

**University of Maine System**  
**UMaine Athletic Ticketing Solution - RFP# 2018-03**  
**ADDENDUM #02**

**CLARIFICATIONS**

**Modifying the deadline for proposal submission to accommodate extended period needed for responding to written questions.**

**1.1.1 Timeline of Key Events**

<b>Reference Section</b>	<b>Event Name</b>	<b>Event Due Date</b>
Section 1.2.2	Deadline for Written Inquiries/Questions	October 26, 2017
Section 1.2.2	Response to Written Inquiries/Questions	October 30, 2017
Section 1.2.2	Deadline for Proposal Submission	December 1, 2017
Section 1.3.8	Estimated Respondent Presentation Date <b>(subject to change)</b>	December 14 & 15, 2017
Section 2.2	Award Announcement <b>(subject to change)</b>	January 5, 2018
	Estimated Agreement Start Date <b>(subject to change)</b>	TBD

**QUESTIONS**

**1. General Questions**

- a. What time of day is the RFP due on November 7<sup>th</sup>?

**ANSWER:**

Refer to 1.1.1. Timeline of Key Events – November 7, 2017 by end of day.

- b. Is it your expectation that we sign Appendix E as part of our proposal?

**ANSWER:**

Refer to 2.1.2.3 Contract for Services (Appendix E)

Responses which indicate full acceptance of the terms and conditions will receive the total points noted in the table above. Responses with language adjustments, will have point reductions based on University risk assessment. Refer to Agreement provisions detailed in **Section 1.2.1.2** for additional guidance.

Signing Appendix E with no changes means full acceptance of the terms and conditions.

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- c. Is your expectation that our bid submission includes responses to Rider A through Rider F? Or would these sections be completed during the final contract negotiation phase?

**ANSWER:** Yes

- d. Paciolan is a hosted solution, not a cloud based software. Can you please confirm if we are required to fill out the HEC-VAT Lite document. If the answer is yes, please confirm if the enclosed document is the correct assessment to complete?

**ANSWER:** Yes, please fill out the HEC-VAT Lite.

**2. Go Live / Installation**

- a. What is the target go live date for selling tickets on the system?

**ANSWER:** June 1, 2018

- b. What is the target go live date for access scanning?

**ANSWER:** August 1, 2018

**3. Access Scanning Locations**

- a. Please confirm the venues that will require access scanning.

**ANSWER:** Alford Stadium and Alford Arena

- b. What is the capacity for each venue?

**ANSWER:**

Alford Stadium: 12,000

Alford Arena: 5,165

- c. Please list the # of events that you can at each facility annually?

**ANSWER:**

Alford Stadium typically hosts 4-6 ticketed games annually.

Alford Arena typically hosts 17-23 ticketed games annually.

**4. Hardware**

- a. How many total ticket printers, Credit Card swipes, and handheld scanners do you currently have?

**ANSWER:**

5 printers

7 credit card readers

8 handheld scanners

- b. Will some or all of the handheld scanners need to also have magstripe readers for students IDs?

**ANSWER:**

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We would not need all handheld scanners to have magstripe readers

- c. What printers do you currently use (make/model) as they may be compatible with our system.

**ANSWER:**

Boca Lemur and Boca Lemur S

**5. System Requirement**

- a. How many concurrent users of the system do you have?

**ANSWER:** 6

**6. Data Conversation**

- a. Will Athletics be converting data for ticketing?

**ANSWER:** Ideally yes. The Respondent should capture the cost for data conversion separately so that we can clearly evaluate the cost and determine how to best proceed based on budget.

- b. Will Athletics be converting data for fundraising?

**ANSWER:** Ideally yes. The Respondent should capture the cost for data conversion separately so that we can clearly evaluate the cost and determine how to best proceed based on budget.

**7. Student Ticketing**

- a. Can you describe your current student ticketing environment?

**ANSWER:** Students receive free admission by providing their StudentID MaineCard

- b. Do students use their ID card for entry? Do the student ID cards have a barcode or a magstripe ID?

**ANSWER:** Yes students use ID card for entry and they do have both a magstripe and a barcode

- c. Do student go online to claim tickets thru your current ticketing provider?

**ANSWER:** No

- d. Are they paid tickets or comp?

**ANSWER:** Comp

**8. CRM**

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- a. Does Maine Athletics currently utilize a CRM system? If so, what system and how many users?  
**ANSWER:** Customer email contact is currently handled through our web provider, Sidearm.

