**Questions and Answers for the Request for Proposals - Series 2**

**FOR AN INTEGRATED TICKETING SYSTEM**

**FOR THE**

**FORD IDAHO CENTER**

Solicitation Number: 20151022FIC

1. Number of shows per year (2012-2014):

a.             Live Nation

Answer: 2012 - 2 2013 – 0 2014 – 0

b.            AEG Live

Answer: 2012 – 0 2013 – 1 2014 – 0

c.             Feld

Answer: 2012 – 2 2013 – 1 2014 – 2

d.            Other

Answer: 2012 – 10 2013 – 10 2014 – 13

Sporting Events – Walk up only

 2012 – 11 2013 – 10 2014 – 11

Trade Shows – Walk up only – 3 day events

 2012 – 3 2013 – 3 2014 – 2

1. What CRM system are you using?

Answer: None, some patron information and ticket purchase history is stored in the current provider’s database.

(3)        What email marketing system are you using?

Answer: Campaign Creator, the current providers system.

1. Do you have post-event surveys?

Answer: No

1. Are you interested in using beacon technology?  If you are already using beacons who is your provider?

Answer: No but would want to in future.

1. Who do you use for POS?

Answer: House computers, internet based.

1. Do they integrate the data?

Answer: No

1. Do you have an in-house digital marketing team?

Answer: Yes

1. Does Ford Idaho Center Complex charge a per ticket service charge on box office sales?

Answer: Yes

If so, is the fee consistent with other distribution channels (i.e. Telephone, internet, etc.)?

Answer: The Ford Idaho Center is actively reviewing its service charges for all events. It is the intent of the Ford Idaho Center to retain 100% control of the fees that it applies to customers going forward. The current fees charged to customers are in plain view on our website through the ticket purchase process.

1. To help us with our projections can you please provide ticket and FVFF information? Please see the enclosed excel spreadsheet which outlines the desired information.

Answer: See other attachment.