- The laws of the State of Idaho.
- All applicable local, state, and federal laws, codes, and regulations.
- All terms, conditions, and requirements set forth in this RFP.
- A condition that the proposal submitted was independently arrived at without collusion.

A condition that the offer will remain open and valid for the period indicated in this solicitation and any condition that the Proposer and/or any individuals working on the contract do not have a possible conflict of interest (e.g., employed by the City of Nampa). If any Proposer fails to comply with the provisions stated in this paragraph, the City reserves the right to reject the proposal, terminate the contract, or consider the contractor in default.

5.05 No Contact Policy

Any contact with any City representatives, related officials, or representatives other than those outlined in the RFP is prohibited. Such unauthorized contact may disqualify your proposal from this procurement.

5.06 Special Conditions

Special conditions include the following:

Respondents are expected to raise questions, exceptions, or additions they have concerning the RFP document. If a respondent discovers significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, they should immediately notify the above-named individual of such error and request modification or clarification of the RFP document. Failure to complete or provide the information requested in this RFP may result in disqualification by reason of "non-responsiveness."

All information submitted in response to this RFP shall become the property of the City of Nampa. This RFP does not commit the City of Nampa to procure or award a contract for the scope of work described herein. The City has sole discretion and reserves the right to reject any and all responses received with respect to this RFP and to cancel the RFP at any time prior to entering into a formal agreement. The City also reserves the right to reasonably request additional information or clarification of information provided in the response without changing the terms of the RFP.

The City of Nampa reserves the right to waive any technicalities or irregularities in any proposal.

Responding firms acknowledge and agree that the City will not be liable for any costs, expenses, losses, damages (including damages for loss of anticipated profit) or liabilities incurred as a result of, or arising out of, submitting a proposal, negotiating changes to such proposal, or due to the City's acceptance or non-acceptance of the proposal.

The City of Nampa shall determine, at its sole discretion, and provide the release of all public information concerning this RFP process, including selection announcements and contract awards. Those desiring to release information associated with this RFP to the public must receive prior written approval from an authorized representative of the City.

The City shall not be responsible for the accuracy of any information provided as part of this RFP.

All respondents are encouraged to independently verify the accuracy of any information provided. The use of any of this information in the preparation of a response to the RFP is at the sole risk of the respondent.

The respondent shall not collude in any manner or engage in any practices with any other respondent(s), which may restrict or eliminate competition or otherwise restrain trade. Violation of this instruction will cause the City to reject the respondent's submittal. This prohibition is not intended to preclude joint ventures or subcontracts.

The City of Nampa reserves the right to reject any and all proposals, to waive formalities, and to select the proposal and Ticketing System Provider that, in the City's sole discretion, are in the best interests of the City of Nampa, Idaho. The City reserves the right to:

- a) Amend, modify, or withdraw this RFP.
- b) Revise any requirements under this RFP.
- c) Require supplemental statements of information from any responding party.
- d) Extend the deadline for submission of responses hereto.
- e) Negotiate or hold discussions with any Proposer to correct insufficient responses that do not completely conform to the instructions contained herein.
- f) Waive any nonconformity with this RFP.
- g) Cancel, in whole or in part, this RFP if the City deems it is in its best interest to do so.
- h) Request additional information or clarification of information provided in the response without changing the terms of the RFP.
- i) Waive any portion of the selection process in order to accelerate the selection and negotiation with the top-ranked Proposer.
- j) Not award a contract as a part of, or result of, this RFP process.

The City may exercise the foregoing rights at any time without notice and without liability to any Proposer, or any other party, for expenses incurred in the preparation of responses hereto or otherwise.

Section 6 - Exhibits

- A. Facility Floor Plans
- B. Historical Event Activity for FY 2012 – FY 2014
- C. Historical Financial Operations for FY 2012 – FY 2014
- D. Current Ticketing Agreement