**9. Integrated Fundraising**

- a. Does Athletics currently process donations through your current ticketing provider?  
**ANSWER:** Yes
- b. Or is all fundraising currently handled by the University's system?  
**ANSWER:** Some seat locations require a donation, which is built into the ticket price but audited out by University Development

**10. Ticket Volumes**

- a. Please provide the following information for **single-ticket sales** for the past fiscal year. ***Please exclude comps from your numbers below:***
- i. Total single tickets sold  
**ANSWER:** Total Single Tickets Sold: 30,365
  - ii. Percentage of single tickets sold online vs phone vs box office  
**ANSWER:** FB single game: Online sales 25%, Phone/Box Office 75%  
Hockey single game: Online sales 62%, Phone/Box Office 38%
  - iii. Average price of a single ticket (if possible, provide average price for Football vs. Basketball vs. Hockey vs. Student event, etc.)  
**ANSWER:** FB prices were \$12-\$25  
Hockey prices were \$20-\$50
- b. Please provide the following information for **new season tickets/combo sales** for the past fiscal year:
- i. Total new season tickets sold (include total tickets and number of orders). If possible, provide Football vs. Basketball vs. Hockey vs. Student event, etc.  
**ANSWER:** Not Available
  - ii. Percentage of new season tickets sold online vs phone vs box office  
**ANSWER:** Not Available
  - iii. Average price of a new season ticket (if possible, provide average price for Football vs. Basketball vs. Performing Arts vs. Student event, etc.)  
**ANSWER:** Not Available

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- c. Please provide the following information for **season ticket renewals** for the past fiscal year:
- i. Total number of accounts and tickets. If possible, provide Football vs. Basketball vs. Performing Arts vs. Student event, etc.  
**ANSWER:** FB: 460 Season Tickets under 280 Accounts  
Hockey: 1,400 Season Tickets under 750 Accounts
  - ii. Percentage of season/subscription renewals transacted online vs phone vs box office  
**ANSWER:** : FB: 3%, Phone/Box Office: 97%  
MIH: Renewed online: 5%, Phone/Box Office: 95%
11. The RFP indicates that there are 7 distinct universities and that more than one may elect to participate in the technology and services. Can you please answer the same questions on Ticket Volumes for the Universities that “may” use for event ticketing?  
**ANSWER:** We cannot address that question, campuses may join if they determine it is in the campuses best interest and discussions of their volumes will be discussed at that time.
12. Please provide ticketing volumes for each category by the last two calendar or fiscal years
- a. Individual tickets, memberships, groups, donations, and/parking, if provided.
    - On-line
    - Phone
    - Kiosk
    - 3<sup>rd</sup> Party Integrations
    - At venue/box office
- ANSWER:** This information is not available in our current solution.
13. Please provide a list of the current equipment needs
- a. On-site
    - Computers
    - Boca ticket printers
    - Monitors
    - Payment terminals
    - Kiosks
    - Scanners
- ANSWER:** Equipment needs will depend on the Respondents solution and ability to use our existing equipment. Obviously where possible we would like to leverage

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our current investment in equipment. Respondents should provide unit pricing for each equipment option as part of their response. Appendix C, Exhibit 1, Table 5

14. Please provide the number and type of venues that would be using our ticketing software.  
**ANSWER:** Alford Stadium and Alford Arena are the two venues that would consistently utilize the software, with select special events and post-season games as needed.

15. (Page 1) Response Deadline Date/Time: November 7, 2017  
Question: Please confirm the **Time** responses are due on November 7. As the timeline for this RFP is very tight, it is likely we will need to submit our electronic response (to robin.cyr@maine.edu) on November 7. Therefore, we need to know when receipt of submission is considered late.

**ANSWER:**

Refer to 1.1.1. Timeline of Key Events – November 7, 2017 by end of day.

16. (Page 22) **INSTRUCTIONS FOR – Exhibit 1 (Table 1)** - Licensing and Maintenance Agreement Pricing and/or Data Maintenance / Subscription Pricing:

The University needs to understand the associated lifecycle costs for your proposed system or service. For solution responses that leverage the University's existing hardware and software investments, the Respondent must provide which licenses and maintenance agreements the University needs to maintain. For solution responses that do not leverage the University's existing hardware and software investments, the Respondent must provide what additional equipment, licenses, and maintenance agreements we would need to purchase.

IMPORTANT - Respondents' are required to provide separate costs for each institution.

Question: Regarding the statement directly above in red, aside from the University of Maine (in Orono), which other UMS institutions will be included in the final contract with the selected vendor? If applicable, we will need revenue, sales and hardware information (see questions 17-23 below) broken out for each institution included.

**ANSWER:** We cannot address that question, campuses may join if they determine it is in the campuses best interest and discussions of their volumes will be discussed at that time.

17. (Page 51) Appendix H-2 – Evaluation Question(s) – Solution Requirements – 28) Provide an industry-leading integration with a secondary market provider

Question: Please clarify if this item is a "Must" or "Preferred".

**ANSWER:** "Preferred"

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18. (Page 52) Appendix H-2 – Evaluation Question(s) – Solution Requirements – 44) Provide ability to customize CRM system including views by user, customized fields, and dashboards  
Question: Please provide examples of customizations being sought.

**ANSWER:** It is our expectation that they each Respondent provide a solution to support this functionality in line with Athletic ticketing solutions, in their response.

19. (Page 53) Appendix H-2 – Evaluation Question(s) – Solution Requirements – 52) Provide event discovery tools and partnerships specific to the higher education athletics market  
Question: Please provide example(s) of event discovery tools being sought. Are you asking about any partnerships specific to event discovery tools?

**ANSWER:** It is our expectation that they each Respondent provide a solution to support this functionality in line with Athletic ticketing solutions, in their response.

20. (Page 53) Appendix H-2 – Evaluation Question(s) – Solution Requirements – 55) Provide ability for staff to print real time with regard to activity, availability, and manage other related data.

Question: Please provide clarification/example(s) for what is being sought with “manage other related data”. It does not seem to fit with the rest of the requirement.

**ANSWER:** It is our expectation that they each Respondent provide a solution to support this functionality in line with Athletic ticketing solutions, in their response.

21. (Page 53) Appendix H-2 – Evaluation Question(s) – Solution Requirements – 57) Provide an industry-leading integration with a marketing automation provider that includes the ability to set up messaging and deploy based on actions, inactions, time periods, specific interest, and any other parameters.

Question: Does the University have access to a marketing automation provider with its current vendor?

**ANSWER:** No, it is our expectation that they each Respondent provide a solution to support this functionality in line with Athletic ticketing solutions, in their response.

22. (Page 59) Appendix K – Evaluation Question(s) – Information Security – 1) If the answer to Question 1 is yes, fill out the attached Educause created Higher Education Cloud Vendor Assessment Tool - Lightweight version (HECVAT-Lite) spreadsheet. If the bidder has a previously completed full version of this tool (HECVAT), it can be submitted in lieu of the “lite” version.

Question: As of 10/26/17, this HEVCAT-Lite spreadsheet is not available for download at

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[www.maine.edu/strategic/upcoming\\_bids.php](http://www.maine.edu/strategic/upcoming_bids.php). Please post this document or send via email at your earliest convenience, as our IT department needs sufficient time to complete it as part of our response.

**ANSWER:** The HECVAT Lite can be found at the Educase website:

<https://library.educause.edu/~media/files/library/2017/5/higheredcloudvendorassesstoolite.xlsx>

23. (Page 62) Appendix L – Evaluation Question(s) - Information Technology – h - b) Does your solution offer capabilities to use CAS or Shibboleth for Single Sign-On (SSO)? If not, then what do you offer?

Question: Does the University's current vendor offer Single Sign-On (SSO) capabilities. If yes, has the University implemented it? Does the University consider this a "Must" or "Preferred" capability?

**ANSWER:** Please provide options offered by your solution and any limitations.

24. (Page 62) Appendix L – Evaluation Question(s) - Information Technology – j) Does your solution require data from UMS sources?

If the answer is "Yes," please describe the types of information and the data import process employed and respond to the "Technical Interface Data Exchange Requirements" and "Evaluation Question(s) –Technical Interface Data Exchange" sections below.

Question: If the University selects anyone other than the incumbent vendor, there must be an import of all customer account/transaction data into the newly selected vendor's system. Pertaining to this item, does the University consider this standard implementation data to be included in a "Yes" answer? If not, please explain what other data from UMS sources we might need that would trigger a "Yes" answer.

**ANSWER:** Ideally yes. The Respondent should capture the cost for data conversion separately so that we can clearly evaluate the cost and determine how to best proceed based on budget.

25. What are your biggest challenges regarding your current ticket system?

**ANSWER:** Inaccurate reporting, cancelled or interrupted transactions, poor customer experience while purchasing tickets, difficulty editing events



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26. Are there any initiatives you've wanted to enact but haven't been able to due to your current provider's limitations?

**ANSWER:** Mobile ticketing and reliable print-at-home options for customers

27. Are there any future initiatives you intend to enact in regards to ticketing/donor management that would be directly impacted by your provider/functionality?

**ANSWER:** Ticket packages with variable pricing for each game

28. Is donor management a significant part of this ticketing system initiative? Some features would include the ability to take a donation during a ticket transaction, potentially requiring a patron to make a pledge or donation in order to complete the transaction; managing a 'priority points' formula for the fulfillment of ticket and other benefits; and promoting fund drives online. Please describe preferred functionality, including anything that is preferred but not available with current system.

- a. Are Donations processed directly in the current Ticket System? Online? Back Office?

**ANSWER:** It is our expectation that they each Respondent provide a solution to support this functionality in line with Athletic ticketing solutions, in their response.

- b. Does the University have an active Priority Points program for Donors?

**ANSWER:** It is our expectation that they each Respondent provide a solution to support this functionality in line with Athletic ticketing solutions, in their response.

- c. Does the University have seat locations in any venues which require a minimum donation? If yes, how is this process currently managed?

**ANSWER:** Yes, the donation is built into the system and audited out.

29. Are you interested in additional marketing services? If yes, please describe.

**ANSWER:** It is our expectation that they each Respondent provide a solution to support this functionality in line with Athletic ticketing solutions, in their response.

30. How much impact will access to data and/or analytics regarding ticketholders and donors have on your decision?

**ANSWER:** This information is very important.

All information requested below is related to submitting our Pricing Proposal. Accurate sales and revenue numbers are essential for us to offer our most competitive pricing proposal(s).

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\*As noted in Question #2 above, we need the information for #17-23 below to be provided for each UMS institution that will be included in the final contract (if there are any besides the University of Maine – Orono).

31. During the last fiscal year what was the total revenue for all ticket sales?

a. Total revenue for Athletics in the last fiscal year?

**ANSWER:** \$1,053,247.10 for Men's Ice Hockey and Football ticket sales

i. Total revenue in the last fiscal year for Athletics season tickets?

**ANSWER:** Season Tickets for MIH & FB \$660,875.00

ii. Total revenue in the last fiscal year for Athletics single event tickets?

**ANSWER:** Single Tickets for MIH & FB \$392,372.10

b. Total revenue in the last fiscal year for Performing Arts/Non-Athletics, if applicable?

**ANSWER:** N/A

i. If applicable, total revenue in the last fiscal year for Performing Arts/Non-Athletics season subscriptions?

**ANSWER:** N/A

ii. If applicable, total revenue in the last fiscal year for Performing Arts/Non-Athletics single event tickets?

**ANSWER:** N/A

32. How many total *paid* athletic season ticket *accounts* did the University have in the last fiscal year?

**ANSWER:** Unsure data is not available with our current solution.

a. How many *paid* season ticket *accounts* are renewed online? By phone? By Mail? At the window? Other?

**ANSWER:** Unsure data is not available with our current solution.

b. What is the *paid* season ticket *account* breakdown by sport?

**ANSWER:** Unsure data is not available with our current solution.

33. How many total *paid* athletic single/individual event tickets did the University sell in the last fiscal year?

**ANSWER:** Refer to the answer to question 12.

a. How many *paid* athletic single/individual event tickets are purchased online? By phone? By Mail? At the window? Other?

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**ANSWER:** Refer to the answer to question 12.

- b. What is the *paid* single/individual ticket sales breakdown by sport?

**ANSWER:** Refer to the answer to question 12.

34. If applicable, how many total *paid* Performing Arts/Non-Athletics single/individual event tickets did the University sell in the last fiscal year?

**ANSWER:** Refer to the answer to question 12. The Performing Arts should not be included in pricing the solution.

- a. If applicable, how many *paid* Performing Arts/Non-Athletics single/individual event tickets are purchased online? By phone? By Mail? At the window? Other?

**ANSWER:** Refer to the answer to question 12. The Performing Arts should not be included in pricing the solution.

35. What are the current transaction fees charged to patrons?

- a. Per Ticket Fees? Vary by order method (i.e. internet, phone, etc.)?

**ANSWER:** No per ticket fees.

- b. Order Fees? Vary by order method (i.e. internet, phone, etc.)?

**ANSWER:** \$6 order fee for all orders

- c. Other (i.e. facility fees, print-at-home fees, transfer fees, etc.)?

**ANSWER:** N/A

- d. For season/subscription tickets?

**ANSWER:** \$10 Season Fee per account

- i. Vary by order method (i.e. internet, phone, etc.)?

**ANSWER:** No

- ii. What percentage is kept by current vendor?

**ANSWER:** None

- iii. Total fee revenue for season tickets in last fiscal year? Percentage that is kept by current vendor?

**ANSWER:** \$17,286.00. No percentage kept by current vendor.

- e. For Single/Individual tickets?

- i. Vary by order method (i.e. internet, phone, etc.)?

**ANSWER:** \$6 order fee for all orders

- ii. What percentage is kept by current vendor?

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ANSWER: None

- iii. Total fee revenue for single/individual tickets in last fiscal year? Percentage that is kept by current vendor?

ANSWER: See d. iii

36. What are total annual fees for your current ticketing software?

ANSWER: \$10,000

- a. Total fees for annual maintenance & support?

ANSWER: \$10,000

- b. Other system fees not already included?

ANSWER: N/A

37. Please provide the following information about Hardware. We need to determine how much of existing hardware is:

- Owned by the University, and if it can be used/repurposed to operate our system  
ANSWER: Equipment needs will depend on the Respondents solution and ability to use our existing equipment. Obviously where possible we would like to leverage our current investment in equipment. Respondents should provide unit pricing for each equipment option as part of their response. Appendix C, Exhibit 1, Table 5

- How much hardware (i.e. handheld scanners, workstations, printers, credit card swipes, etc.) would need to be provided/replaced so that we can price out appropriately in our Pricing Proposal:

ANSWER: Equipment needs will depend on the Respondents solution and ability to use our existing equipment. Obviously where possible we would like to leverage our current investment in equipment. Respondents should provide unit pricing for each equipment option as part of their response. Appendix C, Exhibit 1, Table 5

- a. Number, make and model of handheld scanners.

- i. Are scanners owned by the University or supplied by current provider?

ANSWER: University Owned.

- ii. If owned by the University, do any need to be replaced? Include quantity.

ANSWER: Equipment needs will depend on the Respondents solution and ability to use our existing equipment. Obviously where possible we would like to leverage our current investment in equipment. Respondents should provide unit pricing for each equipment option as part of their response. Appendix C, Exhibit 1, Table 5

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- b. For Student Ticketing
- i. Do the University Student IDs include a magnetic strip, barcode, or both?  
ANSWER: Both
  - ii. Do any scanners have integrated or attached magnetic swipe reader? If yes, how many?  
ANSWER: Yes unsure of the count
- c. Do you have an onsite server for access control?
- ANSWER: Access control is managed by through Blackboard
- i. Is onsite server owned by the University or supplied by provider?  
ANSWER: Access control is managed by through Blackboard
  - ii. If owned by the University, please provide specs of server.  
ANSWER: Access control is managed by through Blackboard
- d. Number of workstations (desktops, laptops, etc.) required for University staff to operate system, including all physical and remote box office locations.
- i. Are workstations owned by the University or supplied by provider?  
ANSWER: University Owned
  - ii. If owned by the University, do any need to be replaced? Include number.  
ANSWER: Purchase of desktops, laptops and printers is managed under a different agreement for those devices.
  - iii. Does the University anticipate the need for additional workstations beyond the current quantity?  
ANSWER: N/A - Purchase of desktops, laptops and printers is managed under a different agreement for those devices.
    1. If yes, include number  
ANSWER: N/A
    2. Or, indicate University will be responsible for purchase separate from any agreement related to this RFP.  
ANSWER: N/A
- e. Number and make/model of current ticket printers
- i. Are printers owned by the University or supplied by provider?  
ANSWER: University Owned.
  - ii. If owned by the University, do any need to be replaced? Include number.  
ANSWER: This will be determined by the Respondent's solution. The University is interested in keeping costs down.
  - iii. Does the University anticipate the need for additional printers beyond the current quantity?

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ANSWER: Equipment needs will depend on the Respondents solution and ability to use our existing equipment. Obviously where possible we would like to leverage our current investment in equipment. Respondents should provide unit pricing for each equipment option as part of their response. Appendix C, Exhibit 1, Table 5

1. If yes, include number

ANSWER: See answer to above question.

2. Or, indicate University will be responsible for purchase separate from any agreement related to this RFP.

ANSWER: See answer to above question.

- f. Number and make/model of current credit card swipes/terminals.

ANSWER: We can discuss in more detail during the oral presentations. Please note the makes and model limitations you have in your response.

- i. Are CC swipes/terminals owned by the University or supplied by provider?

ANSWER: University Owned.

- ii. If owned by the University, do any need to be replaced? Include number.

ANSWER: Equipment needs will depend on the Respondents solution and ability to use our existing equipment. Obviously where possible we would like to leverage our current investment in equipment. Respondents should provide unit pricing for each equipment option as part of their response. Appendix C, Exhibit 1, Table 5

- iii. Does the University anticipate the need for additional CC swipes/terminals beyond the current quantity? Include number.

ANSWER: Equipment needs will depend on the Respondents solution and ability to use our existing equipment. Obviously where possible we would like to leverage our current investment in equipment. Respondents should provide unit pricing for each equipment option as part of their response. Appendix C, Exhibit 1, Table 5